



Keys to Sustainable Tourism

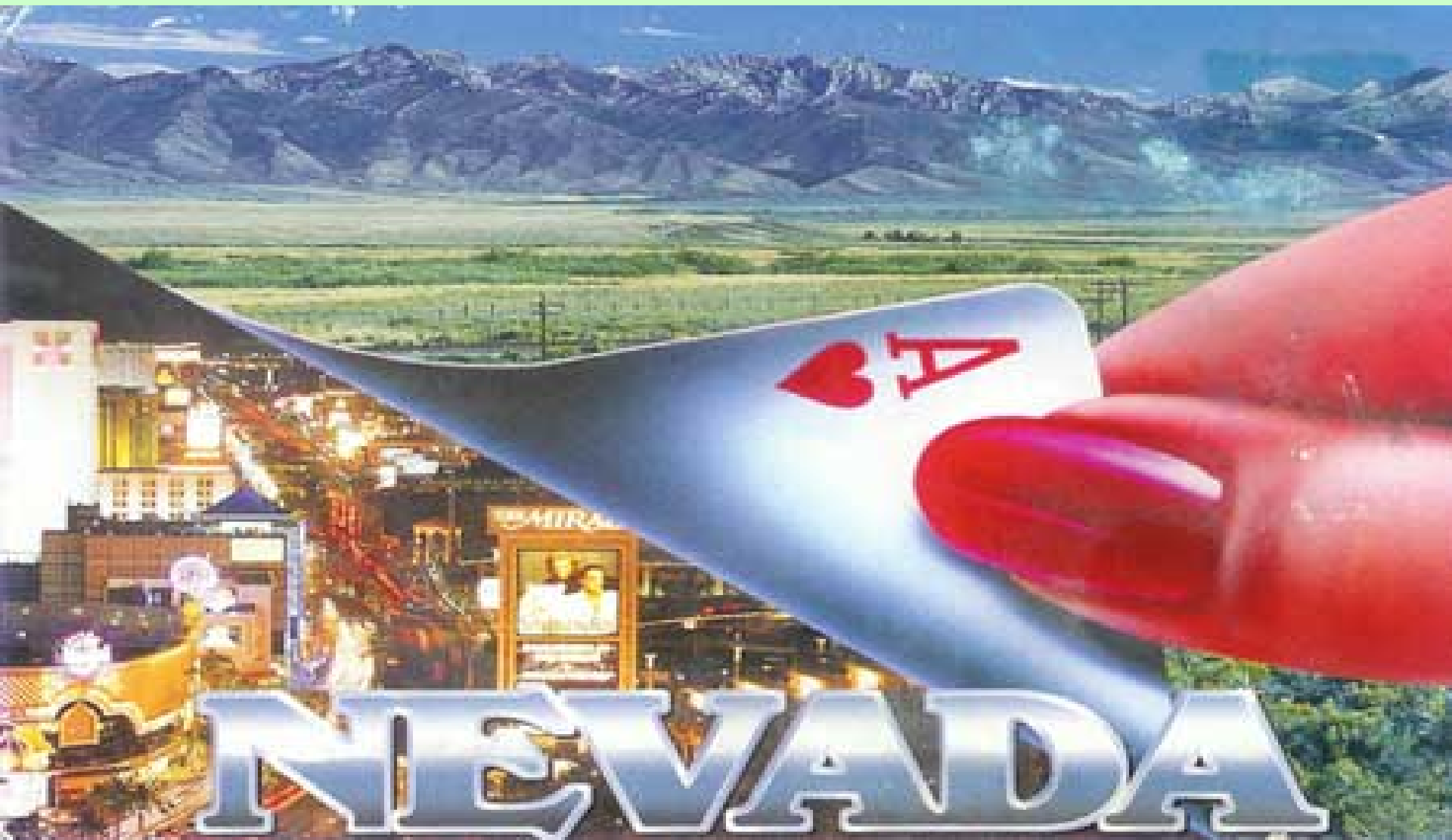
©Ed McMahon
Urban Land Institute
2019

Tourism is Big Business!



- Americans spend more than \$850 billion a year on travel and recreation away from home.
- Tourism generated over \$60 billion in Georgia in 2017.
- Tourism generated \$3.1 billion in state & local taxes in 2017.
- In Georgia, 450,200 people have jobs.
- Tourism is one of 3 largest industries in every state.

The Two Faces of Tourism



Tourism : A Double-Edged Sword

Benefits of Tourism

- New jobs
- Expanded tax base
- Enhanced infrastructure
- Improved facilities
- Market for local products, arts, crafts, etc.

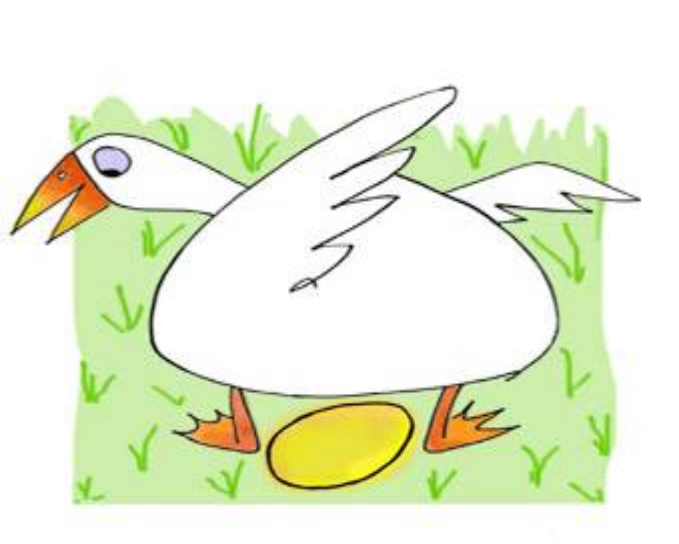
Burdens of Tourism

- Traffic congestion
- Crowds and noise
- Crime
- Haphazard development
- Cost of living increases
- Degraded resources



“The impacts of tourism on a community can be beneficial if planned and managed or extremely damaging if left without controls.”

Michael Kelly, AICP
Chairman, Tourism Planning
American Planning Association

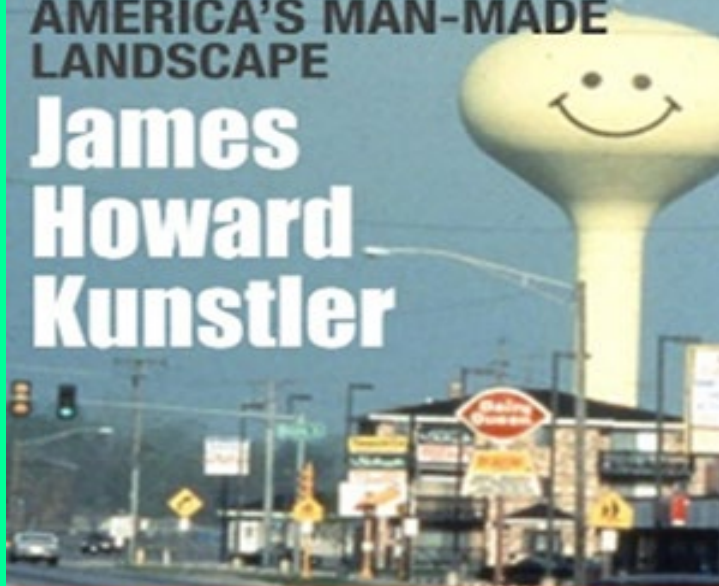


How do you keep from harming the
goose that lays the golden egg?

The Geography of Nowhere

THE RISE AND DECLINE OF
AMERICA'S MAN-MADE
LANDSCAPE

James
Howard
Kunstler



20th Anniversary Edition

How do you
prevent your town
from becoming
“Any Town” USA?

Mass Market vs. Sustainable Tourism

Mass Market

- Artificial
- Homogenized
- Generic
- Formulaic
- It's about ***Quantity***



Sustainable

- Authentic
- Specialized
- Unique
- Home grown
- It's about ***Quality***



Mass Market Tourism



Mega- Hotels



Theme parks



Giant Cruise ships



Chain stores

Sustainable Tourism



Distinctive destinations



Historic buildings



Unspoiled scenery



Locally-owned businesses

Tourism

Mass Market

- High Volume
- High Impact
- **Low Yield**



Sustainable

- Low volume
- Low impact
- **High Yield**



All Tourists Are Not Created Equal!

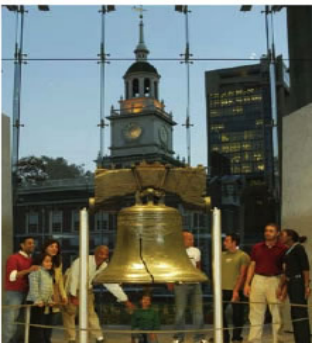


The U.S. Cultural & Heritage Tourism Marketing Council is the Ticket for Innovative Marketing to Promote Cultural and Historic Destinations!

CultureToursAndMore.com

US
CULTURAL & HERITAGE
TOURISM
MARKETING
COUNCIL

*An Exciting New
Opportunity for
Partnership*



Ft. Lauderdale – 1980's



Ft. Lauderdale - Today



Nature Tourism vs. Mass Tourism



- In Dominica, a island in the Caribbean, “stay over” tourists using small, nature based lodges spent 18 times more than cruise passengers spend while visiting the island.
- 80% of money for all inclusive package tours goes to airlines, hotel chains & other international companies.
- Eco-lodges hire and purchase locally & put a higher percentage – sometimes as much as 95% back into the local economy.

