

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.



→ IMPACT

Both **visitors and residents** enjoy tourism-oriented developments like the Pearl District in San Antonio.

Tourism can contribute many benefits beyond economic impacts:

- ▶ More attractive communities
- ▶ Assists with crisis management
- ▶ Sense of pride among residents
- ▶ 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.