

Planning for Tourism: NC Eco-Tourism Opportunities

May 2009

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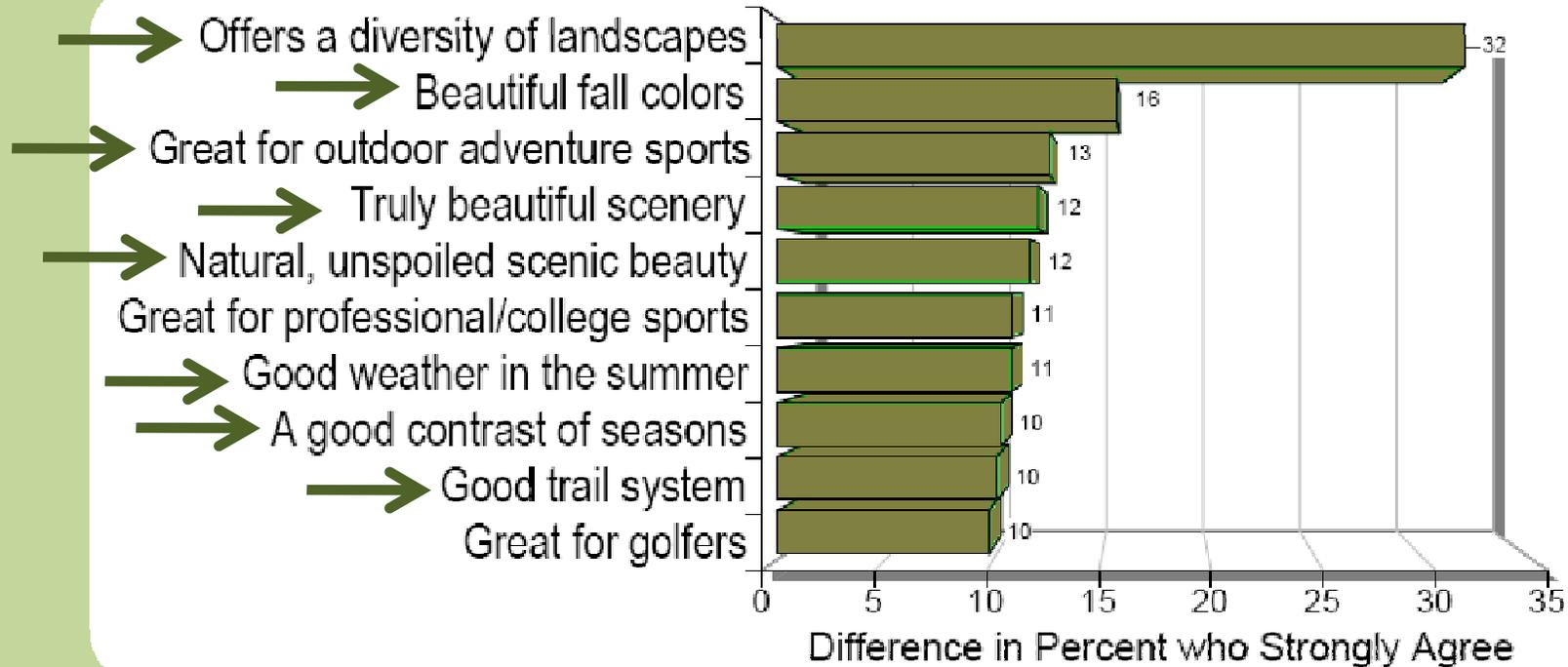
Tourism by the Numbers

1. World's largest industry with nearly 700 million international tourist arrivals and total revenues of \$475.8 billion
1. NC is the 6th most visited state in US
2. 2008 NC visitor spending contributed \$16.9 billion to state's economy
3. 2008 NC tourism industry employs 190,000 people
4. Contribution of tourism to local taxes in 2008 was \$542.3 million
5. 53% travelers in a recent TripAdvisor survey stated they will go hiking in 2009, up from 50 percent last year
6. 3.1% and 32%: Growth between 2000 and 2007 in total number of adults engaging in nature based tourism and number of days spent
 - From Ken Cordell <http://www.ecu.edu/cs-acad/sustainabletourism/upload/Ken-Cordell.pdf>



NC's Main Strengths vs. Competitors

People visit North Carolina for its *Natural and Scenic Beauty*



What Makes Good Tourism

Although similar, needs of tourists are not the same needs as locals

- Restrooms, parking, safety
- What's New?
 - Does the trail convey a unique story?
 - Does it play and does it sell?
- Does it connect?
 - Can I get to multiple places from there?
 - Does it lead me somewhere else?
- Do people know how to get there?
 - Is the trail marked and have mileage information?
 - Do you have a web site? Is that site web mobile ready?

Can you make money with it?

- Does the trail generate revenue?
- How does the trail contribute to increasing visitor spending?
 - If I use your trail, park, or lake, where can I spend money?



“The average tourists wants to go to places where there are no tourists” Sam Ewing

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Center for Sustainable Tourism: Serving the Region, State and Nation.

www.sustainabletourism.org