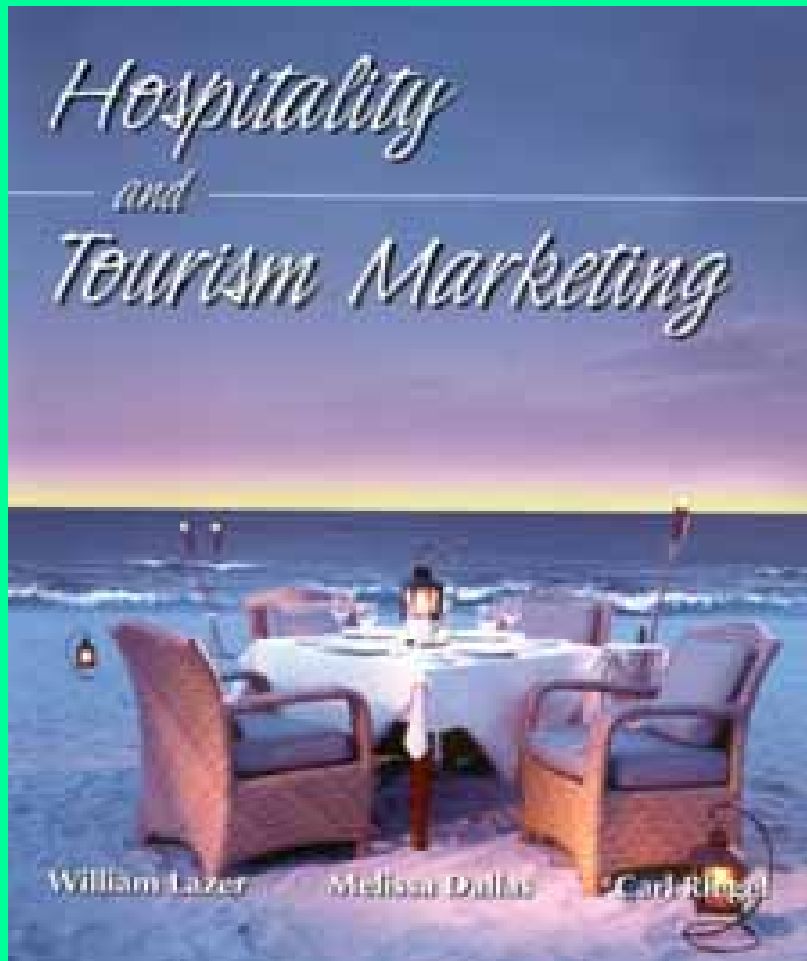
Keys to Sustainable Tourism

- **Tourism is about more than marketing**
- **Protect the product & the place**
- **Focus on the authentic**
- **Ensure that tourism support facilities fit in**
- **Interpret the resource/Educate the visitor**
- **Protect community character**
- **Get tourists out of their cars**
- **Link sites/enhance the journey as well as the destination**
- **Manage tourism and recognize limits**

Tourism Marketing is Important



Tourism Marketing



- Positions a destination
- Promotes visitation
- Identifies and segments potential visitors
- Provides information about a place.
- The best marketing is word of mouth

The Image



The Reality





The Image

The Reality!





MAGNA
Good Smoke.
Great Price.

7
ELEVEN

CITGO

1.01	9
1.01	9

Jägermeister
Europe's Popular Liquor

SELF SERVICE
24 HOURS
NO WAITING FOR SERVICE

BEY'S
BAR-B-Q
SINCE 1950

The Sign of the Times



Lancaster County, PA



Lancaster County, PA







Keys to Responsible Tourism

Focus on the
Authentic

Regional Food

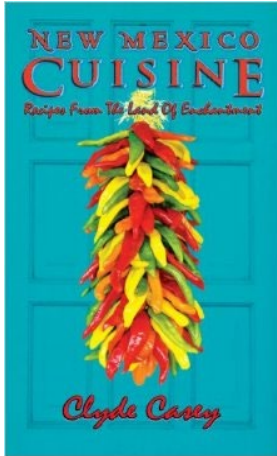


Image: New Mexico Tourism Dept, Dan Monaghan

New Mexico Cuisine



French Market Coffee & Beignets



North Carolina Barbeque



Low Country Cuisine

Music



Blues



Country and Western

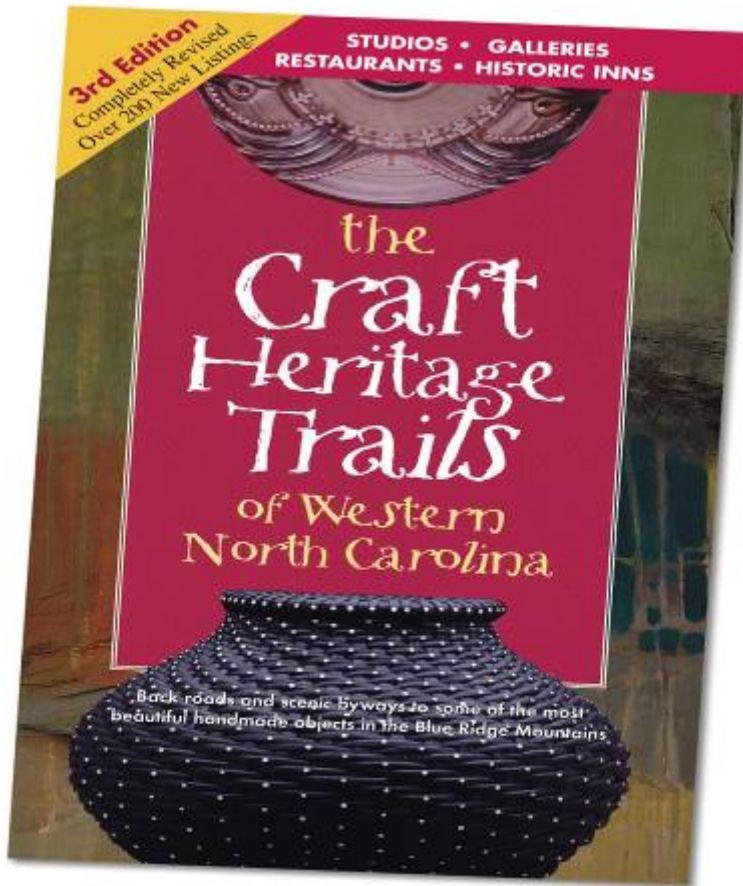


Bluegrass



Jazz

Art and Crafts



Vernacular Architecture



Landscape and Scenery



Wildlife



Unique Ways of Life



Elkhart County, Indiana



Indian Market, Guatemala

WANT TO EXPERIENCE THE REAL SOUTH?



South Carolina's National Heritage Corridor

For those in search of authenticity, South Carolina has put together two routes that run from the foot hills of the Appalachians to the historic port city of Charleston.

Traveling through the corridor, you will experience all the things that make the South the South; waterfalls and swamps, railroads and backroads, soul food and pig-pickins, spirituals and bluegrass.

If you want to experience the genuine South, the Heritage Corridor is for you. To begin to experience the richness that is South Carolina, call for your free brochure, (800) 617-4800. Or write Heritage Tourism, P.O. Box 71, Columbia SC 29202. www.sc-heritagecorridor.org

 South Carolina
Smiling Faces. Beautiful Places.™

Or the Unreal South?



Every Community Has a Story to Tell

- Sustainable tourism begins by inventorying assets.
- Some communities have more tourism assets than others.
- But every community has sites to save & stories to tell.



