

Planning for Tourism

Traverse City Master Plan





Recording

Disclaimer: Session is being recorded



Sara

Kopriva

Beckett & Raeder,
Inc



Rowan

Brady

Beckett & Raeder,
Inc



Elise

Crafts

Placecraft



Shawn

Winter

City of Traverse City
Planning Director

What is a Master Plan?



What does a Master Plan cover?



Demographics



Housing



Transportation
& Mobility



Infrastructure
& Energy



Sustainability
& Resiliency



Natural
Features



Health, Safety,
& Wellness



Arts, Culture, &
Recreation



Economic
Development



Land Use

Why plan for tourism?





'Lake Tahoe has a people problem': how a resort town became unlivable

📷 Lake Tahoe made the list of beloved getaways that need a break from the influx of remote workers, traffic gridlock and packed beaches. Photograph: George Rose/Getty Images

The region's popularity has seen a surge, sending real estate prices soaring and pushing locals out



'Lake Tahoe problem': Town beca

📷 Lake Tahoe made the list of beloved getaways that need a break from the influx of remote workers, traffic gridlock and packed beaches. Photograph: George Rose/Getty Images



📷 Brenda Heermann holds a sign discouraging tourists from visiting Meyers, California, a community near Lake Tahoe. Photograph: San Francisco Chronicle/Hearst Newspapers/Getty Images

More than 3,000 people moved to the basin in 2020 at the height of the pandemic - the largest one-year population increase on record - and the need for housing was greater than anyone had prepared for. Longtime residents found themselves with nowhere to go when their landlords announced they would sell their properties.

The region's popularity has seen a surge, sending real estate prices soaring and pushing locals out

Michigan Association of Planning Guide



Economic Impacts of Tourism

- Outside spending
- Supports local industries
- Increased taxes, jobs, investment
- Diversification of the local economy
- Increased imports from outside companies/communities
- Profits to outside firms, money doesn't stay in the community
- Jobs tend to be part -time, low pay
- Real estate speculation

Physical Impacts of Tourism

- Increased taxes for public services and infrastructure
- Tourism can overwhelm and stretch capacity of infrastructure

