



# Tourist Development

John Pricher



# Alachua County Tourism

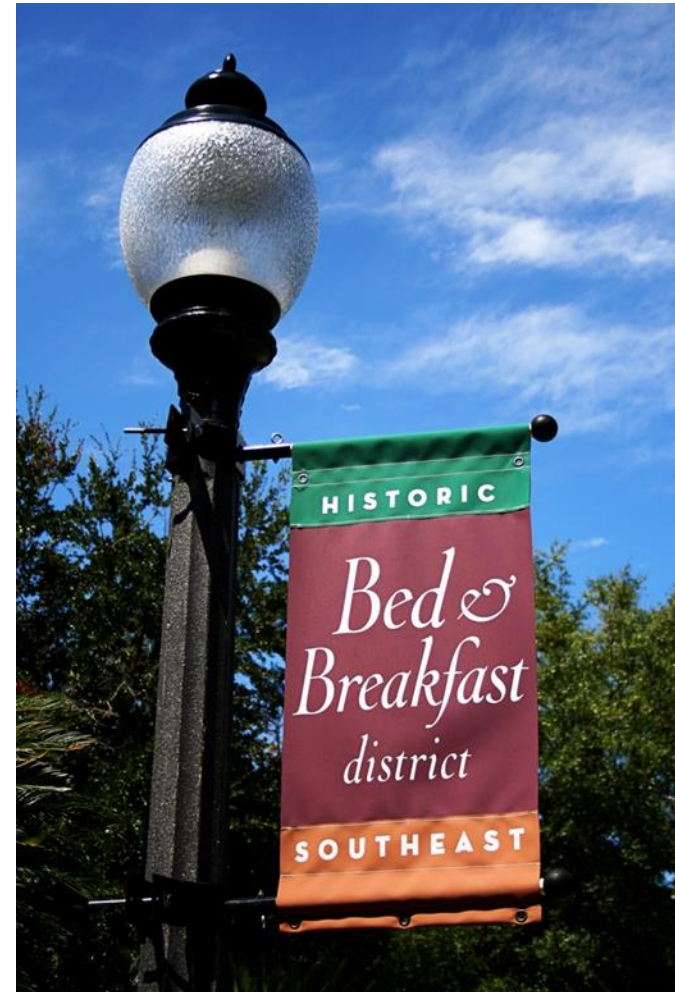
- Alachua County has a 5% tax of the cost of a hotel, motel, bed and breakfast, or campgrounds
- Alachua County has more than 4,500 Hotel/Motel rooms





# Tourist Development

- In FY16 Tourist Development Tax Collections were 4.7 million dollars
- Total economic impact from Tourism including Hotel/Motel stays, visiting friends & relatives, and day trips is \$ ½ billion





# Welcome to Gainesville

*“Where Nature and Culture Meet”*







# Industry Developments

- Medical & Innovation Research at UF
- Downtown Redevelopment
- Cade Museum
- Champions Park
- New Hotels, Renovated Hotels, & Flag Changes





# 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 3 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

### **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





# Tourism Product Development

- Community-based arts, culture, heritage and nature-based attractions and organizations





# Expected Results

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





# 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







# 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 #3

## 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

