

Travel and Tourism

An overview

Forms of Tourism

- Commercial Recreation Tourism – Tourism industry in which companies provide services meant to for the relaxation and enjoyment of their guests.
- Ecotourism – Tourism industry which specializes in interaction with the world's natural environment with an emphasis on sustainability and preservation. Focuses on smaller scale, more intimate experiences into pristine and exotic locations

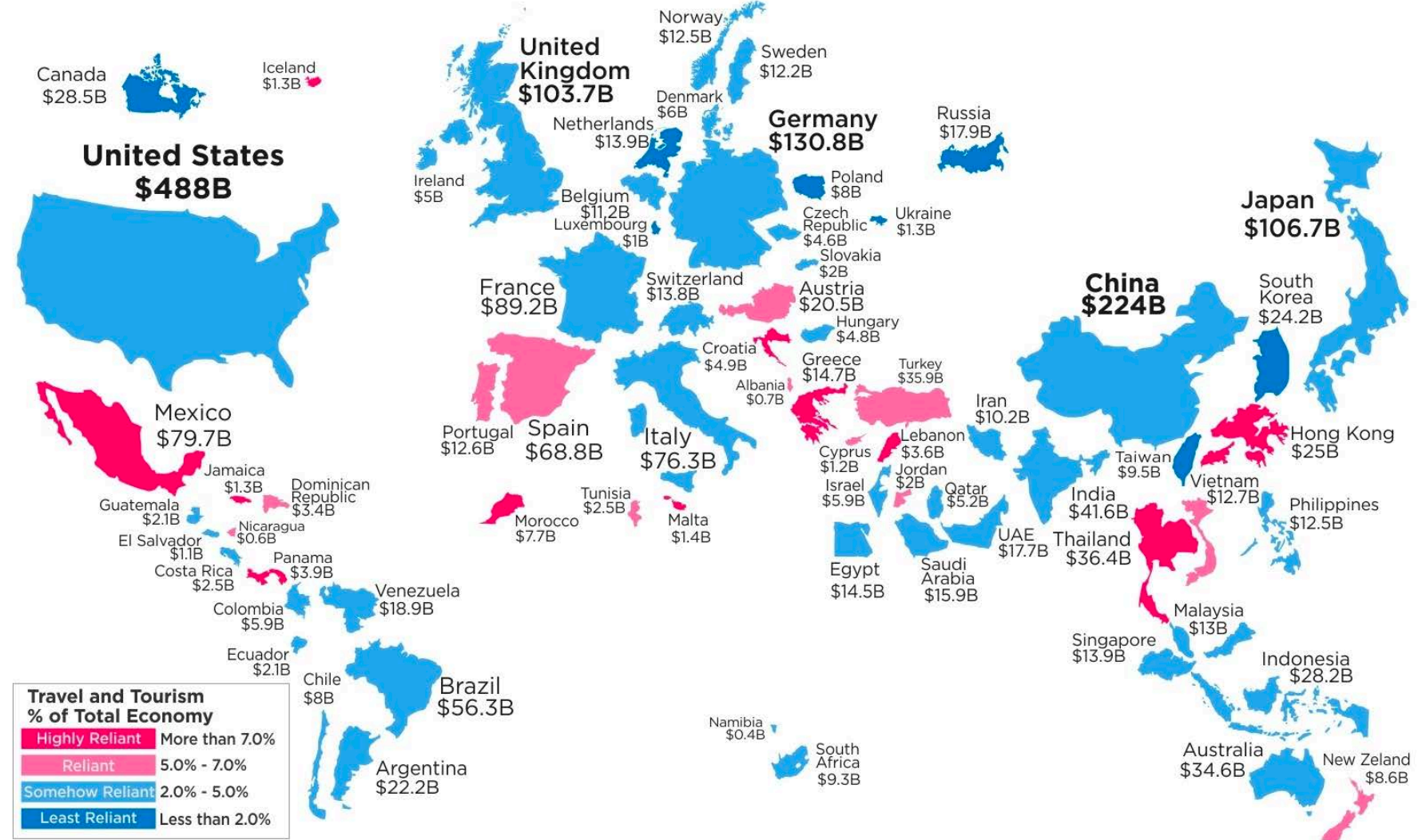
The Trickle Down Effect of Tourism

- Tourism dollars support local economies through the influx of outside money
 - Includes resorts, cruises, guides, hospitality industry (eg. Hotels), stores (souvenirs, vacation essentials, etc..), bars/restaurants, equipment rentals (ex. Surf boards, ATVs), golf courses, casinos, etc...
 - Supports an additional class of secondary support workers such as cleaning staff, maintenance staff, supply chain management, etc...