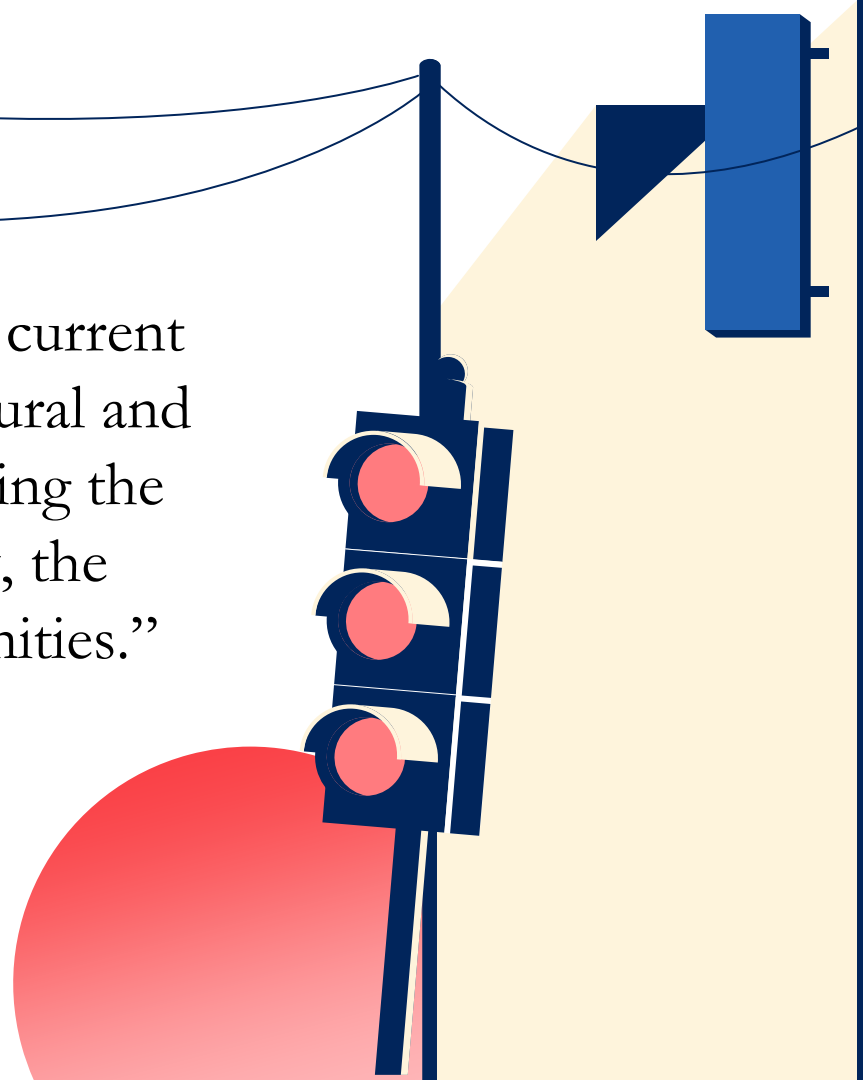
Sociocultural Impacts of Tourism

- Social interaction with people outside the community
- Community pride and spirit
- Increased respect for cultural heritage and sites
- Diminishes local experience
- Negative impact on local housing market

Environmental Impacts of Tourism

- Respect for natural features and recreation assets
- Travel generates GHG
- Overuse of natural features and recreation assets
- Invasive species from those traveling from outside the area

“Takes full account of tourism’s current and future economic, social/cultural and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities.”



Doxey's Irridex Model



Tourism Planning

City of Sedona, Arizona

Sedona Sustainable Tourism Plan

Charleston, South Carolina

Charleston Tourism Management Plan

Kaua'i County, Hawaii

Kaua'i Kakua General Plan

Park City, Utah

Sustainable Tourism Plan

Whitefish, Montana

Sustainable Tourism Management Plan

Yukon, Canada

Tourism Development Strategy



Sedona Sustainable Tourism Plan

“To lead the Sedona Tourism Industry in embracing sustainability practices that enable the long -term health of Sedona – its environment, an excellent quality of life, long -term economic strength, and a positive visitor experience.”

Four Pillars



Environment

Implement sustainability practices and stewardship



Resident Quality of Life

Preserve and enhance QoL by mitigating the impacts of tourism



Economy

Balance long-term economic sustainability and vibrancy



Visitor Experience

Provide excellent experiences that highlight sustainability values and keeps visitors coming back



Charleston Tourism Management Plan

“Tourism represents an important facet of the city’s and region’s economy. It provides jobs and economic opportunity for our residents while showcasing our city and its cultural resources to people around the world. It also represents a challenge for our community. We must remain vigilant that tourism does not damage the city’s authenticity and sense of place or negatively impact residents’ quality of life. This requires careful planning and management.”

Five Goals



Management & Enforcement

Manage and monitor tourism for the benefit of all



Visitor Orientation

Make visiting a seamless process



Quality of Life

Balance tourism and resident quality of life



Special Events

Ensure special events enhance and respect the community



Mobility & Transportation

Create a safe, efficient, and easy transportation network



Park City Sustainable Tourism Plan

The Sustainable Tourism Plan for Park City and Summit County intends to create a future where community and environmental needs are considered with the same weight as economic benefits, resulting in a thriving and welcoming community

Five Stewardship Principles



Environment

Value and respect the health of the natural environment



Sense of Place

Foster a community spirit for the wellbeing of all people



Equitable Benefits

Ensure the benefits of tourism are shared equally



Tourism Leader

Ensure the tourism industry is a model for championing benefits, mitigating impacts, and enhancing the community



Actionable

Be bold in transparent when pursuing and reporting on goals and actions



Kaua'i Kakau County General Plan

“The policy of the General Plan is to uphold Kaua'i as a unique visitor destination by focusing on revitalization and limiting new resort designations. This shifts focus from expansion of the visitor industry to implementing a model of high value, low impact tourism that puts protection of the qualities and values that visitors come to experience as a high priority.”

