



# WELCOME TO THE 2019 FRPA CONFERENCE!



# Tourism and Recreation - A Perfect Match

## Learning Objectives



- Describe similarities and differences between recreation and tourism.
- Discuss the importance of recreation and tourism in building community and impacting the local economy.
- Recognize types of recreational activities impacting tourism at the local and state levels.

## What is Parks and Recreation?



"Community parks and recreation services impact very dramatically the quality of life, livability and health, and well-being of the members of any community. Community parks and recreation programs, services, and facilities play a key role in creating opportunities for people to experience and enjoy life. They are often pivotal in assisting individuals in finding great value in their day-to-day living activities."

Community Parks and Recreation.  
Edginton, Lankford, Deiser, and Kolwalski, 2017.

# What is Tourism?

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year.

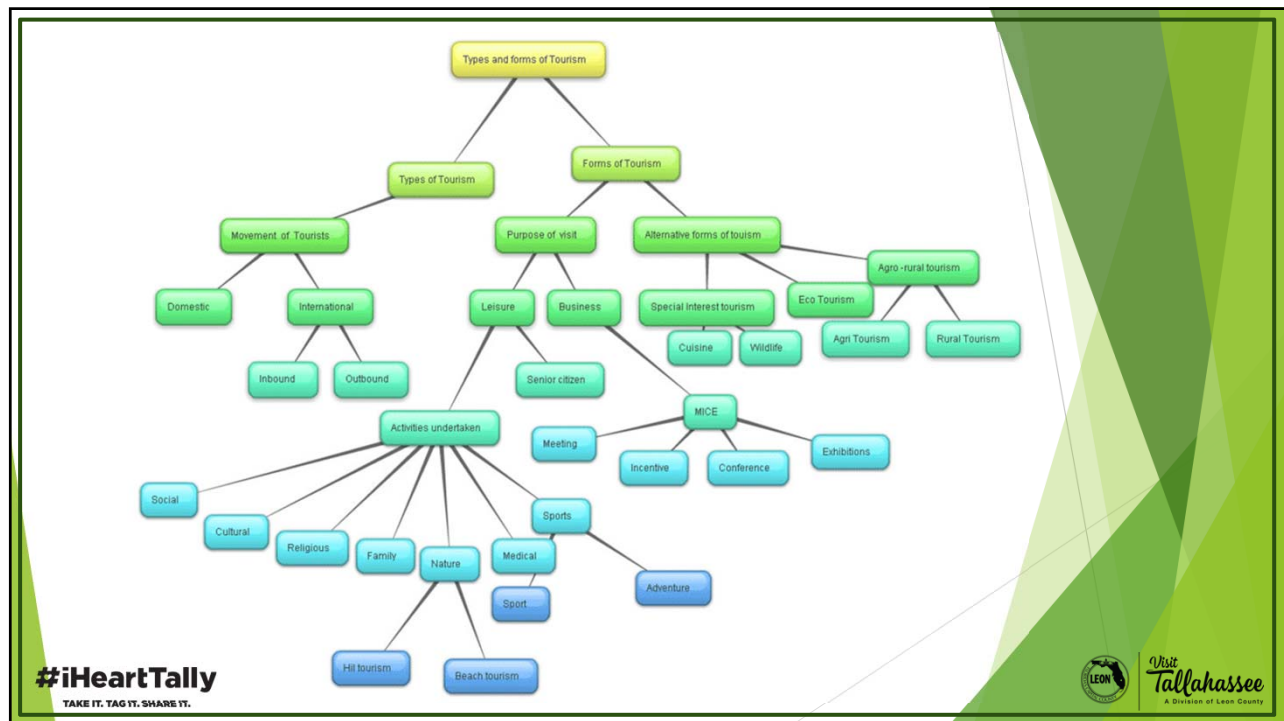
-World Tourism Organization, 1993.