Historic Hotel – Abingdon, VA



Downtown – Covington, GA

Birmingham, Alabama - 1963



US Steel Blast Furnace



Civil Rights Demonstration

Birmingham, Alabama - Today



Sloss Furnace National Landmark



Civil Rights Museum & District

Freedom Riders

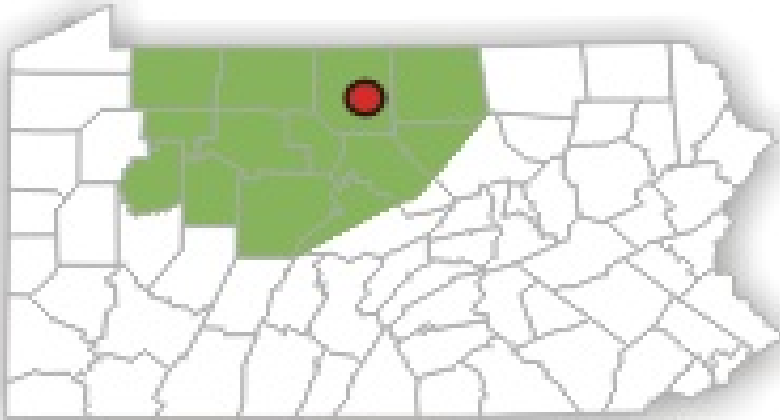


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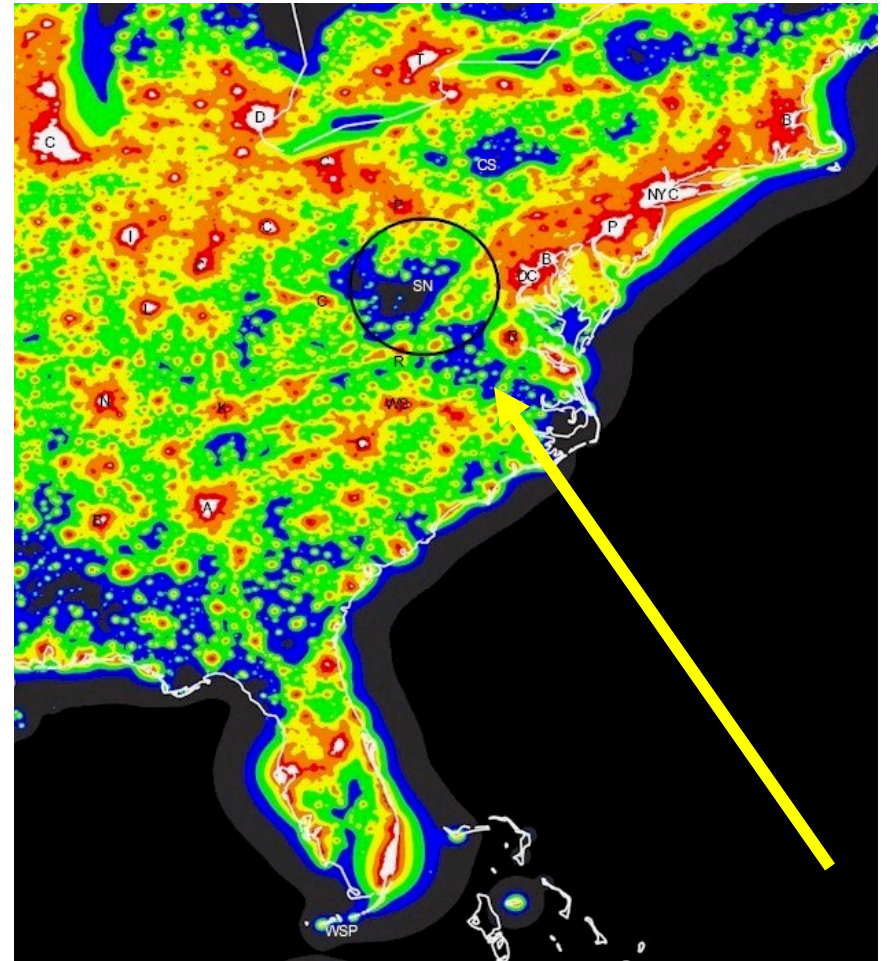


NOW

Cherry Springs State Park, PA



The Night Sky



America's No 1 Dark Skies Park



Lemons into Lemonade





Authenticity – A Key to Responsible Tourism

Preserve historic buildings,
neighborhoods and
landscapes

Every Community Has Places Worth Preserving



Lucy the Elephant, Margate , NJ

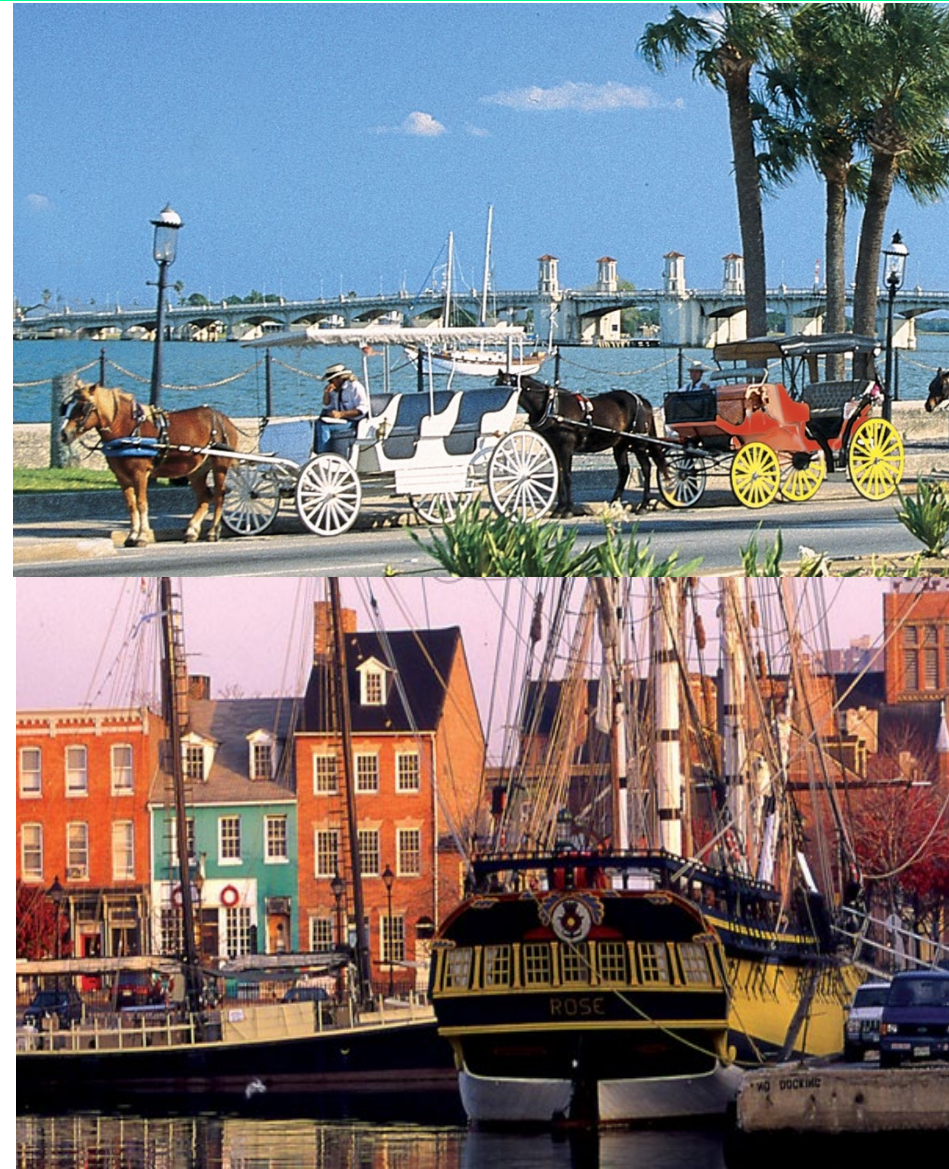


Wigwam Motel, Holbrook, AZ

Heritage Tourism

- Heritage tourists stay longer, visit more places and spend more per day than other tourists.
- 2.6 million more international tourists visited a historic place than went to an amusement park.
- 4.1 million more international tourists visited a historic place than went to a beach.
- 4 times as many international tourists visited a historic place as went to casino.
- 14 international tourists visited a historic place for everyone who played golf.

Source: Advisory Council on Historic Preservation, 2011



Average Length of Stay

- Cultural & heritage visitors – 4.7 days
- Other visitors – 3.3 days



Source: Travel Industry Association of America

Estimated Tourist Dollars Spent Per Trip

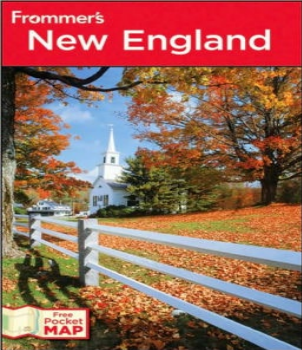


- Cultural & heritage Visitors - \$994 per trip expenditure



- Other visitors - \$611 per trip expenditure

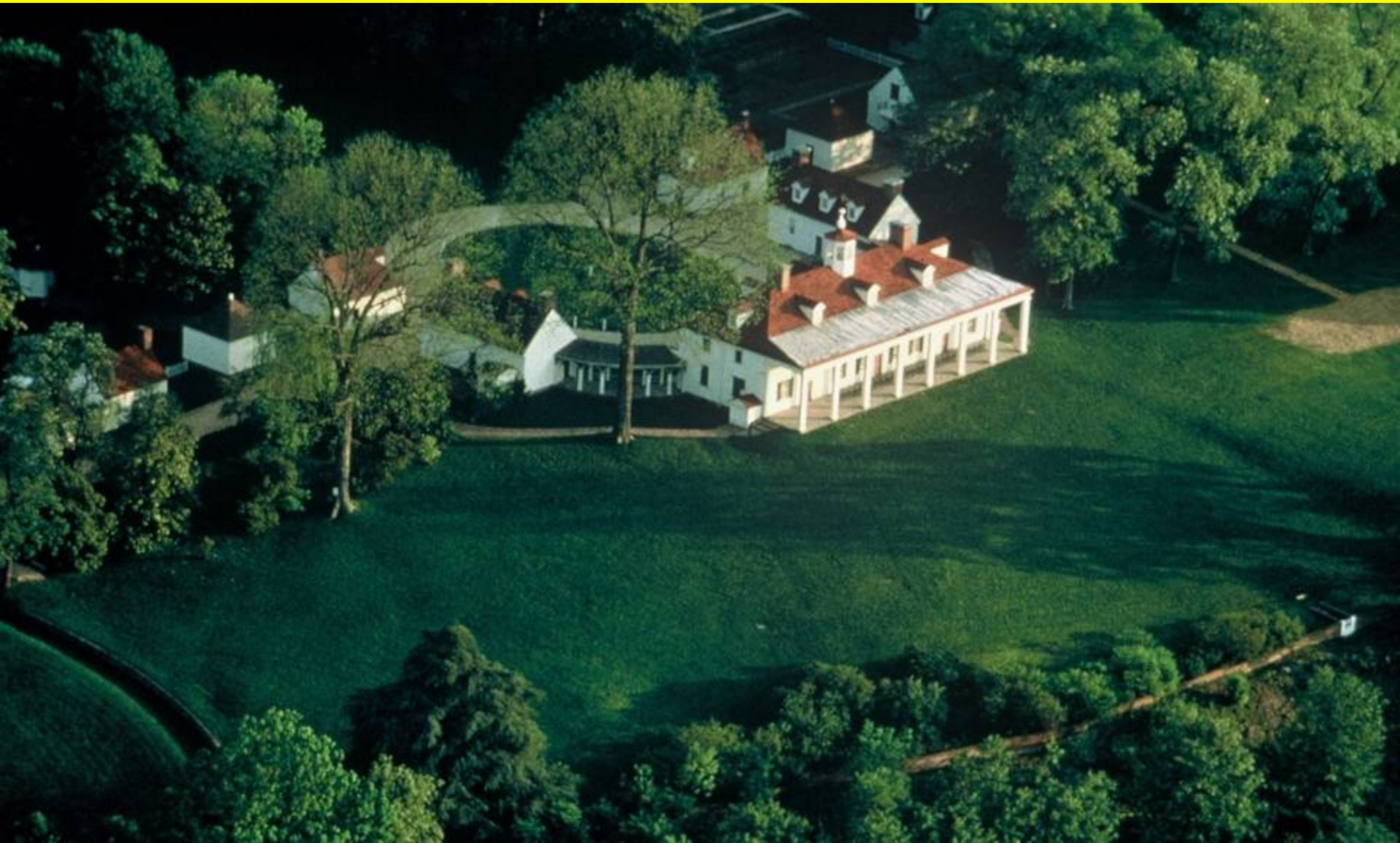
Source: Mandela Research, LLC.



