

Economic Impacts of Tourism

Determining the Impact of Visitor Spending in Your Town

<http://www.uwex.edu/ces/cty/kewaunee/cnred/index.html>

Communities must justify capital and other investments in tourist attractions, especially during lean budget years. Learn about research that can quantify tourism expenditures in your local community, and improve your understanding about who your visitors are and where they come from through a case study of the City of Algoma Marina.

About this Resource:

- Has your community ever questioned the true value or benefit of a specific tourist attraction?
- Which expansions or improvements matter most to visitors?
- Have you clearly identified your tourism client base?
- What type of experience or amenities will keep tourists coming back?

Through user-input survey research, University of Wisconsin – Extension professionals can assist your community in answering these questions, and more.

This roundtable will share how the City of Algoma Marina answered these questions through the following analysis of survey results:

- Economic impact analysis, including assessments of direct spending of various user groups and the indirect economic benefits received by community through application of multipliers
- Identification of visitor point-of-origin, length-of-stay, and party demographics
- Consumer classification and lifestyle segmentation utilizing *Community Tapestry* data
- Visitor satisfaction and feedback on important issues

Putting it to Work in Your Community:

User-input survey research can be applied in any community for almost any type of tourist attraction. UW-Extension County-based educators and specialists, private university research centers, and consultants can utilize the tools and methods outlined in this study to accomplish the same goals.

For More Information:

www.uwex.edu/ces/cty/kewaunee

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