The Global Tourism Economy

The Travel & Tourism Economy (2017)

Which Countries are Most Dependent on the Travel Industry?



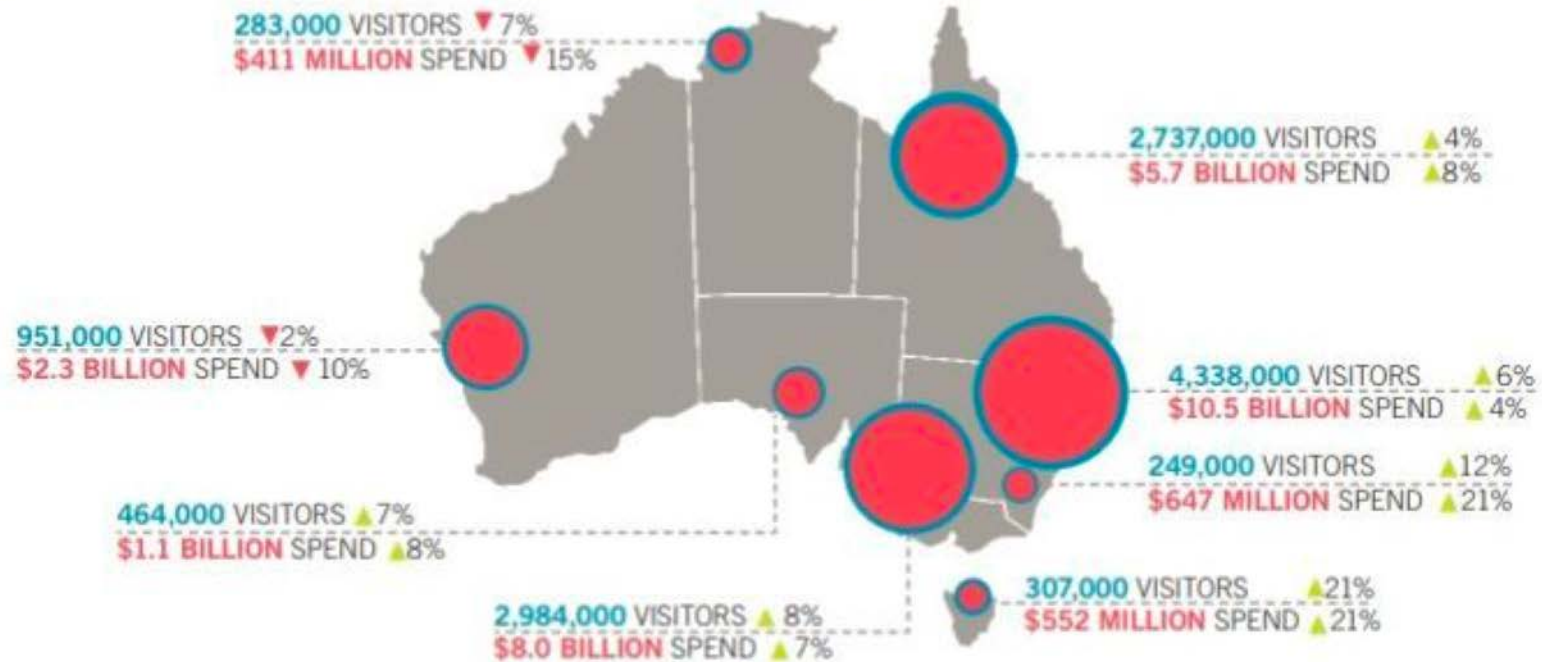
How to read this map: The map shows the biggest Travel & Tourism (T&T) economies in selected countries. Each country is sized to reflect the Travel & Tourism GDP, countries appear bigger as their T&T GDP is higher. Conversely, countries with smaller T&T GDP appear smaller. The colour represent how reliant the overall economy is to T&T GDP.