“Among cities and towns with no particular recreational appeal, those that preserve their past continue to enjoy tourism. Those that haven’t, receive almost no tourism at all. Tourists simply won’t go to a city or town that has lost its soul.”

- Arthur Frommer

George Washington's Home



George Washington's Other Home



Context Matters



Mt. Vernon, Virginia



George Washington Parkway



Mt. Vernon Viewshed



Saving Landmarks

Losing Landscape





Keys to Responsible Tourism

**Ensure that tourism support facilities fit in –
(hotels, motels, restaurants, etc.)**

Hotels Should Fit-In



Environmentally



Architecturally

A CHAIN OF HOTELS SHOULD REFLECT A CITY, NOT EACH OTHER.

Stroll the streets of any city and you begin to distinguish its unique personality. You find it reflected in the shops, in the architecture and in the people who live there. So why should the personality of a city disappear when you reach the door of your hotel? We do not believe it should. Which is why we designed every Nikko hotel to be as distinct in style as the city of which it is a part.



HOTEL NIKKO ATLANTA
In prestigious Buckhead.
Services include fully equipped
health club and business center.

In the midst of a grand Georgian salon. In Beverly Hills we offer you one of L.A.'s trendiest restaurants. The Hotel Nikko

Enter the Hotel Nikko Atlanta and you will find your-

\$175



HOTEL NIKKO AT BEVERLY HILLS
Convenient Westside location.
Hi-tech work environment in
each room includes voicemail
and work station desk.

Chicago's state-of-the-art business facilities fit perfectly in the heart of one of the country's great commercial centers.



HOTEL NIKKO CHICAGO
A wide choice of amenities in
a convenient location along
the Chicago River.

to an age of art deco elegance. And the quiet elegance of the Hotel Nikko San Francisco reflects the character of one of the world's most picturesque cities.

While the Essex House/
Hotel Nikko New York
takes you back 60 years



ESSEX HOUSE/HOTEL NIKKO NEW YORK
Hi-tech business
facilities conveniently
located on Central
Park South.

In fact, no matter which Nikko you choose as your business base, one thing you will not find is the ordinary. Every accent, every detail, every amenity will surprise you as pleasantly as the charms of the city itself.

And because all of our properties are located near business and entertainment centers, you will also be pleasantly surprised to see how quickly and conveniently you can get where you're going.

For reservations at any Nikko hotel including convenient business locations in Honolulu, \$110 and Mexico City, \$160, call your travel professional or 1-800-NIKKO-US.

Or simply fax your reservation to 1-800-544-4455.

At Nikko Hotels International, we believe the city should be as much a part of your hotel as your hotel is a part of the city.

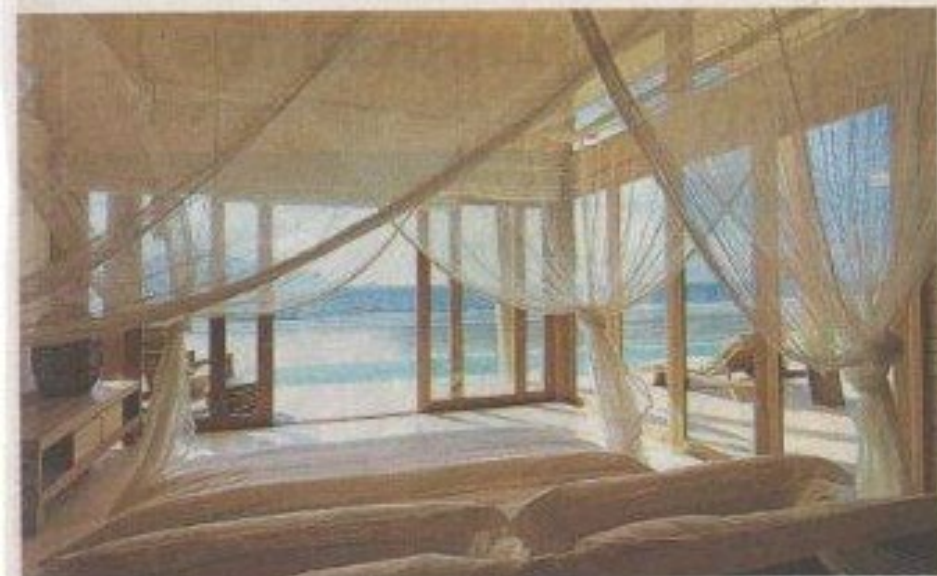
\$139



HOTEL NIKKO SAN FRANCISCO
Just west of
Union Square.
Features the
city's only glass-
enclosed pool.

nikko hotels international
SIMPLY EVERYTHING. SIMPLY.

All rates are per room, per night, plus tax. Prices valid for NIKKO. All rates are subject to availability.



Six Senses Con Dao, a beach resort in an archipelago south of Ho Chi Minh City.



The Hotel Fort Canning is in a 1926 building in Singapore.

THE ASIA ISSUE OPENINGS

Hotels That Reflect a Culture, Not a Chain

By ELAINE GLUSAC

COOKIE-CUTTER chains and luxury brands are chief among the many new hotels serving travelers in the wake of rising Asian affluence. But a distinct and dramatic sobriety aims to underscore local culture, be it pagoda-style architecture at the new Four Seasons in Hangzhou, China, wok-massing cooks in the market-inspired Six Senses Con Dao in Vietnam or vernacular town house design at the Hotel Kanra in Kyoto, Japan.

This culturally tailored style, is "a relatively new and important trend" in the region, said Bjorn Hanson, clinical professor at the Pearson Robert Tisch Center for Hospitality, Tourism and Sports Management at New York University. Here are five newcomers that represent it.

SINGAPORE

before the Japanese took it during World War II. These days any associations with austerity are absent in the urban resort, which features two swimming pools, a spa in a glass addition and an Asian and a Mediterranean restaurant plus a tapas bar, all walking distance from the shops on Orchard Road and the restaurants and bars on Clarke Quay. Still, Singapore's multiculturalism accents the enterprise. Room service meals, for example, come in wooden ciffes, a nod to Singapore's Indian influence. Rooms from 205 Singapore dollars, (\$241 at 125 Singapore dollars to the U.S. dollar) including breakfast.

11 Canning Walk; hcsingapore.com; (65) 6359 6789

KYOTO, JAPAN

Hotel Kanra Kyoto

Serenely minimal, the Hotel Kanra Kyoto opened in October, inspired by the local machiya, wooden town houses

premises, the hotel rents electric bicycles charged by solar panels. Those panels share the rooftop with a kitchen garden that grows some of the 20 artfully composed vegetables making up a tapas-style breakfast at the hotel restaurant, Kitchen Kanra. Rooms from 17,000 yen (\$209 at 11 yen to the dollar).

hotelkanra.jp; (81-75) 344-3815



Fairmont Peace Hotel, Shanghai.

three-year closure, the new 270-room Fairmont Peace Hotel restored many of its historic features, like the lobby's stained-glass rotunda and (nonfunctioning) antique wood-paneled elevator and the 10th-floor one-bedroom penthouse, once home to the Cathay's flamboyant owner, the British tycoon Victor Sassoon. Updates include plasma TVs, Blu-ray players and espresso machines in the rooms; a swimming pool under a skylight in the spa; and the Peace Gallery, a reading room and exhibition hall for period art and artifacts that is staffed by a resident historian. Rooms from 2,100 renminbi (\$323 at 6.4 renminbi to the dollar).

fairmont.com; (800) 441-1414

CON SON ISLAND, VIETNAM

Six Senses Con Dao

Opened in December in the largely protected Con Dao archipelago, 145 miles south of Ho Chi Minh City in the

spa, with four treatment rooms overlooking the lush interior, guests can sign up for green tea scrubs, stretching classes and traditional Vietnamese botanical-based hair washes. Rooms from \$60.

sixsenses.com/sixsensescondao; (800) 391-7180

HANGZHOU, CHINA

Four Seasons Hotel Hangzhou at West Lake

In a series of pavilions capped by peaked roofs, the Four Seasons Hotel Hangzhou at West Lake channels the Jiang Nan regional style of traditional architecture on the shores of mountain-backed West Lake, about 160 miles southwest of Shanghai. For over 2,000 years, Chinese royals, painters and poets have visited the lake for its peaceful setting — a traditional respite that the resort's nine-room spa evokes in treatments that include a bath steeped in

