Recognizing Tourism Opportunities in Your Community
Tourism and Economic Returns

• Public budgeting is difficult.
• Tourism is sometimes misunderstood.
• Community development is vital.
• Small towns have limited resources.
• Take advantage of what you have.
Is Tourism Important?
Tourism Benefits

Tourism:
• Is an export good
• Brings visitors with higher disposable income
• Can support more diverse retail
• Brings outside revenues that stimulate the economy
• Generates funding for infrastructure
• Increases visibility
• Creates an awareness of the regional resources

Source: Tourism and Retail Development, Attracting Tourists to Local Businesses, Bill Ryan, Jim Bloms, Jim Hovland, David Scheler, University of Wisconsin Extension
Prairie Arts Festival

Total Expenditures

$1,349,435.91  $1,357,241.79  $4,354,126.46  $365,443.86  $37,087.82
Locals Versus Tourists

Income Levels of Attendees from the Local Region Excluding Starkville Residents

- <$30,000: 25.00%
- $30,000 to $50,000: 35.00%
- $50,000 to $100,000: 25.00%
- $100,000+: 5.00%

Income Levels of Visitors

- <$30,000: 4.55%
- $30,000 to $50,000: 9.09%
- $50,000 to $100,000: 22.73%
- $100,000+: 50.00%

Community Events Vs. Tourism Events

Community Event

Tourism Event
Questions to Ask before Starting a Tourism Initiative

**Why**
- do I want to promote tourism & community development?

**What**
- assets do we have?

**Who**
- can help?

**What**
- are our goals and our market?

**Which**
- current businesses/industries would benefit?

**How**
- safe, friendly, and attractive is my community?
Is Tourism a Good Fit?

- What are Complimentary Businesses?
- What is My Community Culture?
- Is My Community Suitable for Tourism?
- What Facilities, Resources, Amenities, and People are Available?
What Does a Tourist Need?

Eat
Sleep
Do
Buy
What to Eat?
Where to Stay?
What to Do?
What to Buy?
Industry Sectors Impacted by Tourism
Tourism Businesses

Hotels
Restaurants
Bed and Breakfaats
Campgrounds
Outfitters
Music Venues
Museums
Sports Facilities
Theatres
Guide Services
Equipment Rentals
Art Galleries
Farms
Casinos
Amusement Parks
Race Tracks
Rural Tourism

- Niche
- Culinary
- Agritourism
- Historical
- Sports
- Nature
- Music
- Festival
<table>
<thead>
<tr>
<th><strong>The Unusual</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Haunted Cemetery Tours</td>
</tr>
<tr>
<td>Crop Dusters</td>
</tr>
<tr>
<td>Movie Site Tours</td>
</tr>
<tr>
<td>Swamp Tours</td>
</tr>
<tr>
<td>Nostalgia</td>
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</tbody>
</table>
Emerging Tourism Trends

- Local Foods
- Historical Tourism
- Arts and Culture
- Adventure
- Sports
- Ecotourism
- Agritourism
- Fee Hunting & Fishing
- Family Reunions
- Conferences
- Education
- Religion
- Rails, Trails, and Farm Experience
- Holiday Tourism
A Few Rural Tourism Events…

- Songwriters Festival
- Dog Shows, Coon Hunts, Field Trials
- Cruisin’ the Coast
- Wildlife Refuge Exploration
- Noon Tunes
- Gospel Church Singing Bus Tour
- Canoe and Kayak Waterway Tours
- Dueling Fiddles
- Bring Back the County Fair
- Dance Halls in Every County
- Country Roads Magazine
- Catfish Alley
Highways, Byways, Rivers, Trails, and Tracks
Capitalizing on existing strategies, markets, and attractions

• Major Highways
• Already Created Trails
• Railroads
• Rivers and lakes,
• Coastlines
• Airports

Tourism Trails are Trending
Identifying Well-Traveled Roads

Environmental Systems Research Institute (ESRI)

www.esri.com
How to Get There?
Barriers and Challenges

Challenges

- Finding Funding
- Coordinating Communication
- Establishing a Common Understanding
- Garnering Support
Vital To Success

• Community Catalyst
• Access to Resources and Opportunity
• Building Relationships
• Public and Private Partnerships
• Knowing Your Market
Let’s Talk about the Team

You make it what you want it to be
What to Remember

Tourists are:
• Looking for an experience
• Not dependent on you
• Part of local business
• Someone who has his/her own wishes and wants
• Not an imposition or an interruption

For more information on this topic see - Tourism and Retail Development, Attracting Tourists to Local Businesses, Bill Ryan, Jim Bloms, Jim Hovland, David Scheler, University of Wisconsin Extension
Summary & Next Steps
Resources and Links

- Tourism and Retail Development, Attracting Tourists to Local Businesses, Bill Ryan, Jim Bloms, Jim Hovland, David Scheler, University of Wisconsin Extension
- Community Tourism Development, University of Minnesota Tourism Center [www.tourism.umn.edu]
- National Main Street Center http://www.preservationnation.org/main-street/
- Travel South http://www.travelsouthusa.com/