Source and Article:
 The Travel & Tourism Competitiveness Report 2017. World Economic Forum
<https://howmuch.net/articles/travel-tourism-economy-2017>

Case Study: Australia

Most states and territories saw strong growth in both international visitor numbers and spend for the year, with Tasmania and the ACT leading the way both with an increase in spend of 21%.

FIGURE 3*: INTERNATIONAL VISITORS AND SPEND BY STATE – YE JUNE 2018



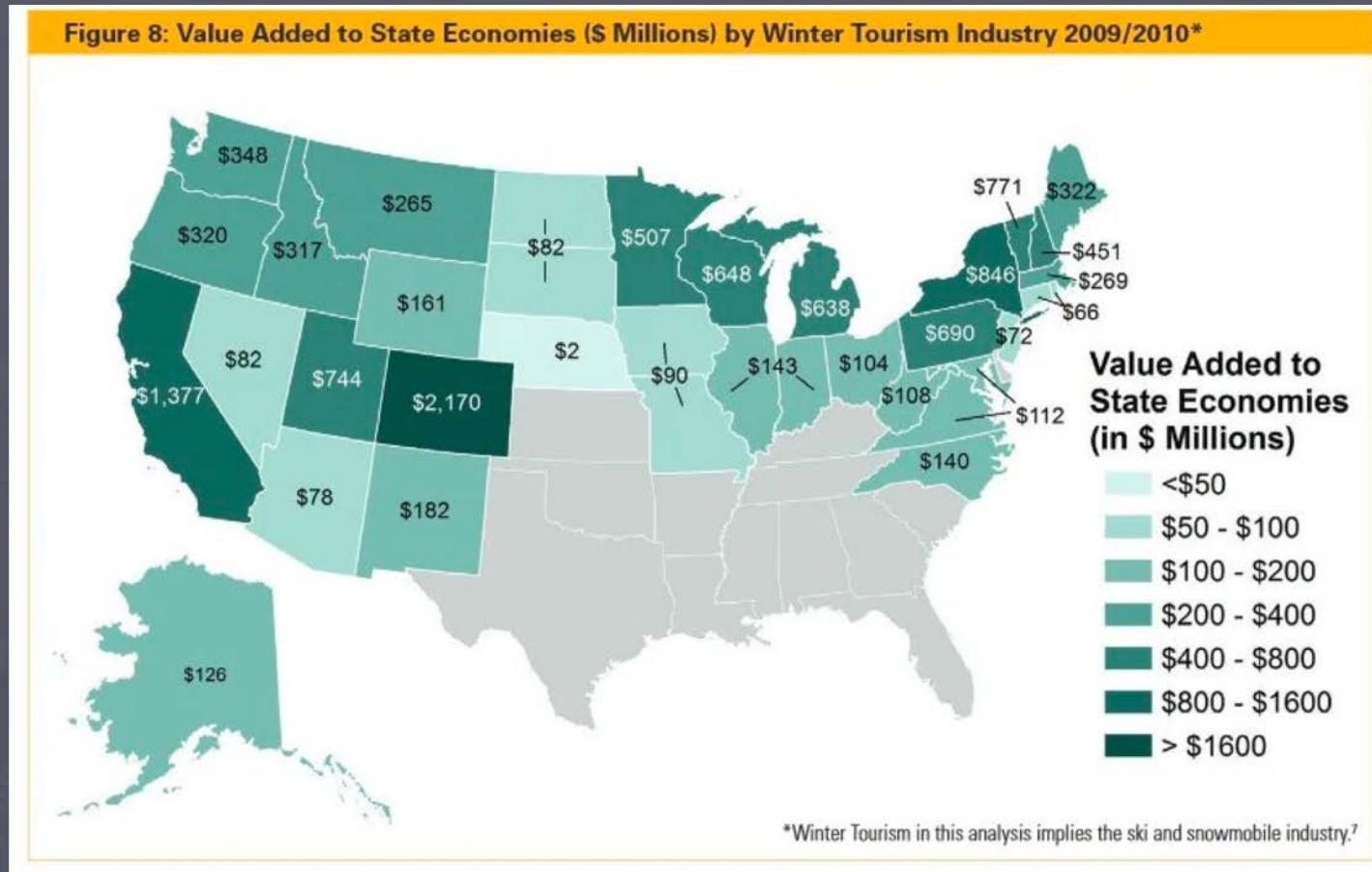
* Total number of visitors by state will be greater than total number of visitors for Australia (8.4 million), as some visitors visited multiple states.
Spend figures by state only include spend within Australia and will not add to total Australia spend figures, as these include expenses paid prior to entering Australia.