Marriot – Vail, CO



Hyatt Regency –St Louis, MO



Renaissance Hotel – Minneapolis, MN



Adaptive Reuse



Quaker Oats Grain Elevators - Before



Quaker Oats Hilton - After

Fairfield Inn & Suites – Keene, NH



Roscoe Village, OH



Roscoe Village Inn



Typical Hampton Inn



Hampton Inn, Lexington, VA



Hampton Inn – Sedona, AZ



Hampton Inn – Jackson, WY



Hampton Inn, Huntsville, AL



Holiday Inn, Leesburg, VA

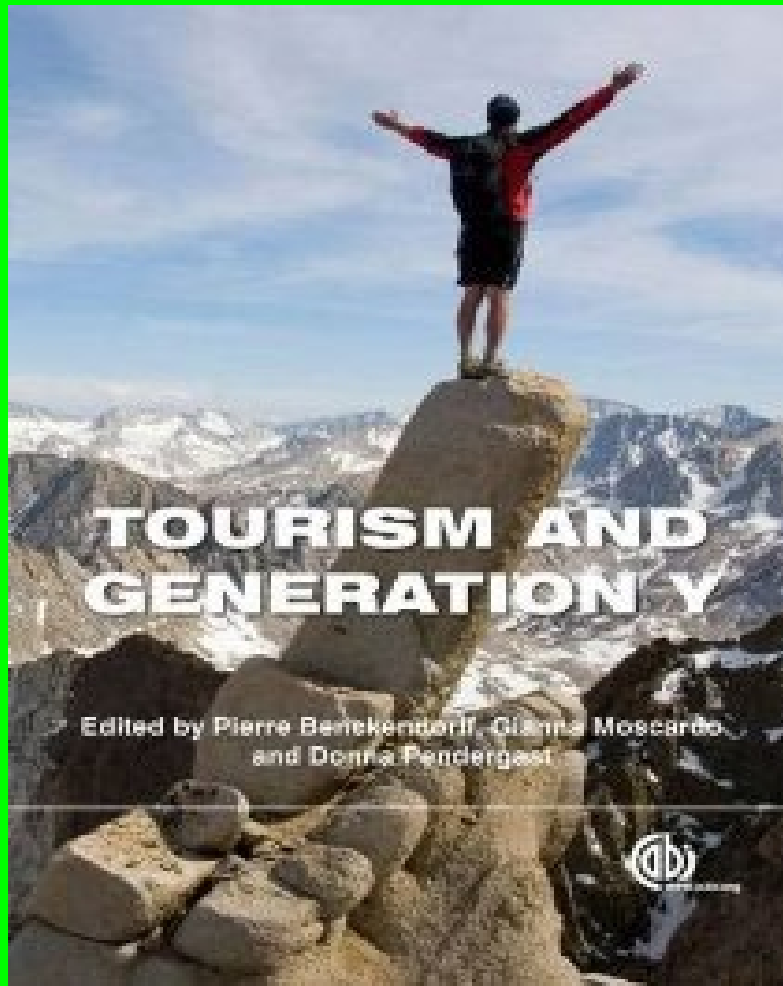


Former Cannery - Astoria, Oregon



Cannery Pier Hotel, Astoria, OR





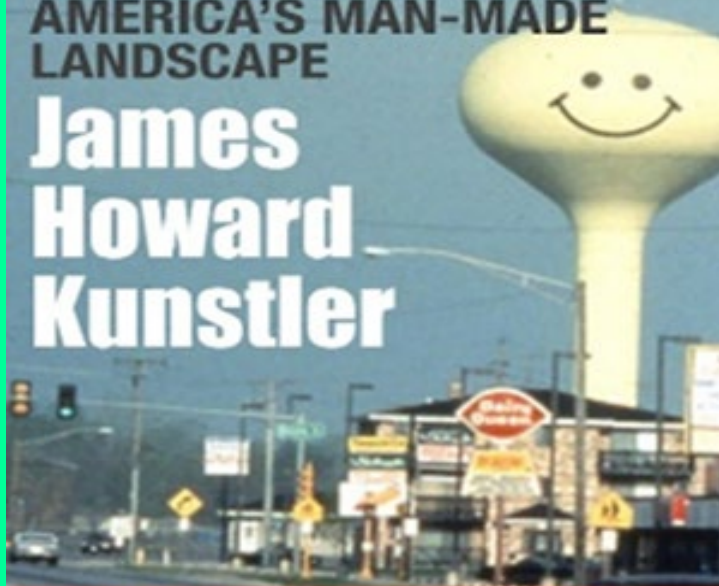
- Gen Y is the fastest growing customer segment in the travel industry.
- For Millennials, “*interesting*” is more important than “*comfortable*” and “*authenticity*” is more important than “*predictable*”.
- 84% of Millennials say consumer reviews play an important role in their purchasing decisions.

**New Construction
Should Enhance
Community Character**

The Geography of Nowhere

THE RISE AND DECLINE OF
AMERICA'S MAN-MADE
LANDSCAPE

James
Howard
Kunstler



20th Anniversary Edition

How do you
prevent your town
from becoming
“Any Town” USA?



McDonald's

BILLIONS AND BILLIONS SERVED

DRIVE-THRU

McDonald's

59 69 79

59



McDonald's







McDonald's

6201

BIOHAZARD



McDonald's
← welcome



McDonald's

McDonald's



McDonald's

E. COMMERCE



S·H·E·A·R *Magic*
HAIRGROUP

McDonald's

TRIPLE
CHEESEBURGER
99¢





McDonald's



Historical Marker
1850-1860
McDonald's



You Have a Choice!

“When a chain store developer come to town they generally have three designs (A, B, or C) ranging from Anywhere USA to Unique (sensitive to local character).”

“Which one gets built depends heavily upon how much push back the company gets from local residents and officials about design & its importance.”

Source: Bob Gibbs, Retail Consultant, Birmingham, MI

Taco Bell – Anywhere in the World



Taco Bell - Virginia



Better Building Techniques

- Architectural Design Review
- Corridor Overlays
- Leverage
- Architectural Design Guidelines
- Form Based Codes
- Education & Awards
- Just Ask

Design Review



Palo Alto, CA



Asheville, NC



Alexandria, VA



Key West, FL



BURGER KING

Get your
burger's
worth.

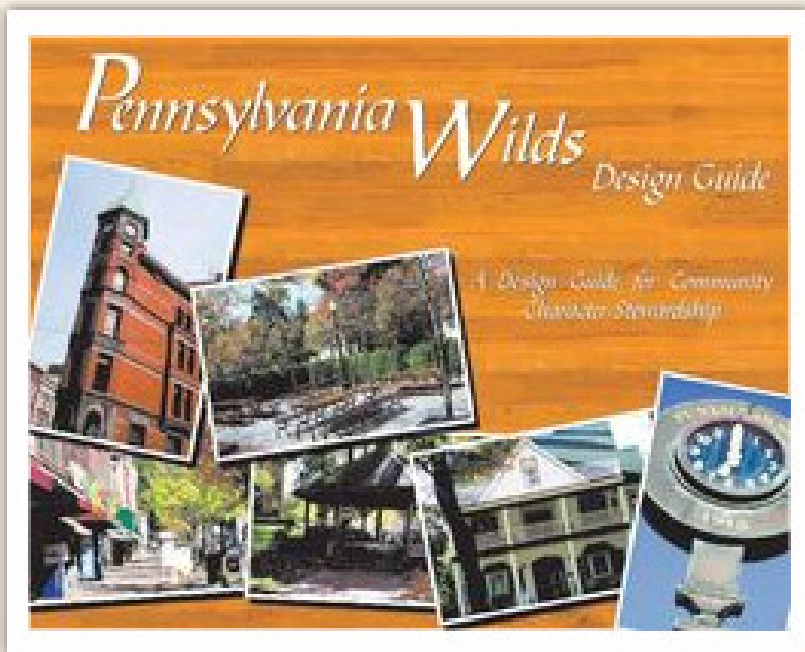


TACO BELL

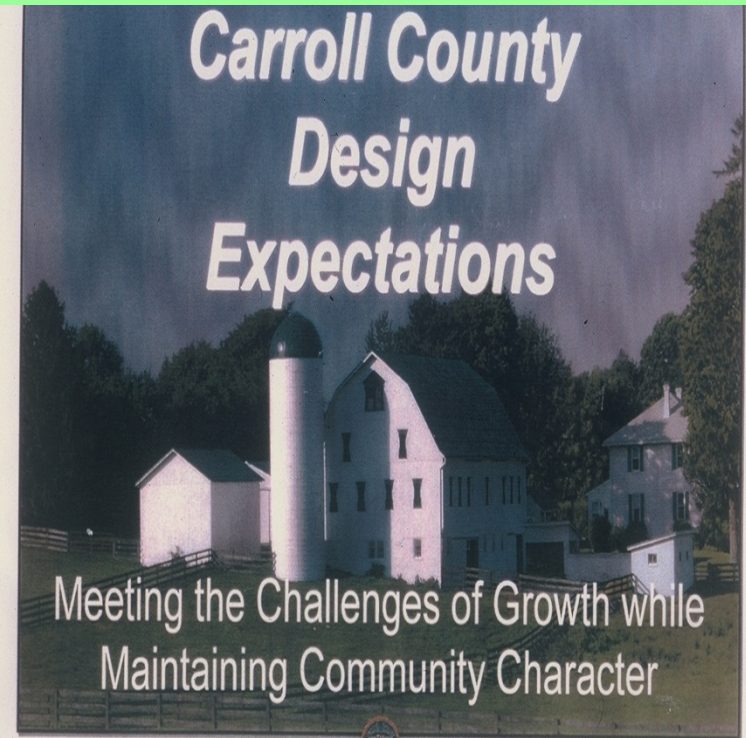
8541

China Quest Express

Design Guidelines



The PA Wilds Design Guide is a product of the Planning Team. The award-winning book is full of suggestions on how private and public land owners in the PA Wilds can help protect their community's character during times of growth.




