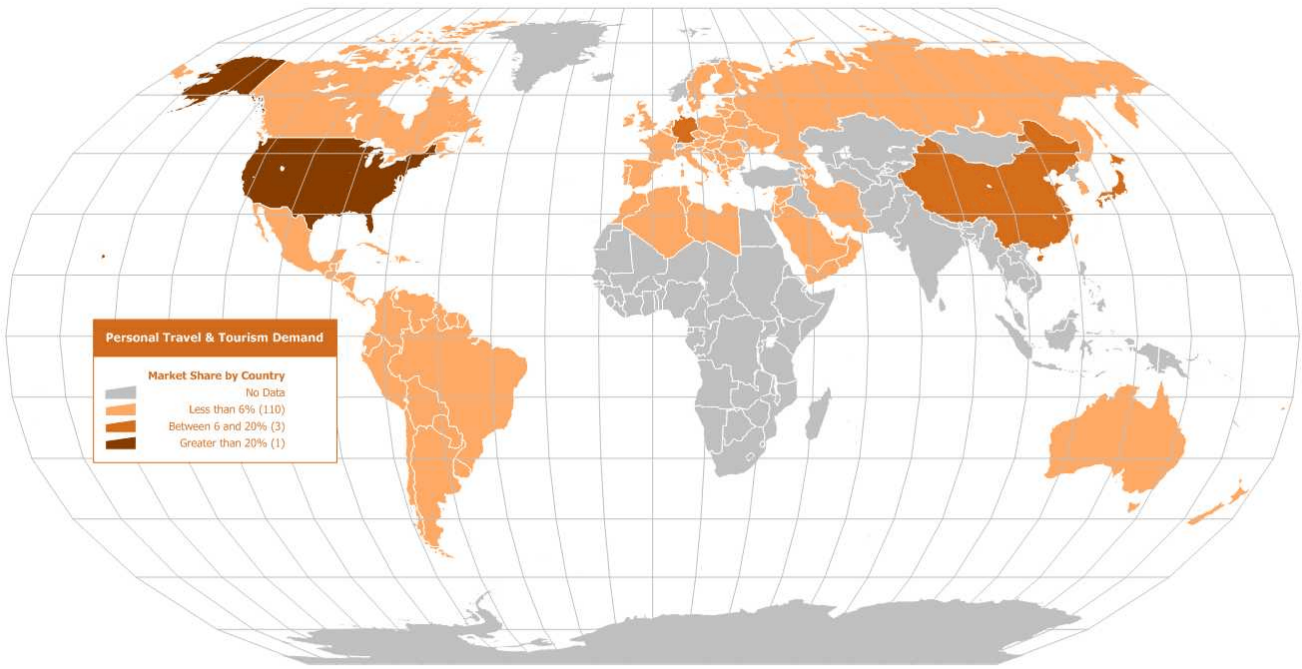


Community Tourism News

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United States Leads in World Tourism Demand

At just under 26% of total global demand, the United States maintains its pronounced lead in worldwide market share for travel and tourism during 2007 according to the World Travel & Tourism Council. In US dollars, their travel and tourism spending amounted to \$1,689.3 billion. Japan, Germany, and China follow the United States,

but their combined market share of global travel and tourism demand at 22% is less than that of the United States.

The United States is undergoing significant economic stress at present; recession is a news topic and North American “baby boomers” have passed their peak life-cycle travel age of 54. It will be interesting to see if the United States can maintain its market position in the years to come.

The complete WTTC 2007 Satellite Accounts report is available at: www.wttc.travel/bin/pdf/original_pdf_file/world.pdf.

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Signs of Attraction

Signage is an important element of planning for community tourism. Most signs provide visitors with way-finding or interpretive information. Gateway signs announce entry into a community and form first impressions. Sometimes though a sign moves beyond simply providing information and becomes an attraction unto itself.



This “Center of the [Cowichan] Valley” signpost is one such example. Located well off the Island Highway running between Victoria and Nanaimo, it is one of those trophy photo-op attractions everyone likes to have as a memory jogger of their road trip around Vancouver Island.

When a sign becomes the attraction, many of the conventional rules of good signage—see for example: web.mala.bc.ca/trip/Signage%20manual.pdf—can be ignored.

On the Center of the Valley signpost, the lettering is small and the message is unclear. It does provide vital information though, at least for some. In either travel direction from the signpost, there is a pub no more than 15 minutes away!

New Web Resource for Event Announcements



The World Events Guide (www.worldeventsguide.com/index.ehtml) is an Internet resource available to all communities with Festival & Special Event tourism strategies. Users can search for upcoming events under 21 different themes, e.g. Music, Comedy, or Unusual. Currently listed as Unusual is the Cockroach Racing World Championships in Brisbane. Users can control for when and where in their searches.

Submitting an event is easy. Simply fill out the online form that is accessible from any Guide web page. An editorial team reviews all submissions. And it’s free!

“ It’s rare to find a community that isn’t looking for some form of economic growth: residential, business, industry, tourism. The Internet is the most powerful and cost effective way to market your community.”

– Roger Brooks & Maury Forman, 2003. *Your Town - A Destination: The 25 Immutable Rules of Successful Tourism*. Rule 24: Let Your Fingers do the Walking.

Community Tourism News is edited and published four times a year by Michael E. Kelly, AICP, MCIP in Duncan, British Columbia. The newsletter may be freely copied and distributed to others with due credit and contact information provided to recipients. Contact newsletters@community-tourism.net to be added to or deleted from our distribution list, for further information, or to make contributions to future issues.

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