NOTE: International Visitor Survey (IVS) results for the June quarter 2018 do not include any data relating to purpose of visit.

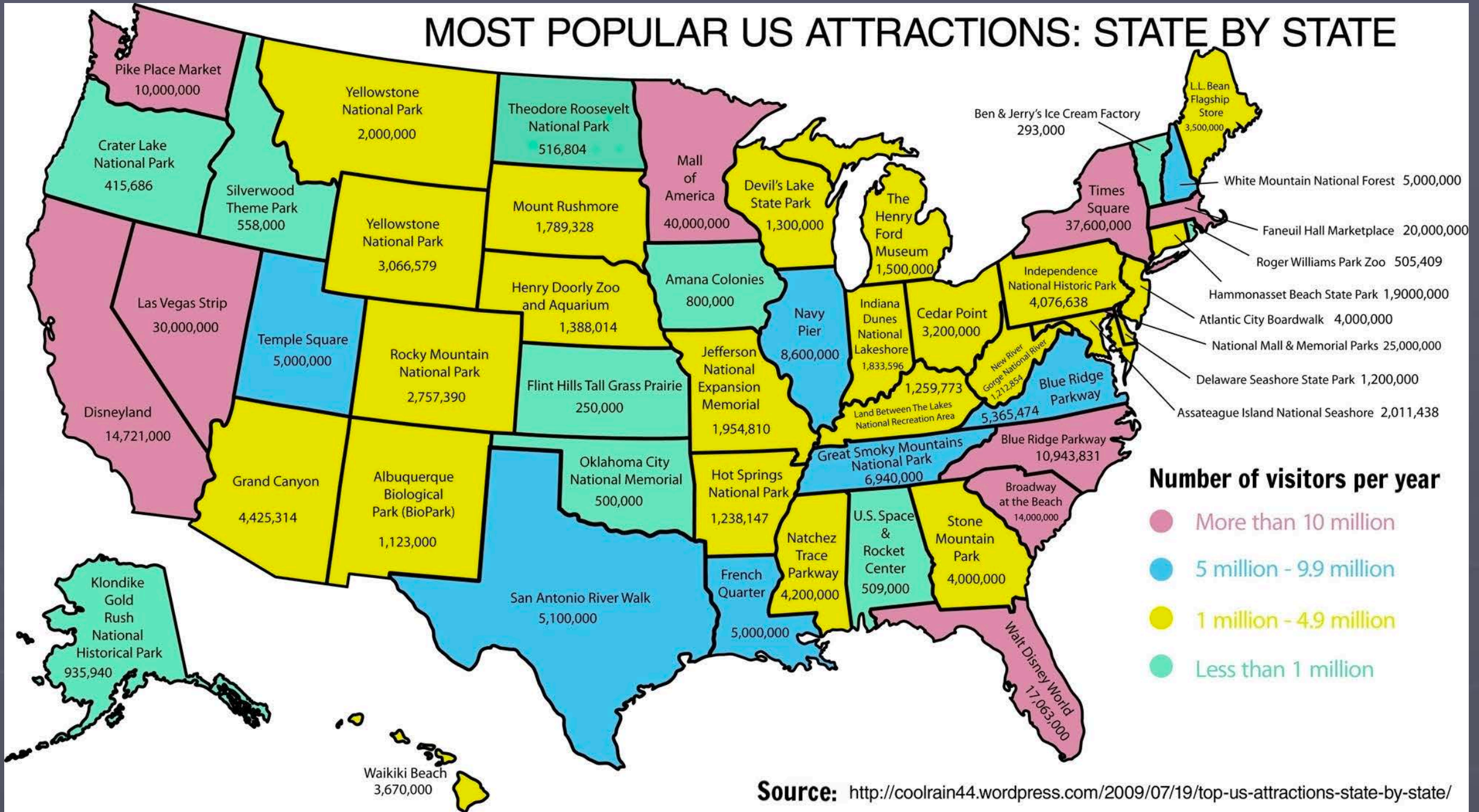
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Seasonal Tourism

