Regional Geotourism as an Economic Stimulus

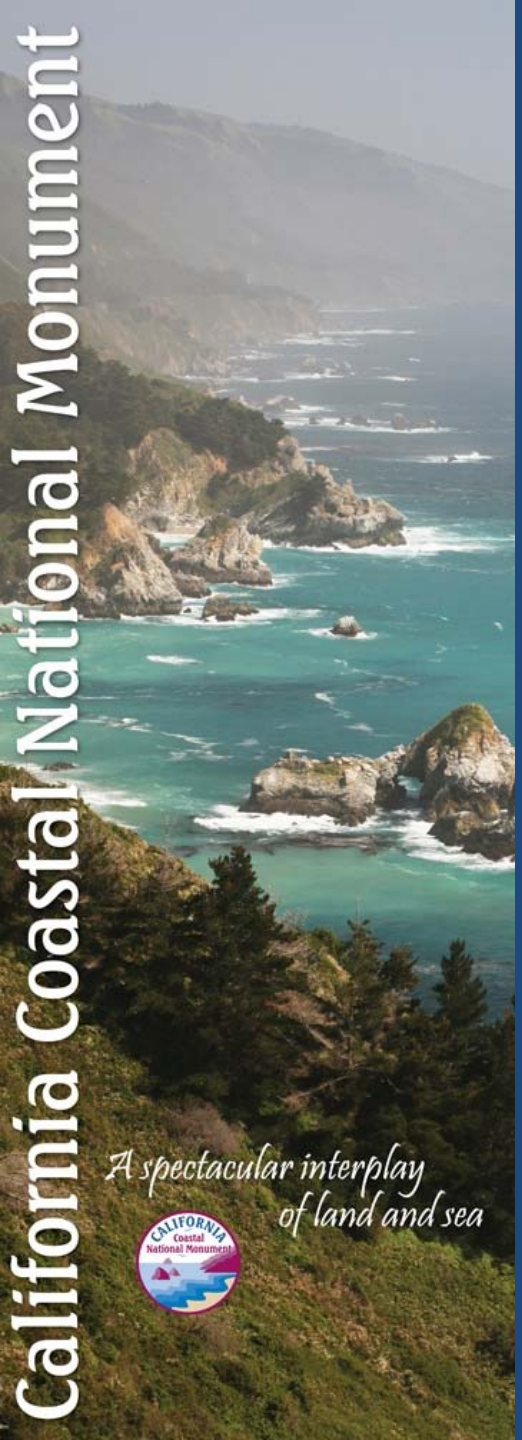
California Coastal National Monument
Coastwalk California
California Coastal Trail
National Geographic Society
North Coast Tourism Council
Monterey Bay Sanctuary Foundation

California Coast Geotourism Initiative
California North Coast Geotourism MapGuide Project

NATIONAL GEOGRAPHIC

2009 California Trails & Greenways Conference
Closing Plenary Session
"The California Coastal Trail: Economic Engine for Re-Vitalizing our State's Coastal Counties"
Fish Camp, California
April 24, 2009

