

VALUE OF PARTNERSHIPS

IN MARKETING A VIBRANT COMMUNITY

2024 ALABAMA GOVERNOR'S
CONFERENCE ON TOURISM



OUR PANELISTS

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TALK ABOUT YOUR PERSPECTIVE ON HOW ECONOMIC DEVELOPMENT AND TOURISM INTERSECT.

KEY POINTS TO CONSIDER

- Tourism is an economic driver, and the first date to economic development
- Infrastructure investments benefit all of us
- Frontline hospitality employees play a key role in being the gateway to our community



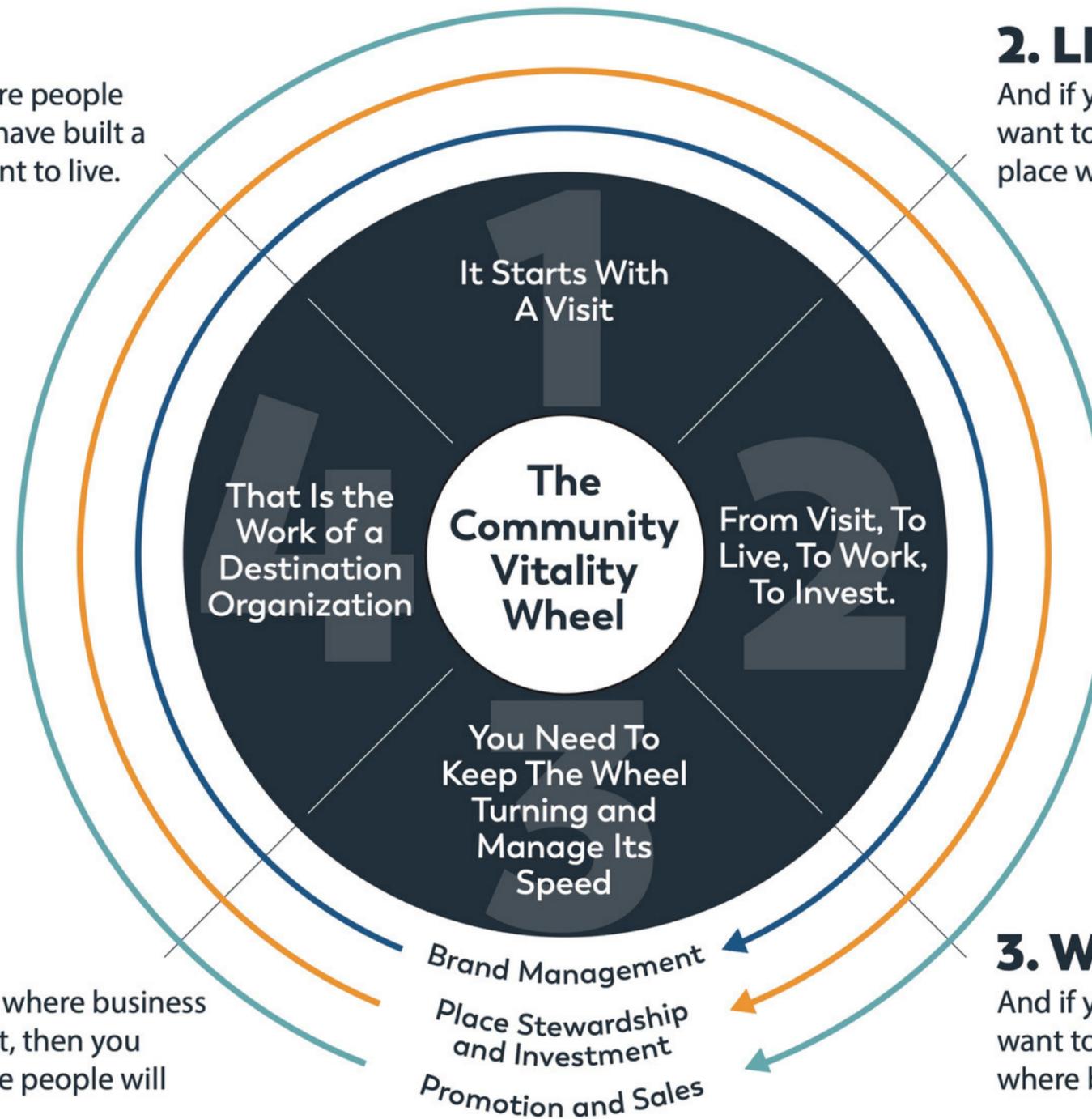
THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.



HOW ARE THE TWO FINDING WAYS TO COLLABORATE IN TUSCALOOSA COUNTY?



HOW CAN TOURISM PARTNERS BETTER SUPPORT ECONOMIC DEVELOPMENT EFFORTS?

KEY POINTS TO CONSIDER

- Equip frontline hospitality employees to be an ambassador for your city
- Understand the strategic efforts of your economic development partners and where partnerships can exist



WHEN TOURISM COMES TO YOU WITH AN IDEA/REQUEST, HOW DO WE BEST APPROACH ECONOMIC DEVELOPMENT PARTNERS?

