

The Business of Tourism: Using Entrepreneurial Spirit to Create a Compelling Community Experience



PRESENTED BY: JESSICA POOLE

Economic Impact on Regions

Rank	Metropolitan Area	Tourism GDP (in millions)
1	New York	\$35,993
2	Los Angeles	\$30,256
3	Las Vegas	\$17,259
4	Chicago	\$16,499
5	Miami-Fort Lauderdale	\$11,457
6	Dallas	\$11,110
7	Washington	\$10,896
8	San Francisco-Oakland	\$10,488
9	Orlando	\$9,423
10	Boston	\$8,794
11	Atlanta	\$8,472
12	Philadelphia	\$8,099
13	Houston	\$7,870
14	Phoenix	\$7,317
15	Seattle	\$6,766
16	San Diego	\$6,696
17	Detroit	\$6,590
18	Minneapolis-St. Paul	\$5,729
19	Denver	\$4,985
20	Tampa-St. Petersburg	\$4,964

Source: Bureau of Economic Analysis, 2007

True or False

**The economic benefits
of tourism are
unlimited!**

FALSE!

This can turn to...



This if you don't fully think through what it takes to develop and promote a unique tourism experience.



Economic Benefits



Sales



Income



Jobs



Tax revenue



Local investment



Brand recognition

Primary Tourism Industries

- ▶ Entertainment, Arts & Recreation



- ▶ Transportation



- ▶ Accommodations



- ▶ Restaurants



- ▶ Retail Trade



Challenges



Tough Economy/Travel Market



Information Age/ Social Media



Being Unique in a Crowded Marketplace



Defining Success and Brand



Politics

Types of Tourism



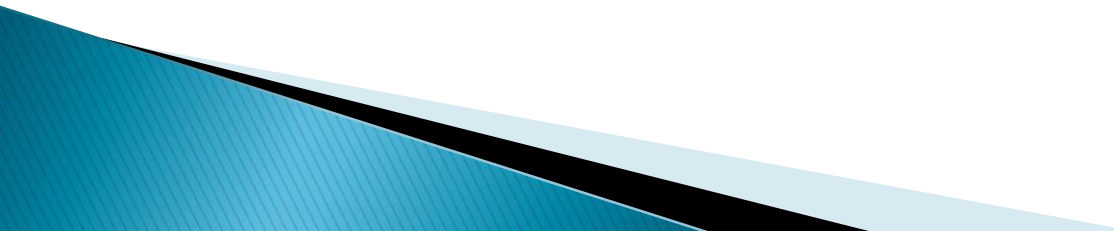
Etc., Etc...

Goals



- ▶ Create a compelling tourism experience.
- ▶ Develop success metrics that are self-identified and well planned.

The Tourism Thought Process

- ▶ What is (or can be) your claim to fame?
 - ▶ What kind of experience can your community provide that people can't get at home?
 - ▶ What do you want people to say about your community once they leave?
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Activities & Attractions

The vast area surrounding Leavenworth, Lake Wenatchee and Plain, including the world-famous Alpine Lakes Wilderness, provides recreational enthusiasts with four seasons of activity and adventure. From snowmobiling, cross-country skiing to hiking or rock climbing, not to mention biking and golf - there's always something to do and see in and around Leavenworth



Giant Things



Soap Lake, WA



Huntsville, TX

Planning Tourism



- ❖ Begin with a small group to develop vision and leadership
- ❖ Develop the product – and never stop
- ❖ Conduct market research
- ❖ Develop a business plan
- ❖ Pitch the business plan to investors and community
- ❖ THEN develop marketing and branding strategies
- ❖ Monitor the customer experience and investors' return on investment

Resources Continued

- ▶ The World Tourism Organization
 - www.world-tourism.org
- ▶ The International Ecotourism Society (TIES)
 - www.ecotourism.org
- ▶ The Boomtown Institute
 - www.boomtowninstitute.com
- ▶ Destination Development
 - www.destinationdevelopment.com

Resources



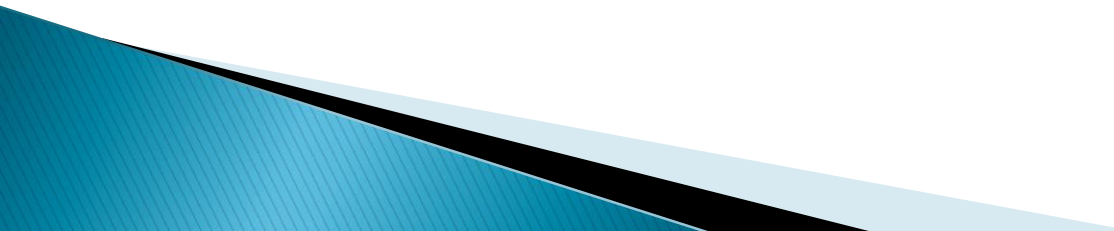
Texas Historical Commission: www.thc.state.tx.us

- Certified Local Government (CLG) grants to begin a local preservation program
- Heritage tourism-oriented grants
- Main Street Programs – Marketing and Technical Assistance
- Markers and Designations

Texas Travel – www.traveltex.com

Get your event or tourism attraction into the Texas Travel Guide.

HGAC Resources and Contacts

- ▶ GCEDD Funding Clearinghouse – Jessica Poole
 - ▶ Downtown Public Improvement Grants – Darlene Brown
 - ▶ Regional Cluster Study – Pramod Sambidi
 - ▶ Livable Centers Study – Meredith Dang
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THANK YOU!!

Jessica Poole

Economic Development Planner

Phone 832-681-2552

jpoole@h-gac.com

www.h-gac.com

www.gcedd.org