GEOTOURISM MAPGUIDE

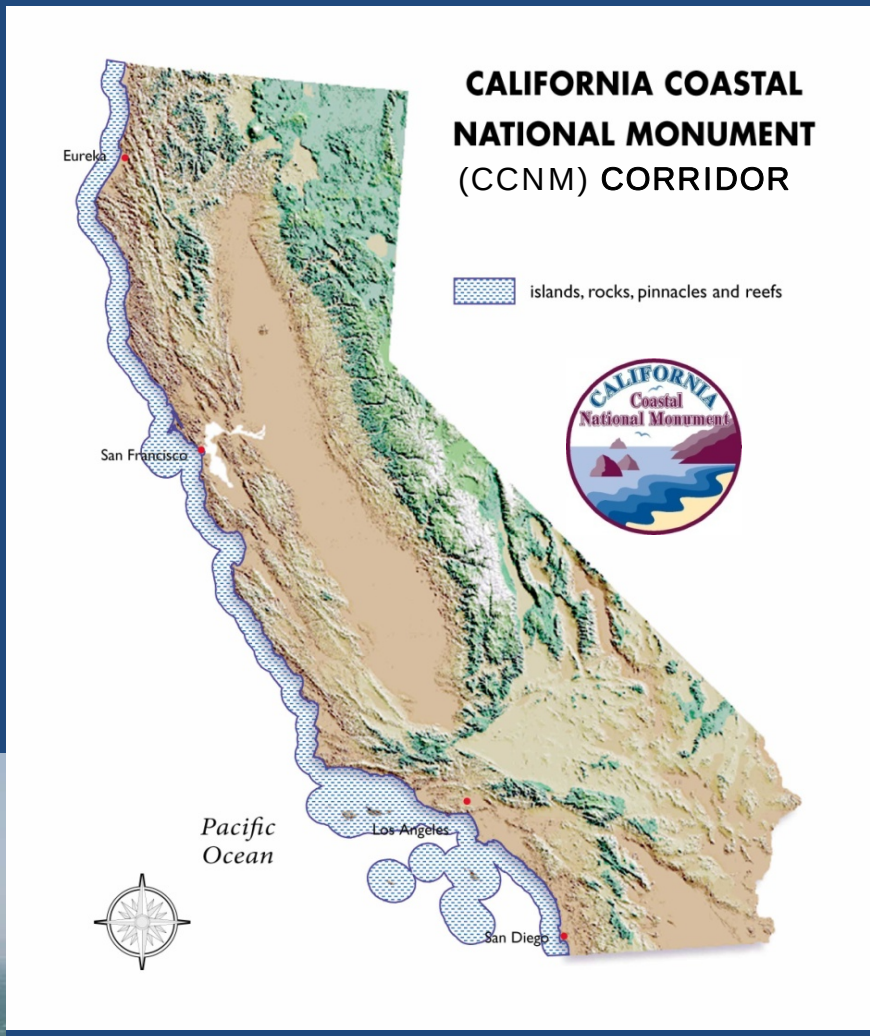


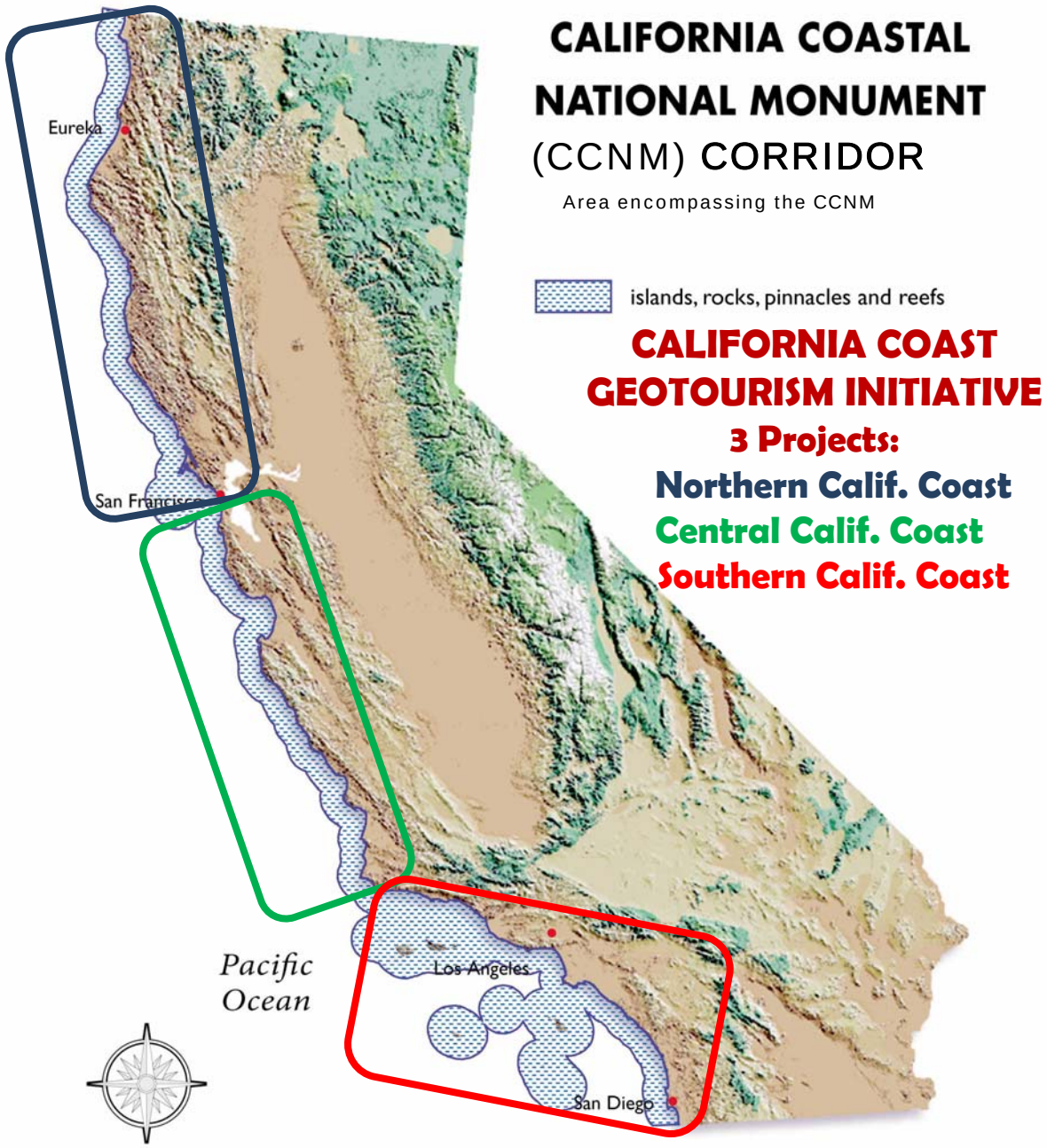
California Coastal National Monument

Herrick (Rick) E. Hanks
Monument Manager
California Coastal National Monument
National Landscape Conservation System
Bureau of Land Management
U.S. Department of the Interior

California Coastal National Monument

- More than 20,000 rocks & islands
- Spread along California's 1,100 miles of coastline
- Encompassed within a 14,600 square nautical mi. area (i.e., CCNM Corridor)
- All off-shore (no on-shore portion)
- Adjoins & intertwined with dozens of different jurisdictions




CALIFORNIA COASTAL
NATIONAL MONUMENT
(CCNM) CORRIDOR
Area encompassing the CCNM
islands, rocks, pinnacles and reefs
CALIFORNIA COAST
GEOTOURISM INITIATIVE
3 Projects:
Northern Calif. Coast
Central Calif. Coast
Southern Calif. Coast
Eureka
San Francisco
Pacific
Ocean
Los Angeles
San Diego

*Geotourism is defined as *tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.*

NATIONAL GEOGRAPHIC

“Sustainable Tourism”?