Actions

Revitalize > Expand

Reinvest in existing visitor areas rather than expanding and creating new ones

Focus Visitors to Destination Areas

Including uses, services, and facilities

Pay Fair Share

Require resorts to pay for a share of infrastructure and public service costs

Increased Signage

To improve traffic flow and reduce congestion in visitor designated areas

Waste Disposal

Improve waste and recycling services and popular destinations

Visitor Mode Shift

Explore options to expand visitor transportation modes beyond single occupancy

Cultural Exchange

Encourage cultural sensitivity and provide visitors with a unique cultural experience

Visitor Tax

Rental car tax

Sense of Place

Invest in programs that facilitate a unique sense of place enhancing cultural identity

Native Hawaiian

Encourage use of native Hawaiian names and increase sense of meaning

Workforce

Attract a talented and qualified workforce and train them on the area's cultural identity

Local Products

Encourage external firms to carry local products



Whitefish Sustainable Tourism Plan

A sustainable approach to tourism means that neither the natural environment nor the socio-cultural fabric of the host communities will be impaired by the arrival of tourists. On the contrary, the natural environment and the local communities should benefit from tourism, both economically and culturally. Sustainability implies that tourism resources and attractions should be utilized in such a way that their subsequent use by future generations is not compromised.”

Five Focus Areas



Environment

Protect environmental resources



Housing

Expand the supply to meet the needs of the workforce



Economic Diversification

Diversify away from tourism to support year round employment



Tourism

Manage nonresident visitation patterns to preserve quality of life



Transportation

Manage traffic to ensure safety, reduce congestion, and improve connectivity



Yukon Tourism Development Strategy

“To become a leading sustainable tourism destination, we must foster the conditions for a thriving tourism economy, develop tourism in a manner that balances economic, social and environmental values, and bolster support for the industry by aligning our collective efforts with the core values of Yukoners.”

Core Values

Love our Yukon

We value the wilderness, our vibrant communities and northern way of life, and want to ensure that they are preserved

Thriving Tourism Sector

Recognize that tourism plays an important role in growing and strengthening our economy

Preserve and Enjoy Natural Env.

Our natural environment must be effectively managed so that visitors and residents can explore

Honor our Heritage

Celebrates the natural environment, honors Indigenous knowledge and traditions, preserves and shares our past

Celebrate our Cultures

Strengthens communities, reflects our ties to the land, and provides platforms to tell our stories

