The New Tourism Lexicon for Community Engagement
by: The New York Sherpa

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Stop LEGOLAND
MAPA
MAPA
Make America Phil-less Again
THE NEW YORK
SHERPA

Perspectives from New York's Travel Expert.

DESTINATIONS
INTERNATIONAL
Perspectives from New York’s Travel Expert.
How big is it?

- 243,800,000 visitors (+18%)
- Economic Impact $108.7 Billion
- Direct Spending $67.6 Billion
- State and Local Taxes: $8.5 Billion
- 938,800 Jobs
- 1 in 10 jobs in NY
- 3rd Largest Industry (4th)
Visit Florida budget battle heating up

State Funding for Visit Florida
Ernest Wooden Jr.

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Los Angeles
TPA/DMO: Can an agency replace you?

Business side: Do you just create traffic and noise?
Treat tourism like a candidate
Dialogue amount politicians

- Tourism = Low
- Jobs = High
- Taxes = High
• Bed Tax – Not local tax
Tourism is an export
• Community understanding – beyond Tax benefit: Play, Live, Work
A Public Good
Community
Local
Need
Opportunity
People

Public
Support
Work
• Director of the Visitor Economy
• Driver of the Tourism Economy
LEGOLAND  Support this local initiative that will provide sustainable jobs for our community and help support residents get a stable income and health benefits.
- Cave man

circa: 10,000bc ??
-Phil before shaving?
Frequent public forum attendee:
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Media quotes taken from a “local stakeholder”

“We not need to give local tax money to tourism promotion arrahhhrahha”

“me thinks helping tourism businesses is corporate welfare...ahrahaahaha”
A destination is responsible for promoting a community as an attractive travel destination and enhancing its public good image as a dynamic place to live and work through the impact of travel. They strengthen the economic position and provide opportunity for people in their community.
Community
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Amen!
Instagram
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