- Tourism dependent upon climate and seasonal variation

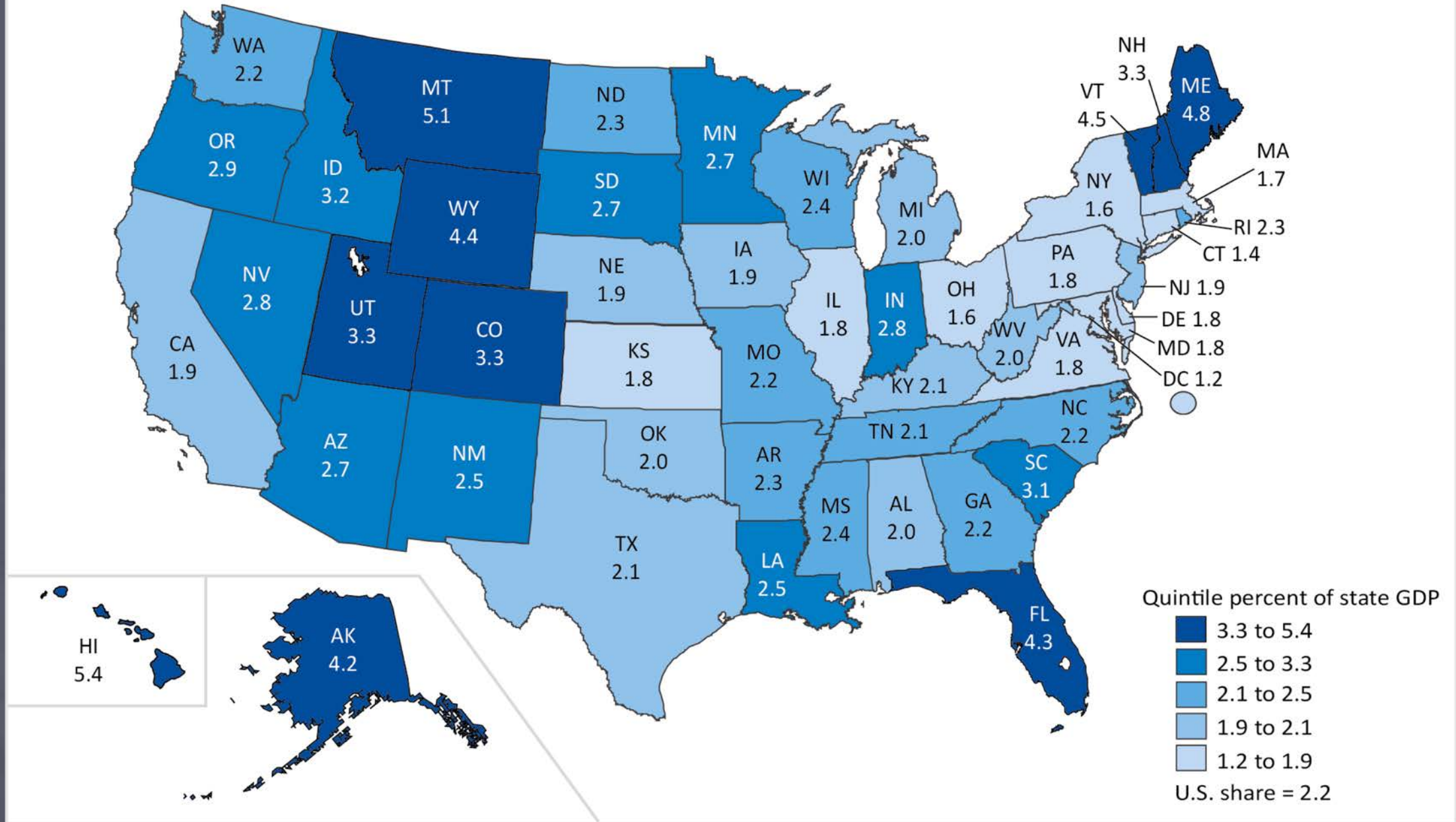


MOST POPULAR US ATTRACTIONS: STATE BY STATE

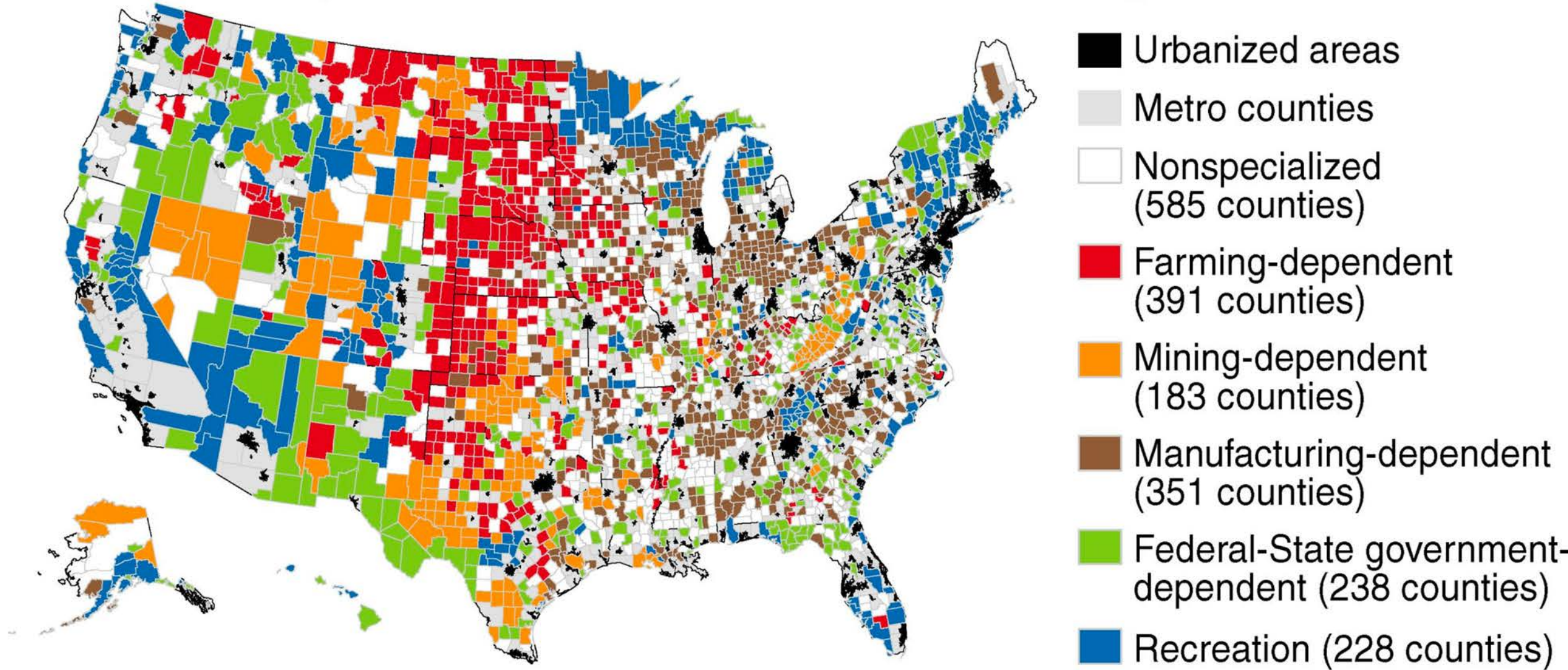


Source: <http://coolrain44.wordpress.com/2009/07/19/top-us-attractions-state-by-state/>

Outdoor Recreation Value Added: Percent of State GDP, 2017



Rural counties vary in their economic structure with marked regional differences



Note: The 2015 county typologies use data from 2010-2012. See footnote 1.

Source: USDA, Economic Research Service using data from the Bureau of Economic Analysis.

Additional Forms of Tourism

- Cultural Tourism – Tourism activities meant to immerse in another culture to gain better appreciation and awareness, and to try new things. Focus on learning the history, heritage, art, architecture, religion, language, and culinary traditions of a place
- Heritage Tourism - Personalized tourism through which an individual travels to their family's country or region of origin. Especially popular for tourists from the Americas to travel to ancestral homeland in the "old world"
- Recreational Tourism – The main focus of tourism is to participate in some sort of activity that may not be possible at home (ex. Skiing, snowmobiling, Fishing, Golfing, etc...)