



Tourist Development

John Pricher



Alachua County Tourism

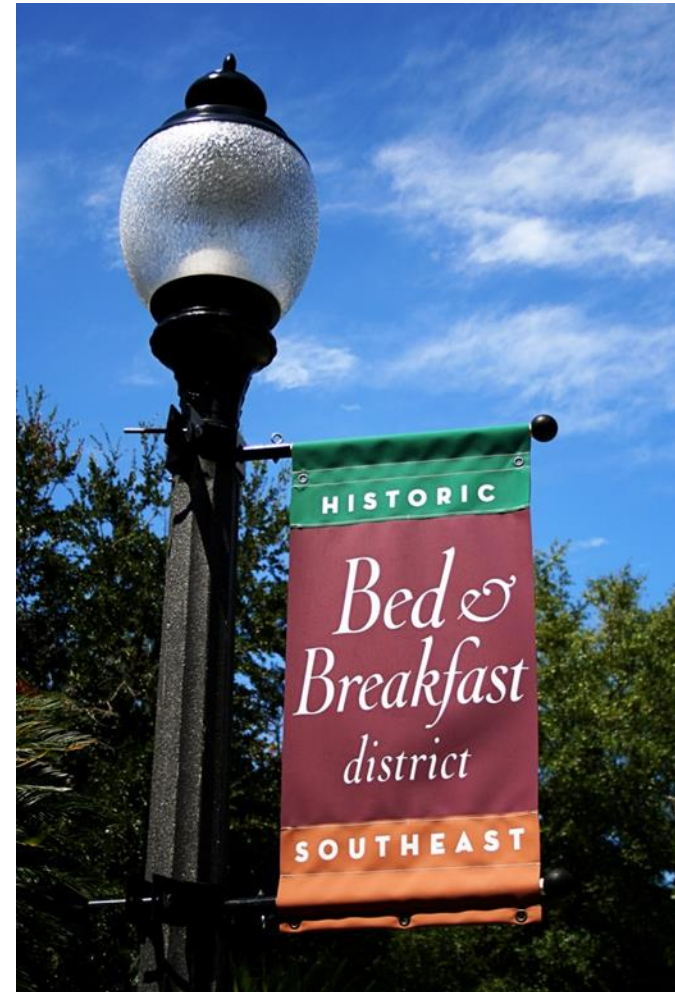
- Alachua County has a 5% tax of the cost of a hotel, motel, bed and breakfast, or campgrounds
- Alachua County has more than 4,500 Hotel/Motel rooms





Tourist Development

- \$75 Million in room sales annually, which generates over \$3 million in bed tax alone.
- Total economic impact from Tourism including Hotel/Motel stays, visiting friends & relatives, and day trips is \$ ½ billion





Welcome to Gainesville

- “A Great Little Getaway”
- “Where nature and culture meet”





Industry Developments

- Medical & Innovation Research at UF
- Downtown Redevelopment
- Cade Museum
- Champions Park
- Home 2 Suites (with several more hotels coming in the next few years)





Tourist Development

- Research Shows that the Top 4 Primary Purposes of Travel to Alachua County are...





#1 College and Amateur Sports





#2 Meetings, Conferences & Workshops





#3 Visiting Friends & Relatives





#4 Festivals & Events





Tourist Development

There are 4 Key Partners that work together to put “Heads-in-Beds” and Destination Enhancement.





Partner #1

Visit Gainesville





Mission Statement

The VCB's mission is to attract visitors to Alachua County by promoting and enhancing the visitor experience; Thus, creating an environment of economic and personal value for visitors and citizens alike on our natural, cultural and man made assets.





Reinforcing our mission, the on-going strategic goals of VisitGainesville are to:

- Attract visitors and increase the length of visitors' stay and spending
- Attract all forms of group business
- Attract visitors with advertising





Reinforcing our mission, strategic goals include:

- Promote through Trade Shows, Internet, Welcome Centers
- Provide a forum for tourism industry
- Partners “Original Florida” and “Visit Florida”





Sales/Marketing

- Host familiarization tours
- Effectively use telemarketing/sales blitzes/ direct sales calls/social networking
- Bring film, TV, and productions to area
- Use research in marketing decisions





Partner #2

City of Gainesville Cultural Affairs





Tourism Product Development

The City of Gainesville Department of Cultural Affairs (DCA) would serve as the administrating and coordinating agency for Tourism Product Development in the County's tourism efforts.





Program Components

- Create and develop themed events, meetings or festivals involving smaller organizations
- Hold workshops to aid organizations in developing tourism activities
- Develop printed material to promote local sites such as a guide to important African-American historic places or places of architectural interest
- Cross market events with sports and civic agencies and include an arts component





Expected Results

- Increased tourism awareness by the organizations
- Increased attendance at events and sites
- New or expanded events
- Increase in Tourism Tax revenue





Partner #3

Tourist Development Council

The Alachua County Tourist Development Council is the official tourism advisory board for the Alachua County Board of County Commissioners.

9 Members

3 elected officials

3 or 4 hotels, motels, or bed & breakfast operators

2 or 3 citizens involved in the tourist industry



TDC Conference Grant Program

- Awards meeting planners grant money to bring conferences to Alachua County
- Act as an advisory board to the BoCC on all matters related to tourism





Partner #4

Gainesville Sports Commission

- Receives 16% of Visitors & Convention Bureaus budget
- Receives \$110,000.00 from VCB budget for bidding on sporting events
- Annual economic impact of about \$18 million for our local economy
- Successful bids:
 - Special Olympics
 - Sunshine State Games
 - Florida Law Enforcement Games
 - High School Football Championship





Millions of Dollars in Tax Relief



Questions

