TOURISM AND ECONOMIC DEVELOPMENT

Tourism as an economic development strategy can result in significant economic returns, while also providing amenities that improve both travel experiences and quality of life for residents.

Tourism can contribute many benefits beyond economic impacts:

- More attractive communities
- Sense of pride among residents
- Assists with crisis management
- Community branding important to attract investment

Economic Development Starts with a Visit

The majority of employed Americans (76%) agree that visiting a community is essential when assessing new job opportunities. First-hand experience was instrumental in forming impressions that influence relocation decisions.