## Types of Tourism

Adventure Tourism  
Medical Tourism  
Religious Tourism  
Bicycle Tourism  
Rural Tourism  
Beach Tourism

Space Tourism  
Cultural Tourism  
Sports Tourism  
Ecotourism  
War Tourism  
Wildlife Tourism



## Benefits of Travel & Tourism

- ▶ New experiences
- ▶ Connects us to the world
- ▶ Lowers stress
- ▶ Promotes hometown pride
- ▶ Creates life-long memories
- ▶ Creates jobs & stimulates the economy

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## Benefits of Parks & Recreation

IT STARTS IN  
**PARKS**  
HEALTH • COMMUNITY • ECONOMY • ENVIRONMENT

- ▶ **HEALTH**  
Florida's parks encourage healthy, active lifestyles as well as social development.
- ▶ **COMMUNITY**  
Parks bring communities together in a common place without the constraints of everyday life.
- ▶ **ECONOMY**  
Parks provide an investment in the infrastructure needed to accommodate revenue generating events and tourism which in turn benefit the local and state economy.
- ▶ **ENVIRONMENT**  
Florida's parks are key to connecting with our natural and historic treasures in order to preserve them.

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## Tourism By The Numbers

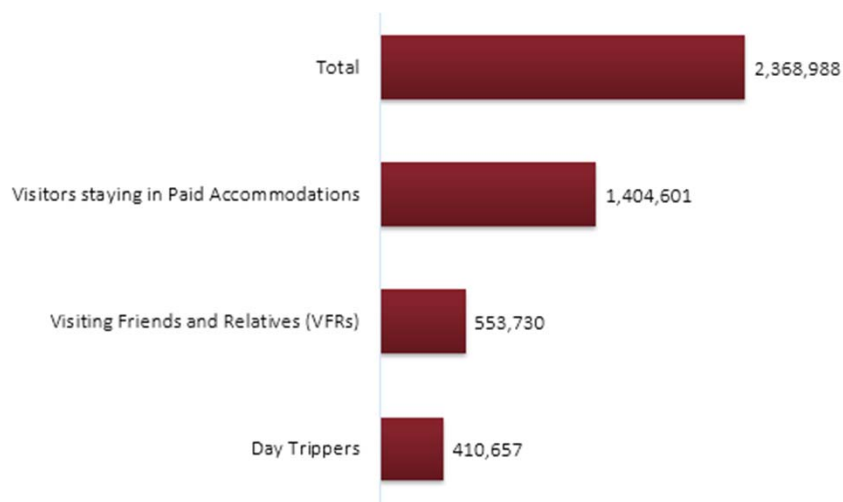
Economic Indicators	FY 2017	FY 2018	% Change
Visitors	2,358,833	2,368,988	+0.4%
Direct expenditures	\$566,982,300	\$576,099,100	+1.6%
Total economic impact	\$895,832,000	\$910,236,600	+1.6%
Room nights generated	1,368,160	1,369,756	+0.1%
Jobs created	14,354	14,573	+1.5%
Tourist Development Tax	\$5,783,298	\$5,999,573	+3.7%

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## Visitors to Leon County



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## Top Origin Markets

	FY 2018
Miami-Ft. Lauderdale	16%
Atlanta	9%
Orlando	7%
Tampa-Clearwater-St. Petersburg	7%
Jacksonville	6%
Surrounding counties*	4%
Pensacola-Mobile	3%
Sarasota-Bradenton	2%
Naples-Ft. Myers	2%
Panama City-Destin	2%
Washington DC-Baltimore	2%
Gainesville	2%
Lakeland FL	2%
New York City	2%
Charlotte	2%

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## Destination Highlights

- ▶ 3 new hotels opened in 2018 + 7 more in various stages of development
- ▶ New restaurants and attractions
- ▶ New murals and exhibits
- ▶ New sports events and semi-pro soccer team
- ▶ A *Southern Living* - Top 10 "Best City of the South" designation!

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## Happenings ALL Around Town



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## Visitor Information Center & Gift Shop



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## Are you a Seasoned Local?



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