Build Healthy Communities

Job creation, strengthening community services, and supporting infrastructure

Develop Partnerships

Work together to harness benefits and opportunities of tourism

Foster Innovation

Diverse and innovative opportunities from tourism

Key Themes



**Environmental
Stewardship**



**Economic Diversity
and Stability**



**Visitor
Experience**



**Safe & Convenient
Transportation**



**Equitable
Benefits**



**Resident Quality
of Life**



**Celebrating Heritage
and Culture**



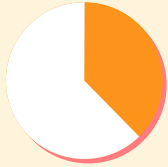
Tourism Data

Traverse City's Tourism Industry



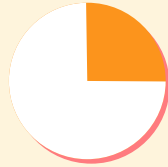
Northwest Region

Activities



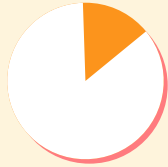
33%

Shopping



25%

Beach/Water



18%

Swimming

Origin



Michigan

69%



Illinois

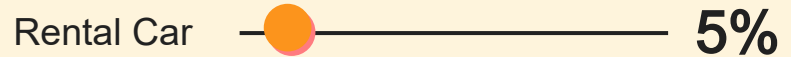
5%

Transportation



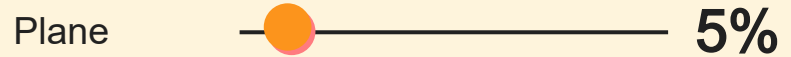
Own Car

83%



Rental Car

5%



Plane

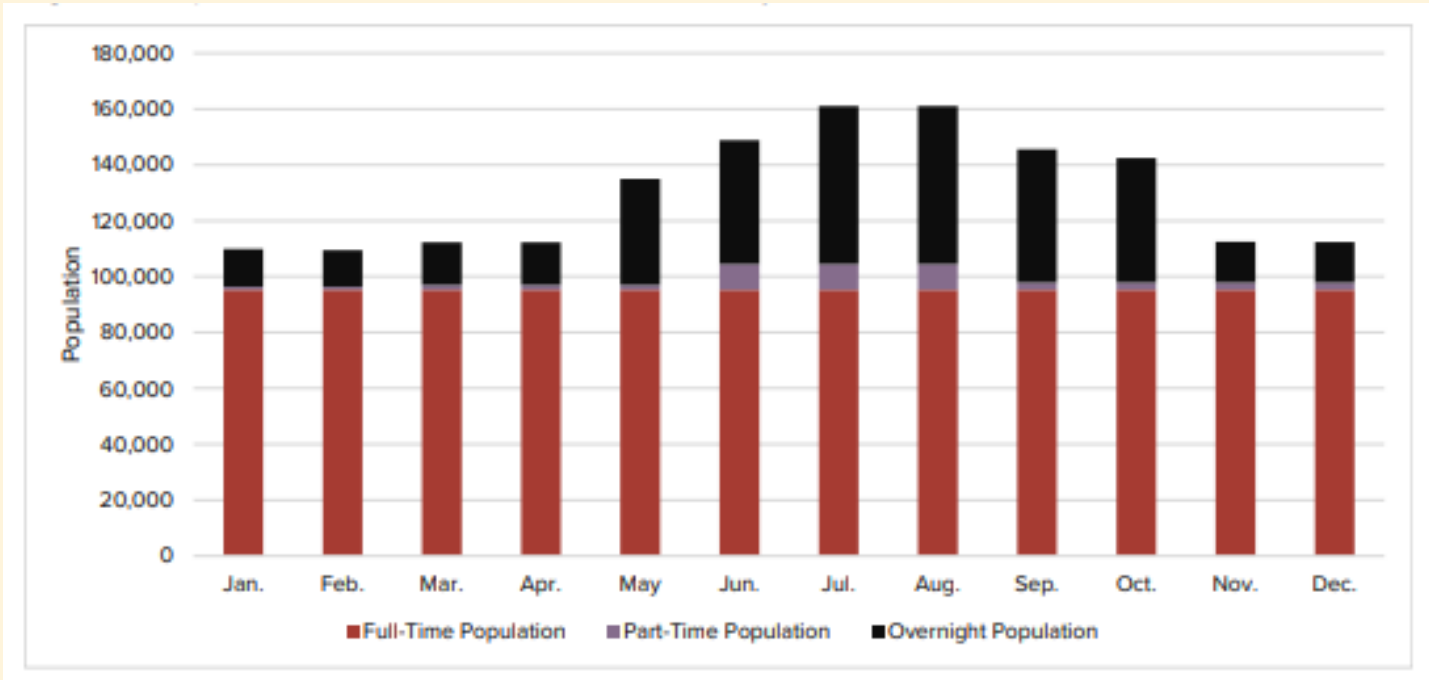
5%



\$2,136,500,000

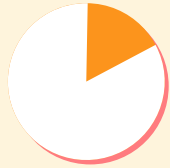
Visitor Spending

2022 Seasonal Population Study



Traverse City (49684 & 49686)

