

NWS Decision Support Services and Technology for Tourism



Patrick Long, Scott Curtis & Jennifer Arrigo
Center for Sustainable Tourism
Division of Research & Graduate Studies
East Carolina University





Why Tourism?

- Includes 27,186 tourism businesses spread across North Carolina
 - 4,889 located in Tier I Counties
 - 7,368 in Tier II Counties
 - 14,929 in Tier III Counties.
- Accounts for
 - \$16.9 billion in travel expenditures,
 - \$4.2 billion in payroll
 - \$1.3 billion in state and local tax receipt
- Employs roughly 359,833 state residents
- In 20 designated coastal counties
 - 4,000 businesses within the Arts, Entertainment, and Recreation Sector and the Accommodation and Food Service Sector.



Snow:

An Endangered Species

Snow [Nix (genus Nivis)]: As a result of human interference in natural ecosystems, the threat of extinction to Snow, and therefore winter, is increasing rapidly. Global Warming Pollution is directly responsible for Snow's shrinking habitat. Without a concerted effort to save Snow, the species is expected to disappear by the year 2100.

ASPEN  **SNOWMASS.**

Aspen/Snowmass experienced near record snowfalls last season. Not surprisingly, we want to keep it that way. Join our movement to **SAVE SNOW** at www.aspensnowmass.com/SAVESNOW.

BACKGROUND PHOTO: Aspen Highlands' famed Highland Bowl, circa 2006. PHOTOGRAPHER: Daniel Bayer
ICICLE PHOTO: Paul Morrison



Snow:

Certificate of Death

Full Name: Snow **Nickname(s):** Powder, Freshies, Blower **Age at**

Death: Timeless **Appearance:** White, Cold **Medical History:** Ailing

since the dawn of the Industrial Era **Events Leading to Death:** Global

Warming Pollution; Blatant disregard for Climate Change **Suspect(s):**

Humanity **Cause of Death:** Ignorance, Indifference

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Some likely perspectives . . .

- “Not a great day for golf, but perfect for kite boarding”
- “Honey, I can’t figure this thing; are Cody or Dillon around?”
- “Weather forecast for today? Who knows?”
- “Man, I love this web portal on weather”
- “Growing the produce and wine for the farmer’s market is much more predictable (and profitable) today”
- “Really glad I bought these low-flow rafts last season!”



Some research questions . . .

1. What are the ***appropriate strategies to empower tourism businesses to proactively manage the weather and climate-related aspects of their respective tourism sector*** when facing risks due to predictable changes in climate and weather variability?
2. ***Are businesses that use climate and weather data more prepared for extreme weather conditions and better able to respond to risks*** due to hazard events than those who do not take advantages of climate and weather information?
3. Is the ***availability of climate and weather information as well as the application of a climate index*** helpful for coastal tourism businesses in terms of increasing their marketability and staying competitive among the business sectors?
4. ***Do discrete sectors of the coastal tourism industry have different needs for information on climate and weather?*** What are the differences for each tourism operator? How can this information be made readily and easily accessible for each specific tourism sector?



What is needed to move forward?

- NWS data that is user-friendly and accessible for use by tourism businesses and destinations in economic decision-making;
- Tourism consumers who have access to accurate and timely weather information in making travel decision choices;
- Media outlets which objectively report weather conditions that best serve the consumer, tourism businesses and travel destinations;
- Government units that are savvy about supporting enlightened public policy;
- Climate indices that are sector specific which serve the needs of the consumer and the business;
- Collaborative efforts with major tourism industry groups in educating the tourism industry in utilizing NWS data.



What steps have been taken?

- Climate and Tourism on the Colorado Plateau --workshop
 - CU-Boulder & NOAA; BAMS May 2008
- Climate, Weather & Tourism: Issues and Opportunities --workshop
 - ECU, NC Sea Grant & NCDC
- Website resources (www.sustainabletourism.org)
 - Summary Report, live streamed and ppt presentations, Lit. Review
- Climate, Weather and Tourism: Bridging Science and Practice—pub.
- Linking Weather and Climate Data to Economic Stability and Sustainability in Coastal Tourism
 - Sector Applications and Research Program—NOAA grant application
- Faculty group in Climate, Weather and Tourism—ECU/UNC/NCSU/UNCW
- Expert Committee on Climate and Tourism—WMO/ECU



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