



**TOURISM IS AN ECONOMIC
DEVELOPMENT STRATEGY**

Visitor Centric Strategic Map... Leisure, Conferences, Business

- Informing, Educating & Advising the Visitor Travel Havens Advertising
 - **CCVB ROLE Inform, Educate & Advise the Visitor**
- Delivering Services to the Visitor Airlines/Transportation Tour Operators
Hotels/Lodging Other Local Visitor Services Visitor Attractions Destination
Infrastructure
 - **CCVB ROLE Advocate the Total Visitor Experience**
- Developing the Destination Local Governments Industry Partners Community Leaders
 - **CCVB ROLE Support & Develop the Destination Strategy**
- Marketing & Selling to the Visitor DMO Sales Team Convention Sales Local
Organizers Out of Town Organizers Event Management Firms Group/Tour Packages
Conference Exhibitors Travel Resellers
 - **CCVB ROLE Advise & Support Marketers**



A collage of travel-related items including a passport, Euro banknotes, coins, a map, and sunglasses. The passport is open, showing a visa stamp and a circular stamp. The Euro banknotes are 5 and 20 Euro. The coins are 1 and 2 Euro. The map shows a route. The sunglasses are black. The text "CURRENT SENTIMENT TOWARDS ECONOMY & TRAVEL" is overlaid in white.

CURRENT SENTIMENT TOWARDS ECONOMY & TRAVEL



Visitors expect to spend less on their travel \$3500 on average, down from \$4700 just six months ago



46.2% report high travel prices as the reason



Day trips have risen at a higher rate than overnight leisure trips



38.2% cite personal financial reasons for reduced travel



41.2% believe travel prices are too expensive

Travel Budgets

Travel Budgets... the upside



49.4% of visitors feel a recession is not likely (a 16-month low)



30.7% of visitors feel they are doing better financially than a year ago



50.4% of visitors anticipate they will be doing better a year from now – the most optimistic since 2021



Excitement for travel remains at a record high – 8.1 on a scale from 0-11



83% of visitors have existing trip plans for the next 12 months

Marketing Travel

- 15.0% visitors rely TikTok as a source for destination information
- 42.2% of GenZ rely on TikTok for learning about new destinations
 - This is double the percentage of Millennials – who say Instagram and Facebook are their top travel inspiration sources
- One-third of visitors listen podcasts – 20% listen to travel related podcasts
- Trip planning has shrunk – dropping to 9.8 weeks from 11.5 weeks – and in just the last month it's more often 6.4 weeks