Economic Share



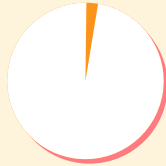
20%

Direct



7%

Indirect



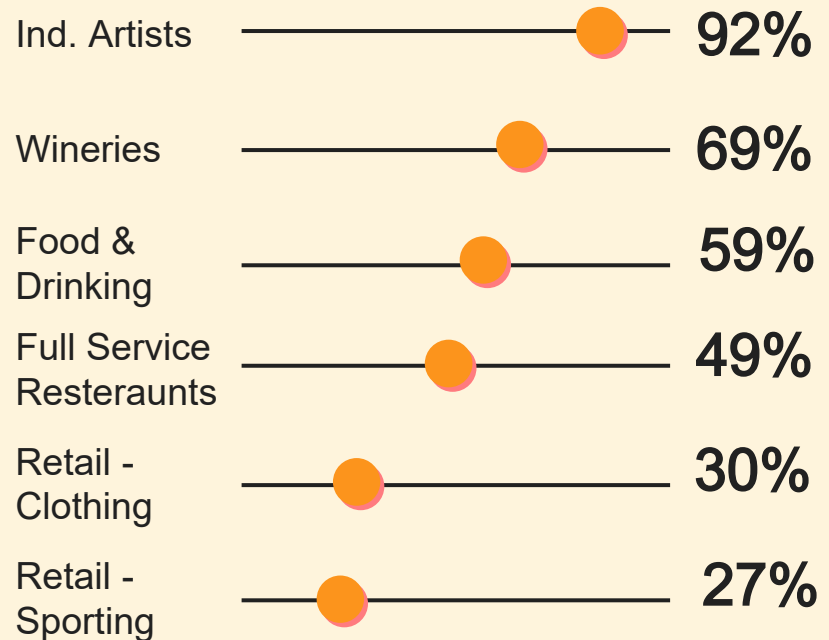
2%

Induced

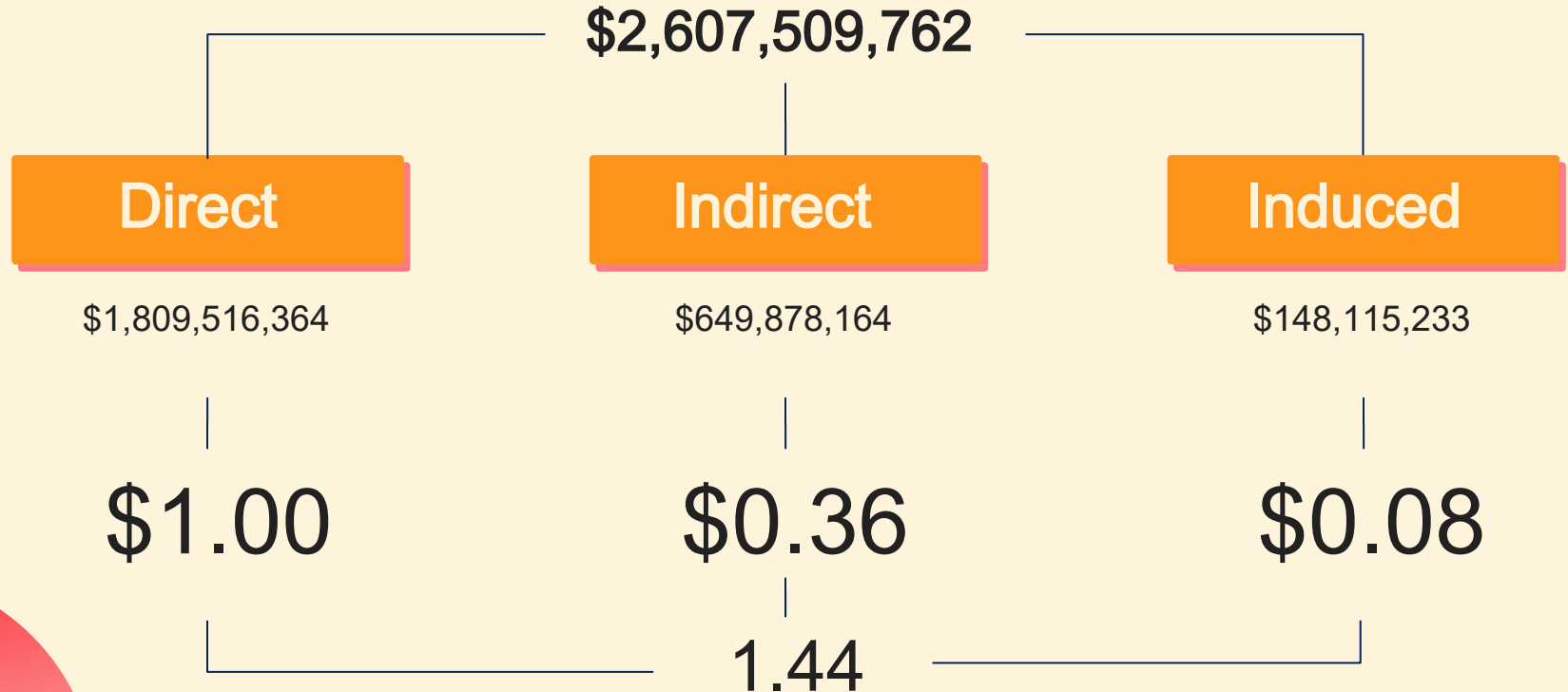
Jobs

Employment – 16,040 (28.7%)
Food & Beverage Servers – 949 (40.2%)
Retail Sales Workers – 629 (18.5%)

