



## Temperature 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.

### So what? It's warm and people go to the beach; cold and they go skiing, right?

It might seem obvious that weather affects your business in simple ways, and certain factors definitely affect it more than others, but there are many more levels to explore before conceding a "frosted business day." Knowing how the temperatures affect day-to-day business turnout becomes much more than trigger point analysis, but rather a predictive process that **can save you money**. Below is a table of common "temperature variables" with potential cues in the southeast tourism industry. *How else can your business benefit?*

Temperature Variables	Description	Primary Measure	Tourism Industry use in the Southeast: Basic Positives and Negatives
<b>High Temperature</b>	The highest temperature of the day; usually occurs around 3pm.	Degrees Fahrenheit	(+) Higher high temperatures increase turnout in most wintertime activities. (-) Excessive heat dries vegetation and increases water bills as well as recreationalist stress.
<b>Low Temperature</b>	The lowest temperature of the day; usually occurs around 7am.	Degrees Fahrenheit	(+) Lower low temperatures improve summertime outdoor tourism and recreation opportunities; helps wintertime snowmaking at ski resorts. (-) Frost and cold close golf courses and limit most outdoor recreation.
<b>Sea Surface Temperature (SST)</b>	Temperature of the ocean and large coastal bodies of water.	Degrees Fahrenheit	(+) SST and land temperature differences help create the sea breeze benefiting sunbathers and kite-boarders. (+) Warm SSTs increase the use and enjoyment of beaches, encouraging swimming and accessory sales. (-) High SSTs are related to increased hurricane activity. (±) SSTs influence recreation preferences in an area—warm waters are generally good for swimming and cooler waters for sailing. (±) SSTs influence fish runs and coastal fishing tournaments.
Temperature Index Variables	Description	Primary Measure	Tourism Industry use in the Southeast: Basic Positives and Negatives
<b>Wind Chill</b>	An index made of two variables: temperature and wind speed to more accurately capture the feel of the surrounding environment.	Degrees Fahrenheit	(+) Wind chill will drive tourists indoors; having sheltered tourism components and retail sales outlets will enhance your business response. (-) Wind Chill is a detrimental factor to outdoor recreation regardless of the activity.
<b>Heat Index</b>	An index made of two variables: temperature and humidity to more accurately capture the feel of the surrounding environment.	Degrees Fahrenheit	(+) Heat index will drive tourists indoors; having sheltered tourism components will enhance your business response. (-) Discomfort and additional liability are associated with health issues triggered by heat stress.



UNC  
COLLEGE OF  
ARTS & SCIENCES