- **Foundation for destination stewardship -** "First, do no harm"
- **Protects its product: The destination -** Avoids the "loved to death" syndrome
- **Conserves resources -** Environmentally aware travelers patronize “green businesses”
- **Respects local culture & tradition -** Visitors learn local etiquette, Residents learn how to deal with visitors with expectations different from their own
- **Aims for quality, not quantity -** Measure success not just by numbers of visitors, but by length of stay, how money was spent & the quality of the experience

What does Geotourism add?

- **Builds on "sense of place" -** a destination's geographical character & distinctiveness
- **It's synergistic -** All the elements of geographical character work together to create an experience that is richer than the sum of its parts
- **Involves the community -** Provides a distinctive, authentic experience
- **Informs both visitors & hosts –** As residents become more informed & develop pride & skill in showing off their locale, tourists get more out of their visit (both take responsibility for destination stewardship)
- **Benefits residents economically -** Travel businesses hire local workers & use local services, products & supplies
- **Supports integrity of place -** Destination-savvy travelers seek out businesses that emphasize the character of the locale; In return, local stakeholders who receive economic benefits appreciate & protect the value of those assets

- **Means great trips -** Enthusiastic visitors bring home new knowledge; They encourage friends & relatives to experience the same thing, which brings continuing business for the destination

Geotourism Economic Benefit?

Traveler trends from --

- Figures on State impacts/benefits from tourism :

  California Travel Industry website

  [http://tourism.visitcalifornia.com/media/]

- Travel Industry Association of America 2002 Study:

  Geotourism: The New Trend in Travel

  [http://www.tia.org/travel/geo03_es.pdf]

Geotourism Economic Benefit?

Tourism Economic Data

Importance of travel & tourism to the California economy

- Visitors to California spent $96.7 billion in 2007
- During 2007, travel spending in California directly supported 924,100 jobs with earnings of $30 billion
- Travel spending generated the greatest number of jobs in arts, entertainment & recreation (226,500 jobs), & accommodations & food services (534,000 jobs)
- More than 17 percent of all travel spending in CA in 2007 was attributable to international travel
- CA Travel spending in 2007 generated $2.2 billion in local taxes & $3.6 billion in state taxes
- 97% of travel and tourism businesses are small, predominately entrepreneurial businesses)

Geotourism Economic Benefit?

Geotourism Economic Data

(U.S. Travel Assoc. & National Geographic Traveler magazine)

- More than 55 million adults in US are described as “geotourists”
- Geotourists value conservation of local natural & cultural attractions
- Geotourists control more than half the household income of all U.S. travelers
- International geotourist sector is larger than the U.S. domestic geotourism sector
- Geotourism appeals to visitors with diverse interests; who often stay longer

NATIONAL GEOGRAPHIC

GEOTOURISM MAPGUIDE

Geotourism Economic Benefit?

Geotourism Concept Already Tested: Geotourism Project Results & Implication; Process tested & tailored to local needs and dynamics (within 7 different states) & with a variety of partners (samples below):

- **Vermont -** *Northeast Kingdom*

  Tourism inquiries up 625%; over 120 jobs created in first year; over 400,000 indirect media contacts

- **Arizona & Sonora, Mexico -** *Sonoran Desert*

  Arizona declares itself "geotourism dependant" & expands campaign to entire state, called *"Arizona Origins"* ; established Arizona Tourism Sustainability Council

- **Montana & contiguous Canadian Provinces -** *Crown of the Continent*

  6600 hits to website during 1st week of launch; 4,257 requests for MapGuides to visit area; State of Montana uses geotourism as centerpiece for full state geotourism program

- **Wyoming, Montana & Idaho –** *Greater Yellowstone*

North Coast Geotourism Project

- Established a working **North Coast Geotourism Committee** under the California Travel & Tourism Commission's **North Coast Tourism Council**

- Currently collecting site nominations for a web-based, interactive **Geotourism "MapGuide"** for the entire North Coast region of California to be on-line by the Fall of 2009

U.S. DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT

NATIONAL GEOGRAPHIC

North Coast
AUTHENTIC CALIFORNIA
NORTH COAST TOURISM COUNCIL

GEOTOURISM MAPGUIDE

CALIFORNIA
Coastal
National Monument

The Geotourism test :
Are we sustaining or
enhancing the character of our place?
NATIONAL GEOGRAPHIC
CALIFORNIA
Coastal
National Monument

"Keep on Coastin'!"