Major Industries

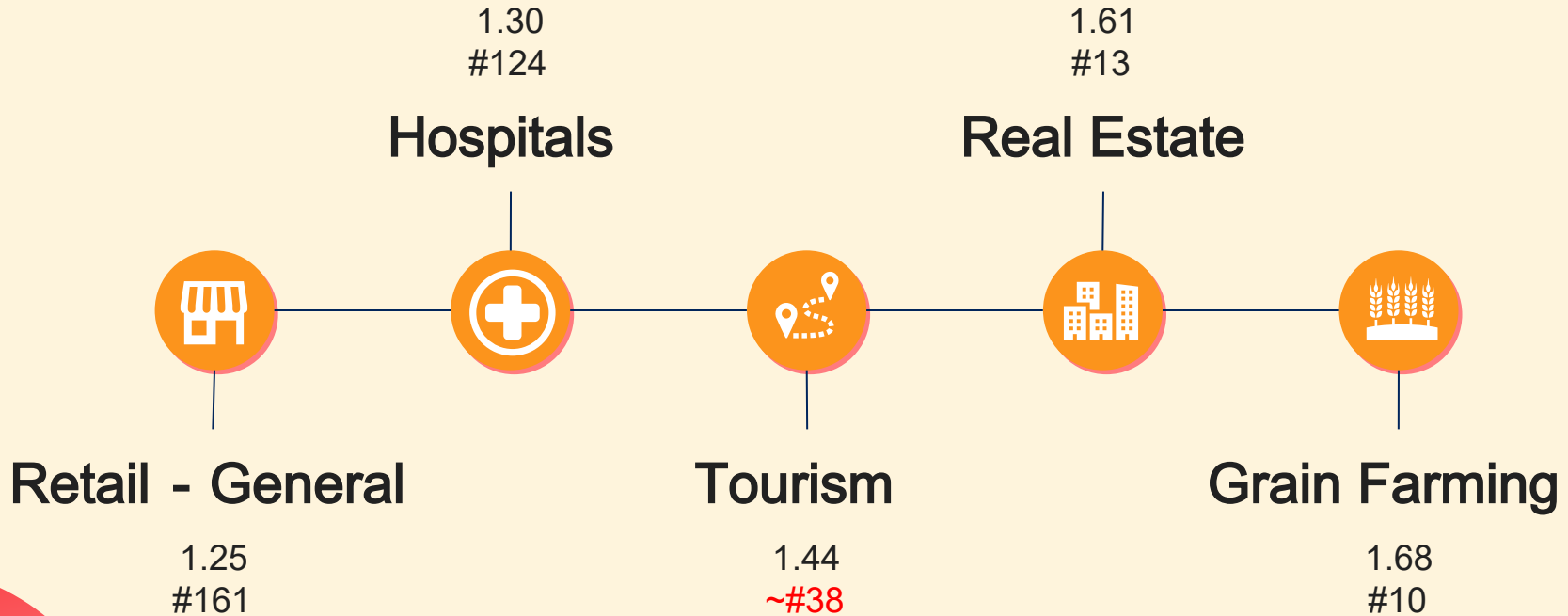


Traverse City* Tourism Impact



*Zip codes 48684 & 49686