KEY POINTS TO CONSIDER

- Align with the priorities of your community
- Educate economic development partners about the resources and materials the tourism office offers



HOW CAN ECONOMIC DEVELOPMENT PARTNERS BETTER SUPPORT TOURISM EFFORTS?

KEY POINTS TO CONSIDER

- Operate under a mindset with the same goal in mind
- Work together on community branding and promotion
- Be open to regular dialogue and offer a seat at the table for tourism partners



SHARE TAKEAWAYS FROM RECENT LEGISLATIVE SESSIONS RELATED TO ECONOMIC DEVELOPMENT THAT TOURISM SHOULD KNOW ABOUT.

KEY POINTS TO CONSIDER

- Economic Development strategic plan for Alabama
- Programs such as “Working for Alabama” and Innovate Alabama
- Relationships with elected officials matter



SHARE INSIGHTS FROM YOUR RECENT TALENT RETENTION & ATTRACTION RESEARCH.

KEY FINDINGS FROM RESEARCH

- Destinations with strong tourism brands are consistently viewed more positively as better places to live, work, play and visit
- Our perception issues impact both tourism and economic development



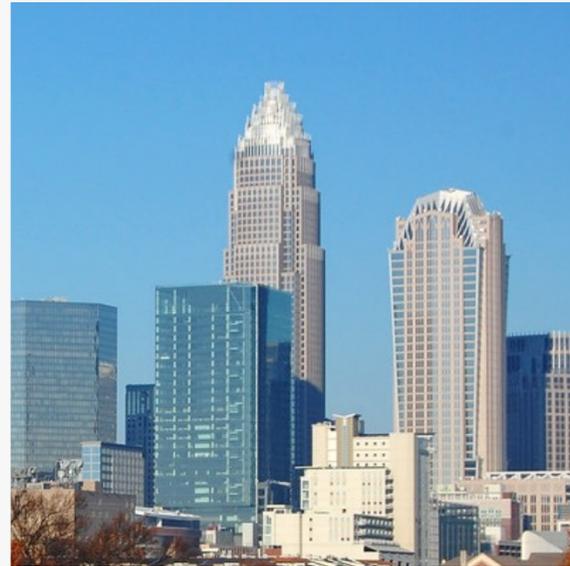
TOP FIVE CITIES A1835 "I WOULD LOVE TO MOVE TO":



Charleston, SC

5.8

0



Charlotte, NC

5.6

4



Asheville, NC

3.2

5



Savannah, GA

2.3

5



Atlanta, GA

2.1

3

HOMETOWN AND FAMILY ARE IMPORTANT REASONS WHY A1835 LIVE WHERE THEY LIVE

Primary reason why you live where you currently live	SE Graduates %
This is my hometown.	32.09%
My family or my partner's family live here.	15.89%
This is where I found a job.	11.21%
This is a city that I wanted to live in, so I moved here and then looked for a job here.	8.72%
I went to college here and liked it so much that I just stayed.	6.85%
My job is entirely virtual, so I could work from anywhere. I chose this city to live in long term.	6.54%
My job is entirely virtual, so I can work from anywhere and move around a lot. This is just where I'm at now.	5.92%
My partner found a job here, and so we moved for their job.	5.61%
Other (comment below)	3.74%
My partner had a job in another city, but their company relocated them here.	2.18%
I had a job in another city, but my company relocated me here.	1.25%

ABOUT 20% OF A1835 PICKED WHERE THEY LIVE BASED ON THE CITY, NOT FAMILY OR JOB

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MOST PEOPLE ARE HAPPY WHERE THEY LIVE, BUT THIS GROUP IS THE LEAST HAPPY

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TOP 14 FACTORS IN CITY SELECTION DECISION

More than 50% very/extremely important

1.	Housing costs	66.1%
2.	Crime and safety situation	65.5%
3.	It fits my lifestyle	63.9%
4.	Has job options in my field	62.9%
5.	My job was located here	59.2%
6.	Good healthcare options	58.6%
7.	It is close to my family members.	57.6%
8.	The food scene/restaurants	57.3%
9.	Good place to raise children	56.7%
10.	Good K-12 schools	55.7%
11.	Good shopping.	54.7%
12.	The weather	51.9%
13.	Strong sense of community	51.9%
14.	Green space and parks	50.6%



THESE 11 FACTORS ARE THE BEST PREDICTORS OF HOW HIGHLY A1835 RANK A CITY FOR RELOCATION

Healthcare: Access to quality medical services and facilities.

Downtown: The vibrancy and attractiveness of the city center, including availability of amenities and activities.

Green Space: Availability of parks and recreational areas which contribute to a healthy and enjoyable environment.

Restaurants: Diversity and quality of dining options.

Job Opportunities: Availability and quality of employment options.

Public Transit: Effectiveness and coverage of the public transportation system.

People Like Me: Sense of community and whether residents can find like-minded individuals.

High Tech City: Presence of technology infrastructure and industries.

Arts Scene: Richness of the cultural landscape, including museums, galleries, and performances.

Music Scene: Vibrancy of the local music scene, including concerts, bands, and musical venues.

Desirable Place: General desirability of the city as a place to live.

QUESTIONS?

THANK YOU FOR COMING!

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