CARROLL COUNTY
a great place to live, a great place to work, a great place to play

Typical Super 8 Motel



Super 8 Motel – Goshen, IN



CVS Proposed



CVS Built



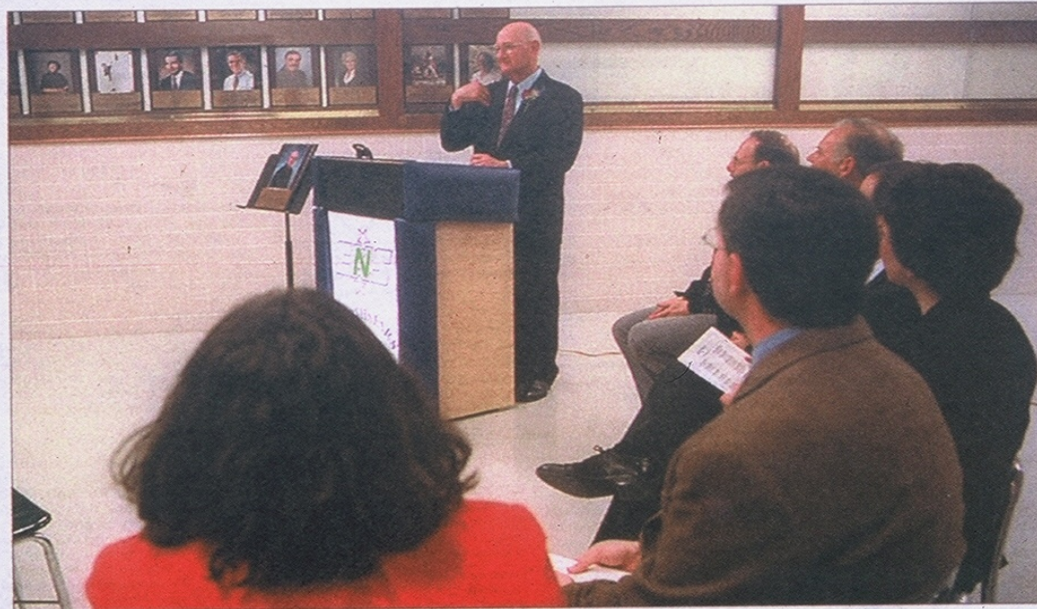
Leverage

The Post-Standard

Making Way For Wal-Mart

Developer asks for help on roadwork. Plans call for making improvements to Route 11.

Page 3





McDonald's



NO. 3 WAREHOUSE

McDonald's





BELL

Now
HIRING

Now
50¢
VALUE MENU

Now
79¢
VALUE

Now
99¢
VALUE



TACO BELL



A typical small-town service station with oversized signs, a brightly colored canopy and gas pumps located in front of a nondescript building.



Compare the Shell Station to this Texaco Station in Charleston, South Carolina. Note the handsome building, the low monument style sign and the gas pumps located behind the building rather than facing the street.

Just Ask





Hardee's

Hardee's

8PCS CHICKEN \$5.99

99¢

BASKET \$1.99

NEW! Hardee's Salsa

Hardees – Red Wing, MN



Hardees – Asheville, NC





Amoco

FOR A BETTER
ULTIMATE

FOR A BETTER
ULTIMATE

Food Shop

DRIVE-THRU

HOT
PILLS



Amoco

WELCOME

ICE





Mobil

WALK YOUR GROCERIES
Mobil



Keys to Responsible Tourism

Interpretation & Education



Tour guides and Interpreters



Historic Markers



Interpretative signage

Educate Visitors



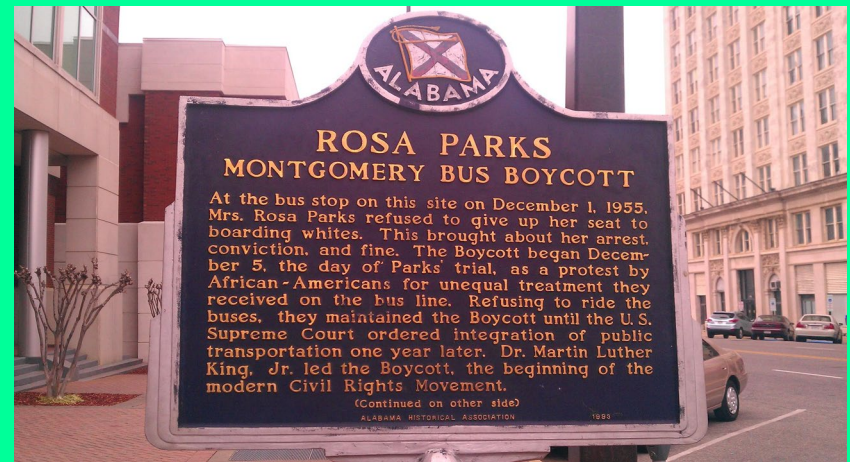
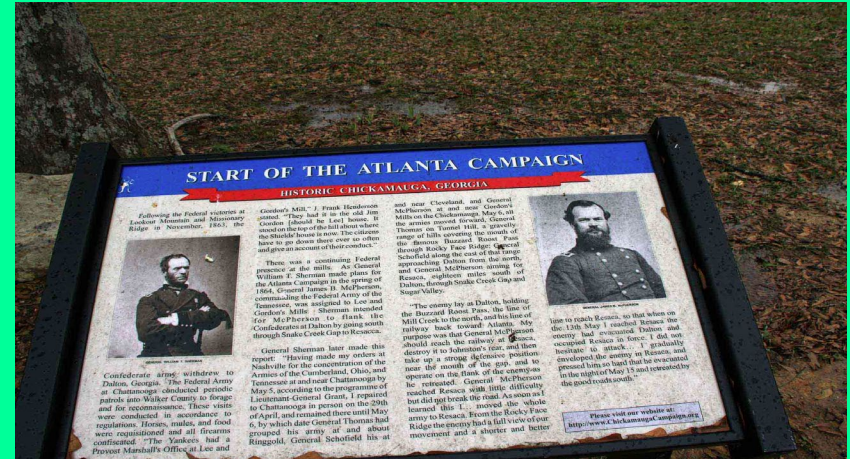
- Educate and inform visitors to minimize negative impacts.
- Educating visitors about cultural heritage and natural environment helps promote understanding and respect.
- Communicating expected codes of conduct can reduce conflicts with residents.
- Displays, brochures, signs, information centers and street ambassadors can all help.



Tell Your Story



Dolly Parton Statue, Sevierville, TN



Interpretative Markers

Celebrate Famous Events



Lunch Counter Sit-In, Greensboro, NC

Celebrate Famous People



Babe Ruth



Eleanor Roosevelt



Buddy Holly

Celebrate Ordinary People



Waterman – Massachusetts



Ranchers – Wyoming



Coal Miners – Pennsylvania



Unemployed Workers - DC



Happy Birthday



FORT WORTH

1857 CHISHOLM TRAIL 1875



THE PRINCE GROGGER'S POST

War Loan Drive Starts Today!



THEY... BRING IN EVERYTHING THEY'VE GOT
BECAUSE THAT'S THE BEST OF US... AND THE BEST LEFT THE
CAMP IN THE HAND
TOTAL SALES IS \$1,000,000 IN WAR BONDS





YANKEE FLYER

HASHUA BEEF CO.

NOV 2023



Louisville Slugger Museum



Big Postcard Orlando, FL

Integrate Art and Infrastructure



Water Towers – TX/SC/IA



RADIO FLYER



HERSHEY







TUNNEL

CLEARANCE 10 FT





Keys to Responsible Tourism

Protect Community
Character

Community Character Matters



“We take stock of a city like we take stock of a man. The clothes or appearance are the externals by which we judge.”

- Mark Twain



Welcome to
the City of
FRANKLIN





MIDFIELD
CITY LIMIT

Lavender's
FLOWERS
Marlboro
\$1.10

S P E E
E N

Marlboro

AND OTHER CIGARETTES
SOLD HERE

\$1.10





VIEW PRESERVED BY
BEAUFORT COUNTY
OPEN LAND TRUST

JOINT PROJECT WITH THE
CITY OF BEAUFORT

55 10 7

SCENIC VIEW
500 FT. RIGHT

Comforts
of Home
QUILTS
COLLECTIBLES
FABRICS
Turn Left
6 Mi.
824-4675

RAY'S
SHANTY
(SHRIMP)
7 Mi. On Right
CARRY
OUTS
824-3425



What is the Value of a View?



- “You can put a dollar value on a view.”
- “Scenic landscapes have economic value, not just because you or I think they are nice, but because other people are willing to pay to see the view and to experience the unique character of a place.”
- “Housing, hotels, offices with scenic views always command premium prices, the better the view, the higher the price.”

