



## Aesthetic Weather Variables: Unforeseen Tourism Business Insights

Weather and climate variables have major impacts on business, especially the outdoor reliant tourism industry. Different weather events however, can result in entirely different consequences based upon your business plan. Recorded weather phenomena do not stop at just temperature and precipitation, nor should your business-weather analysis.

### Aesthetic weather?

Aesthetic weather variables are more than just secondary factors, but rather, atmospheric phenomena which trigger stronger and more definitive human responses. Now, study of these phenomena can become much more than assessing feelings and collecting anecdotes, but rather a scientific and predictive process that **can potentially save you money**.

Although it might seem obvious that “normal” weather affects your business in simple ways, and certain factors definitely affect it more than others, there are many more levels to explore before conceding an “ugly business day.” Being aware of atmospheric aesthetics is your next level of knowledge which may allow you an insight into previously unforeseen day-to-day business turnout. Below is a table of common “aesthetic variables” with potential cues in the southeastern tourism industry. *How else can your business benefit?*

Aesthetic Variables	Description	Primary Measure	Tourism Industry use in the Southeast: Basic Positives and Negatives
<b>Cloudiness</b>	The amount of cloud cover in the sky obscuring direct sunshine. This measure is used more often than “sunshine” statistics.	Fractional Obscuration	(+) Beach tourists and the “tanning” culture react negatively to cloudiness which may be more important than temperature in the summertime. (+) Sunshine has associations with positive mood, higher turnout and increased consumer spending. (±) In some activities, moderate cloud cover enhances the outdoor experience, aesthetically and on a comfort relief basis. (-) Heavy cloud cover is detrimental to most outdoor activity enjoyment.
<b>Lightning</b>	The dangerous electrical side effect of severe weather and thunderstorms.	Flash Count	(+) Photographers seek photo opportunities in lightning hot spots. (-) Lightning is associated with severe and dangerous weather which immediately halts outdoor tourism and creates business liability. This is especially important for water sports because of the risk of electrocution. (-) Lightning strikes should be monitored to decrease liability and adequately monitor client safety on business property.
<b>Wind Speed</b>	Speed of the wind. Knowledge of direction can indicate temperature and humidity changes.	Miles Per Hour or Knots	(+) Cooling breezes can benefit both recreationalist comfort and kite boarding experience. (±) Winds that are heavy enough to blow sand or other objects become a nuisance, but are a boon to wind-powered sports such as kite-boarding. Prevailing wind direction is an important variable for coastal tourism, such as sailboat tours. (-) Cold winter winds are detrimental even to winter sports.



UNC  
COLLEGE OF  
ARTS & SCIENCES