FY 2023 VISITOR IMPACT



**ESTIMATED
VISITORS**

1.98 MILLION



VISITOR SPENDING

\$381 MILLION

JOBS 4,696

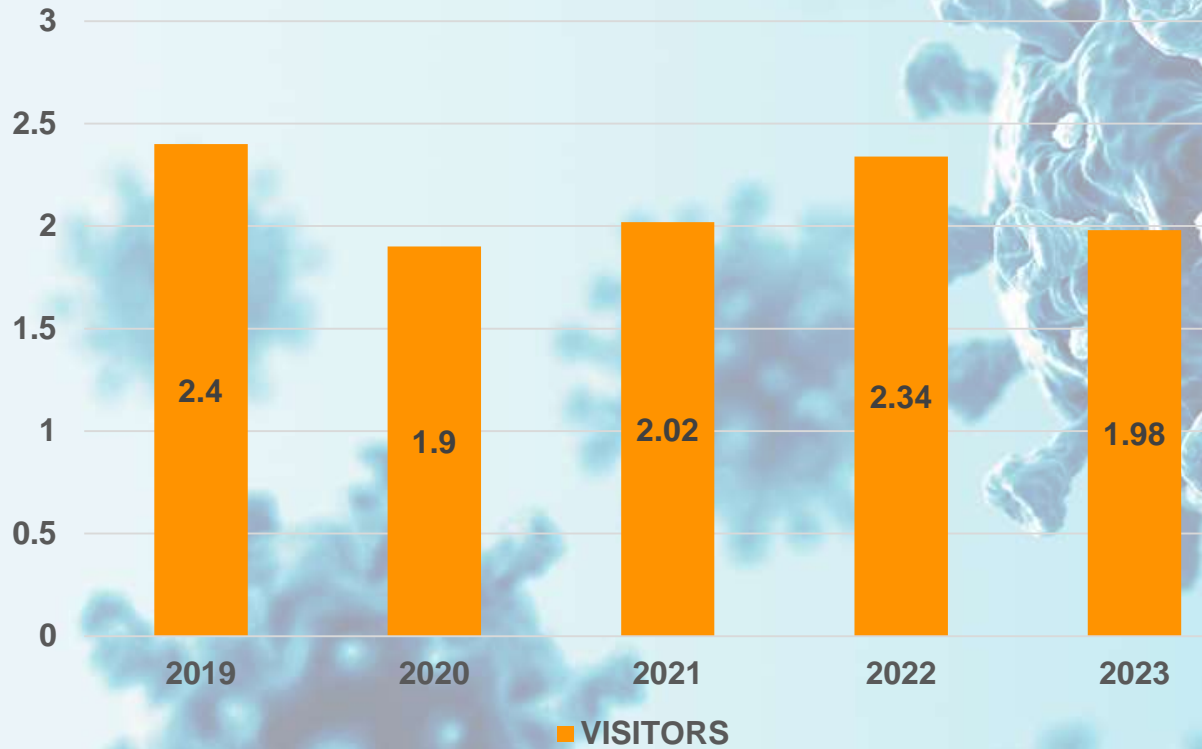
**LOCAL INCOME
\$159 MILLION**

HOUSEHOLD SAVINGS

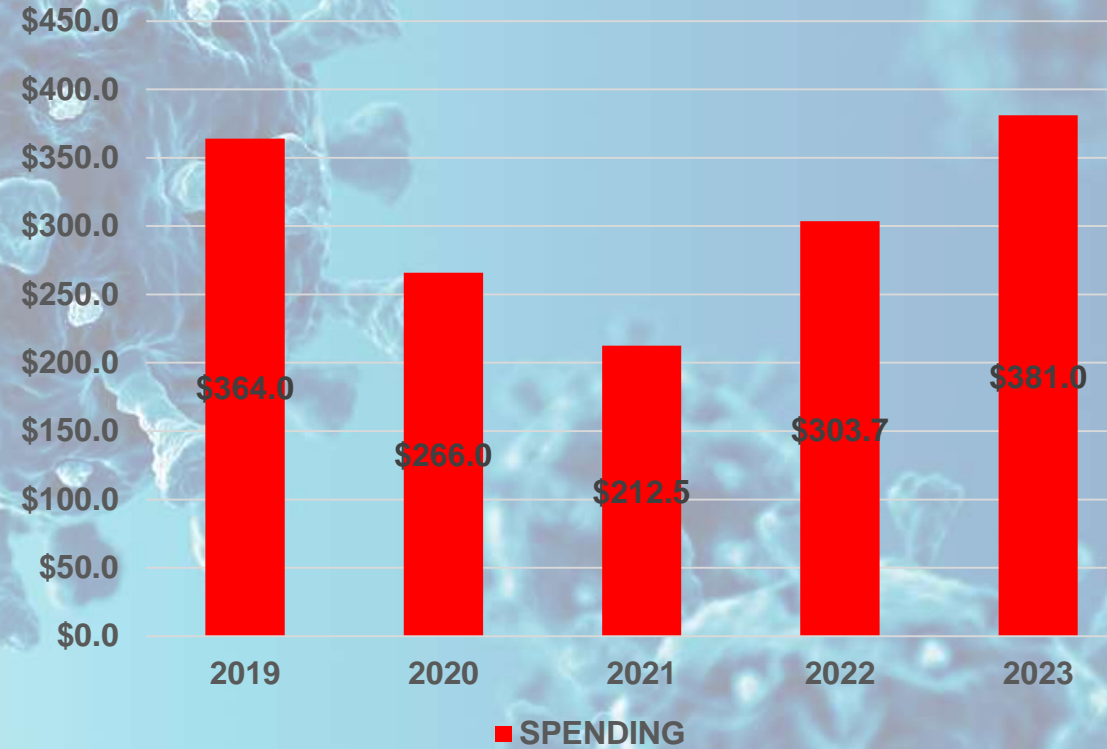
\$639

COVID RECOVERY

VISITORS*



SPENDING*



***MILLION**



QUESTIONS

TOURISM IS AN ECONOMIC DEVELOPMENT STRATEGY