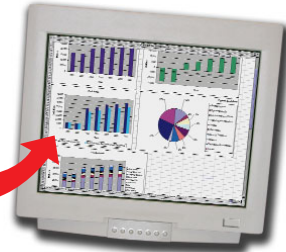




Tourism Business Development Toolbox

Resources to assist
tourism entrepreneurship
in your community



Free download at

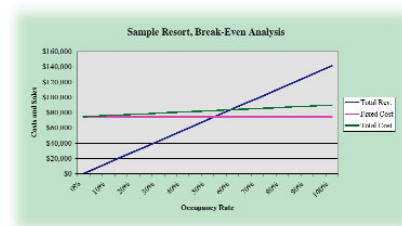
www.uwex.edu/ces/cced/tourism

Business-specific planning resources for:

- Existing business operators working to increase profitability
- Entrepreneurs, developers and consultants evaluating market feasibility for a new business

Five tools and resources available for each business category:

- ▶ Industry Trends
- ▶ Market Analysis Guidance
- ▶ Industry Financial Ratios
- ▶ Financial Planning Software
- ▶ Industry Resources & Links



Business categories:

- Hotels / Motels
- Small Resorts
- Bed and Breakfasts
- Campgrounds
- Restaurants
- Retail Stores



Donald S. Abrams photo



Gay Kowales photo



R.J. & Linda Miller photo

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Photos courtesy of the Wisconsin Department of Tourism

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