Source: National Association of Real Estate Appraisers



Keys to Responsible Tourism

Control Outdoor Signs



ATTRACTIONS – EXIT 30A





Mobil
RESTAURANT




**Best
Western**

The Lodge

AT JACKSON HOLE

**Black Bear
BISTRO**



McDonald's



Oversized



Poorly
Planned



Badly
Located

Too Numerous



Issues to Consider

- Image
- Cost
- Effectiveness



Image



Cost





HIGHLANDS PLAZA

Bryson's Food Store	Bedroom • Bath Designs
Highlands Hardware	First Union
Highlands Printing	Highlands Auto Parts
Norma's Yarns	Thoroughbreds

NO TRUCKS
NO TRUCKS

SPEED
BUMP

Effectiveness



Harris Teeter

Quincy's
FAMILY STEAKHOUSE

DEERFIELD

[Empty sign]

THE DRY CLEAN
Pk'n Pay Shop
GIFTS FOR ALL GOOD
THE BOOK
ART of G
SUBW
CANDLELIGHT F

Rev

MEXICAN FO
WAL-IT
overhead place metres
ALL SEATS \$96
LION KING PG
DEMON KING R
THE SANTA CLAUS PG
INTERVIEW VAMPIR R

222



d's



Year Out

FOR LEASE



Bobby's
BAR-B-Q

McDonald's
BILLBOARDS AND BILLBOARDS 2071

Professional Plaza

Harris Teeter

Trout's
ABC PACKAGE STORE
CELLULAR PAGES

HAIR SAFETY
DUMAS COMPUTER
TOTAL CARE

SPEED LIMIT
30



Denny's

'95 2 22



Hardee's

Auto Clinic





Keys to Successful Tourism

Enhance the
Journey

The Journey is as Important as the Destination!

“The trail is the thing, not the end of the trail. Travel too fast and you miss all you are traveling for.”

Louis L”Amour





“Thanks to the Interstate Highway System, it is now possible to travel from coast to coast without seeing anything.” – Charles Kuralt

**“We all know the difference
between a road that beckons...**



and one that depresses”



Protect Scenic Roads & Byways



Scenic Byways



- Scenic Byways traffic increases 3.4 to 20% after designation.



- Visitor group spending per day, varies from \$50 to \$188 based on studies of 5 byways.

Scenic Byways

- “Scenic byways are a foundation for leisure travel. Leisure travel accounts for nearly one-third of all long-distance trips in the United States.”
- Source: Transportation Research Board, 2009

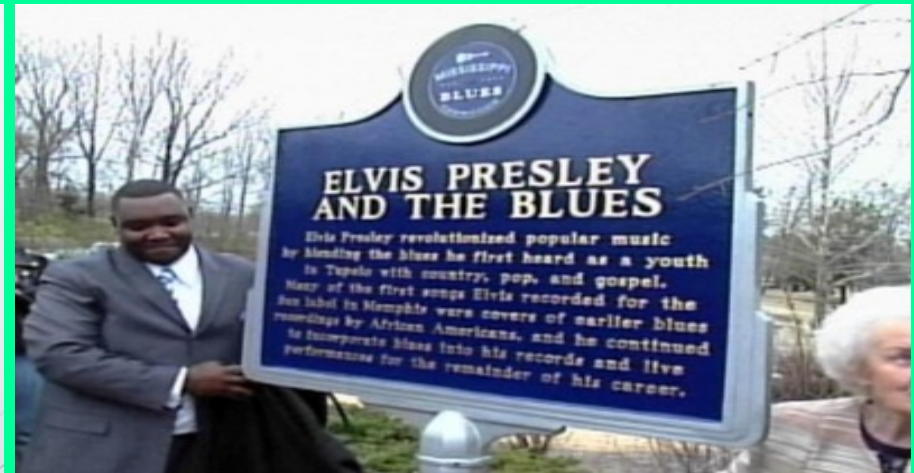


Blue Ridge Parkway

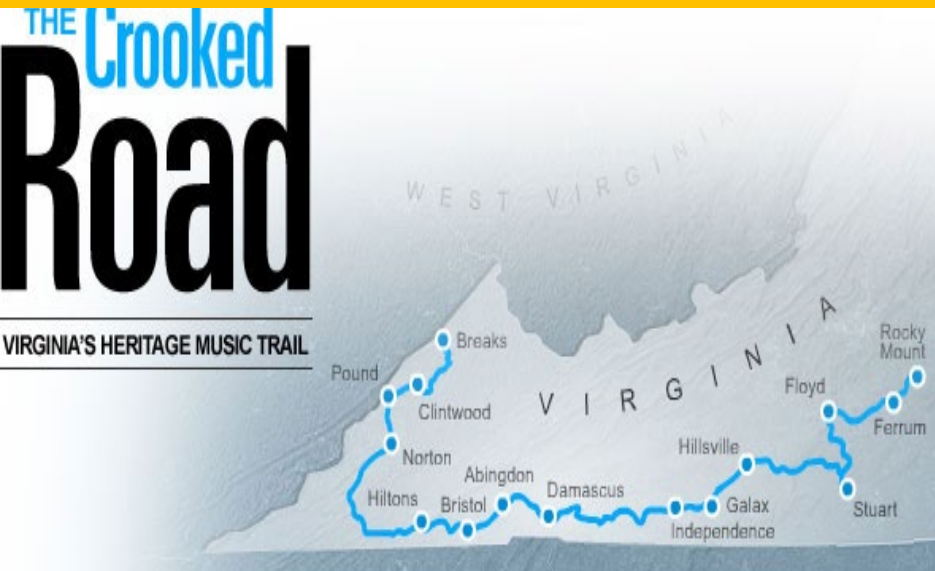


- The Blue Ridge Parkway is the most visited unit in the National Park System. It receives over 18 million visitors a year.
- The Parkway has an economic impact of over \$2 Billion a year in Virginia and North Carolina.

Link Sites Together



VA Heritage Music Trail



US Civil Rights Trail



Trail Categories

- Scenic – Blue Ridge Parkway, Natchez Trace
- Culinary – BBQ, Home Cooking, Diners
- Recreational – Rail Trails, River Walks
- Architectural/Historic – Civil War Trail
- Cultural – Blues Highway, Selma-Montgomery
- Wildlife – Coastal Birding Trail, Elk Scenic Drive
- Craft – Western NC Craft Trail, TN Quilt Trail
- Literary – Mississippi Literary Heritage Trail
- Water Trails – John Smith Trail



Get Tourists Out of Their Cars – A Key to Sustainable Tourism

Provide Walking Paths,
Bike Trails and Alternative
Transportation Options

Get Tourists Out of Their Cars



- Walking is America's most popular form of outdoor recreation.
- Today there are over 2000 open rail trails in the USA totaling over 22,000 miles.
- Bicycling is America's fastest growing form of transportation.

Community Amenities Sought by Homebuyers

- Walking trails/bike paths - 36%
- Parks/natural areas - 26%
- Playgrounds - 21%
- Daycare - 14%
- Soccer Fields - 9%
- Golf Course - 6%



- April 2004
National Association of Realtors
National Assn. of Homebuilders

Bicycling & Tourism



- Bicycle facilities encourage tourism & boost the economy.
- Bicycle facilities extend vacations and encourage return visits.
- The economic impact of bicycle facilities outweighs their costs

Source: Institute for Transportation Research & Education, NC State University, 2012

Trail-Based Tourism

TRAIL TOWNS

— Capturing Trail-Based Tourism —



A GUIDE FOR COMMUNITIES IN PENNSYLVANIA

“ Studies show that the longer a trail is, the further people will travel to visit it, the longer they will stay and the more money they will spend.”

Source: Florida Dept. of Environmental Protection, 2015







Bike-Friendly Vacation Destinations

- Cape Cod/Martha's Vineyard
- Rehoboth Beach, DE
- Hilton Head, SC
- Virginia Beach, VA
- Outer Banks, NC
- St. Simon's Island, GA
- Sanibel, FL
- Vail, CO
- Santa Barbara, CA
- Jackson, WY



Jackson Hole Bikeway System

PATHWAY SYSTEM

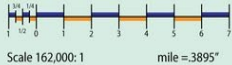
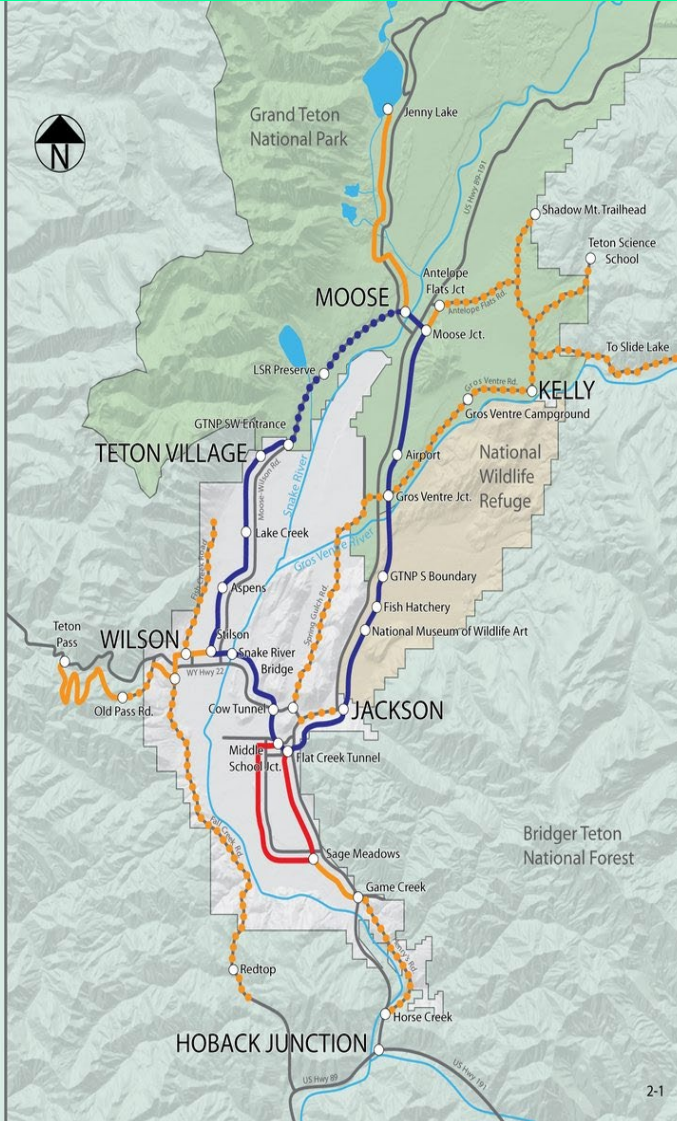
- Grand Loop Pathway 
- On roadway 
- South Park Loop 
- Other Routes Pathway 
- On roadway 
- Roadway 

Service are available year round
 Jackson
 Wilson
 Teton Village
 The Aspens,
 Seasonally at Moose and Kelly

All roads are paved except:
 Moose-Wilson Road 1.4 mile segment between Grand Teton SW Entrance and LSR preserve
 Spring Gulch Road 2.4 mile segment. Pavement ends 3.2 mi north of Hwy 22
 Henry's Road .85 miles segment. Pavement ends 1.0 mi south of Game Creek
 Fall Creek Road Pavement ends 2.6 miles south of Redtop

Select Distances:

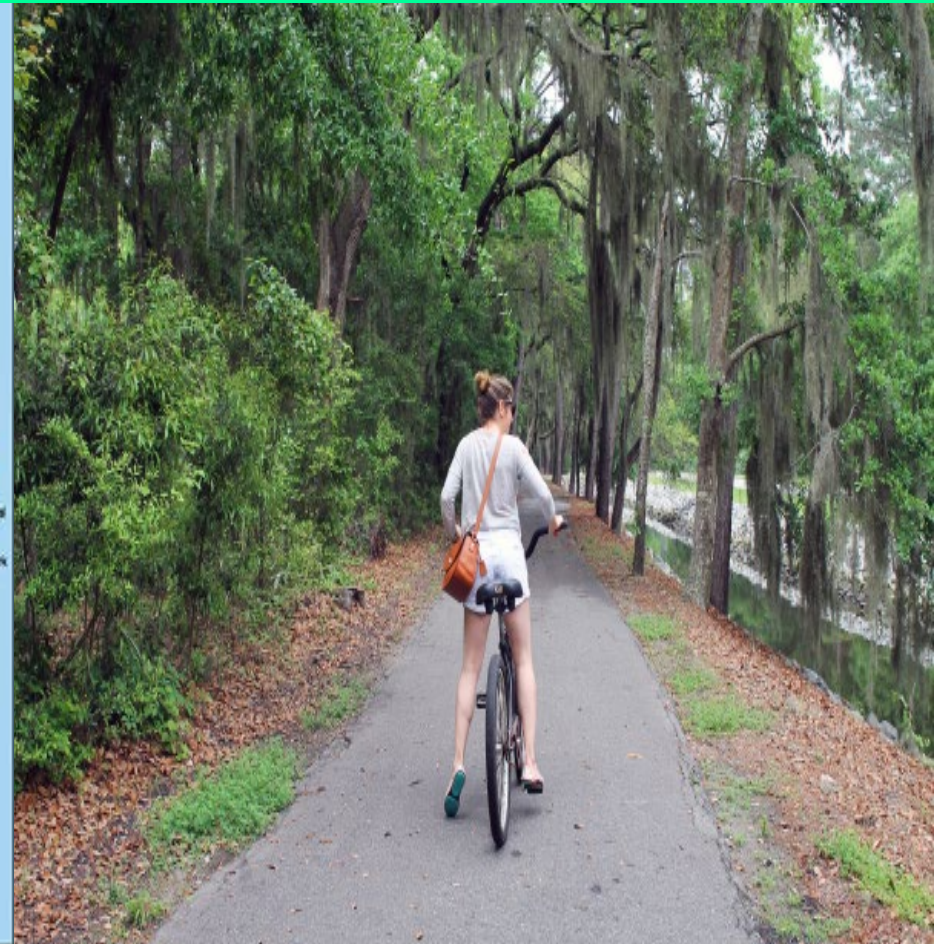
Grand Loop	36.0 mi
Moose-Kelly Loop	22.4 mi
South Park Loop	10.3 mi
Jackson -Teton Village	14.4 mi
Teton Village-Moose	8.6 mi
Moose-Jackson	13.0 mi



Map of Off Road Bike Paths – Hilton Head, SC



Bike Path System – Hilton Head, SC



Typical Bike Path – Hilton Head, SC



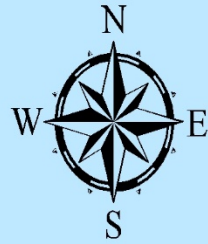
Nantucket Bicycle Paths

Bike Paths

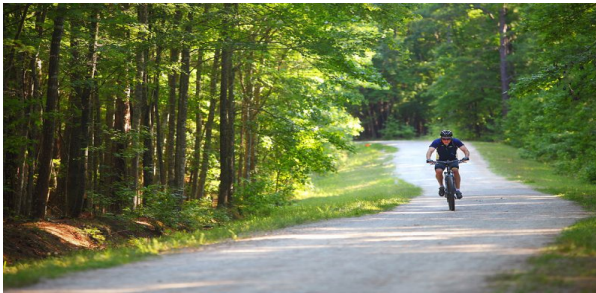
- Existing
- Built since 2004
- Bike Routes

Recommended Improvements

- - - Multi-Use Paths
- - - Multi-Use Connection
- - - Trails



Bicycle Infrastructure Provides More Bang for the Buck



- **Bicycle infrastructure is relatively inexpensive.**
- Portland, OR has developed a 300 mile network of bike trails, bike lanes and bike boulevards for about the same cost as 1 mile of urban freeway).
- **Investments in bicycle infrastructure have high levels of return on investment.**
- Dare County, NC (i.e. the Outer Banks) says that a one-time investment of \$6.7 million on bike infrastructure has resulted in a 9-to-1 annual return.



Keys to Sustainable Tourism

Recognize Limits
&
Tourism
Management

How many tourists are too many tourists?



How much congestion is too much?



How many RV's are too many?



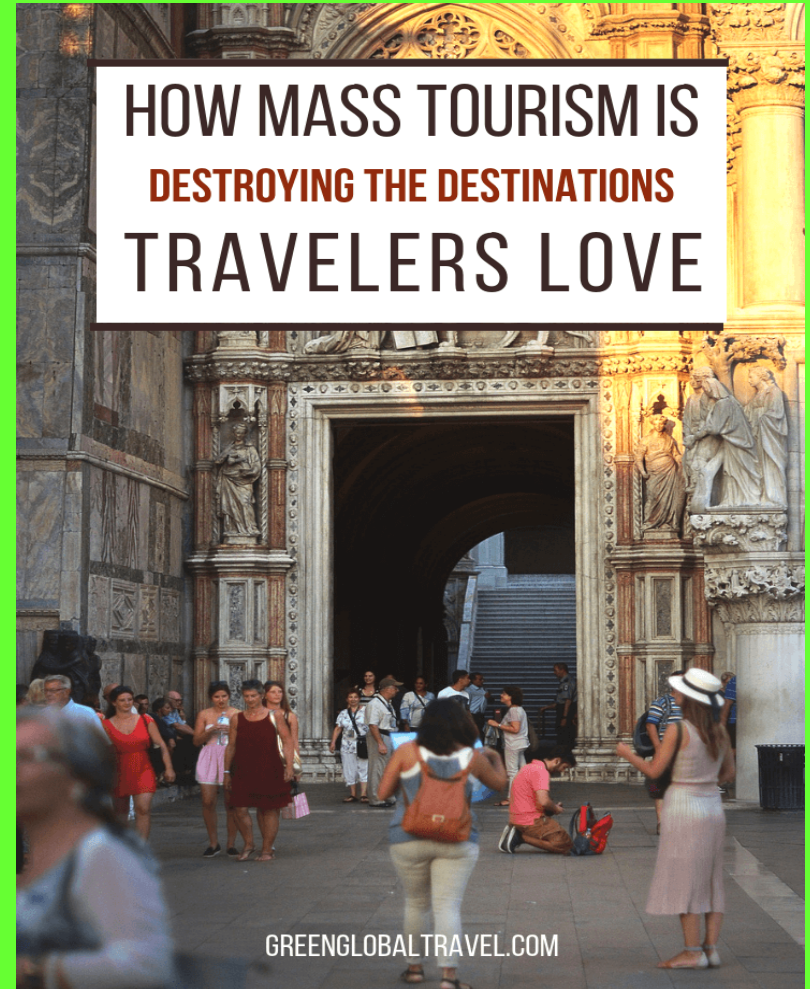
How many tour buses are too many?



How many fisherman are too many?



Over Tourism Can Breed Resentment



Tourism Must Be Managed



- Communities should always evaluate how many tourists are too many tourists?
- Communities that don't manage tourism run the risk of harming the place and breeding backlash and resentment.
- The goal should be to maximize the benefits of tourism while minimizing the burdens.



“Tourism can help the economy and preserve the environment, but only when local governments control development. Otherwise poorly planned development can harm the area, leading to environmental damage, low paying service jobs and chains of hotels and fast food joints wiping out local business.”

Thank You!

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