Traverse City* Industries



*Zip codes 48684 & 49686

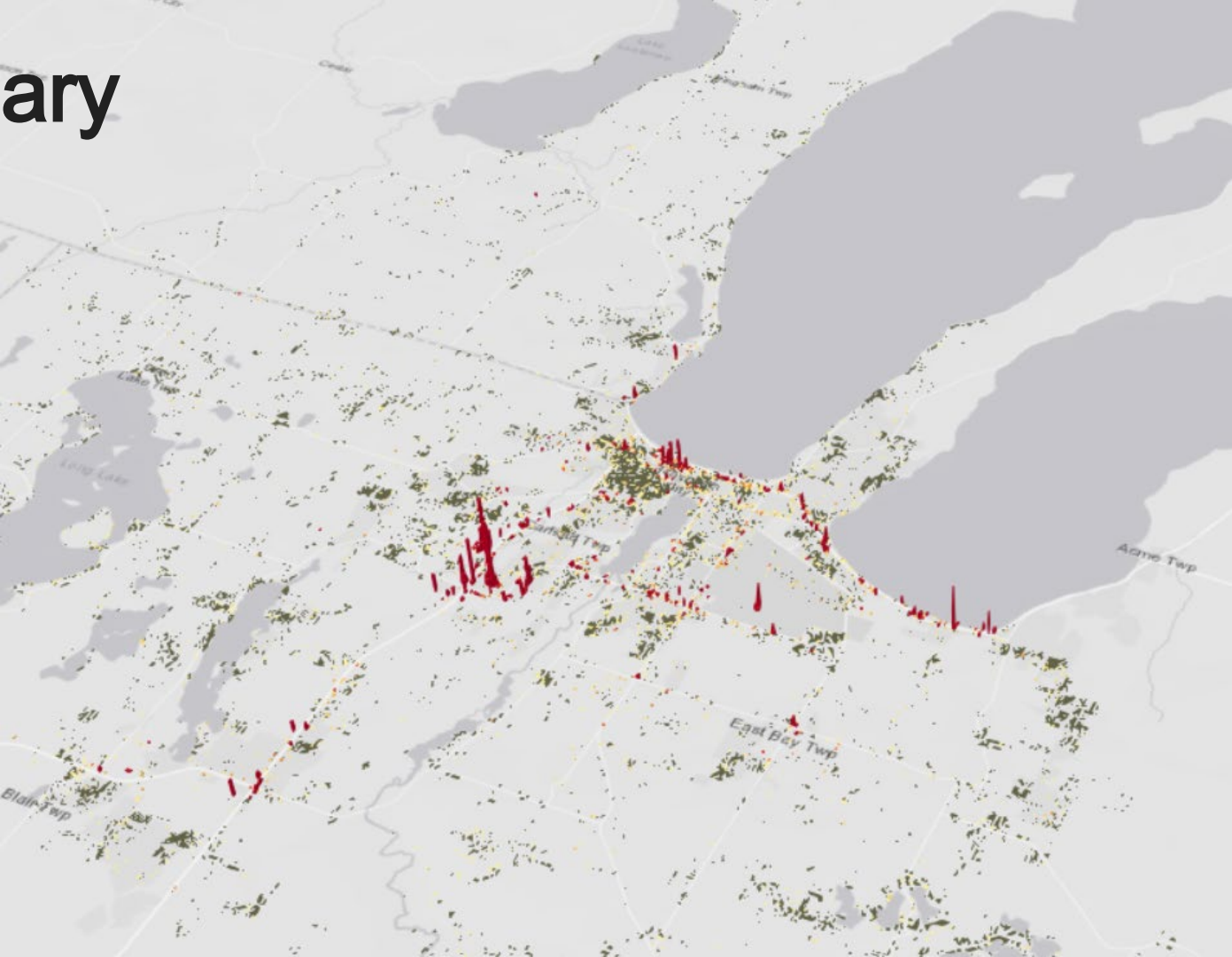


Location Data

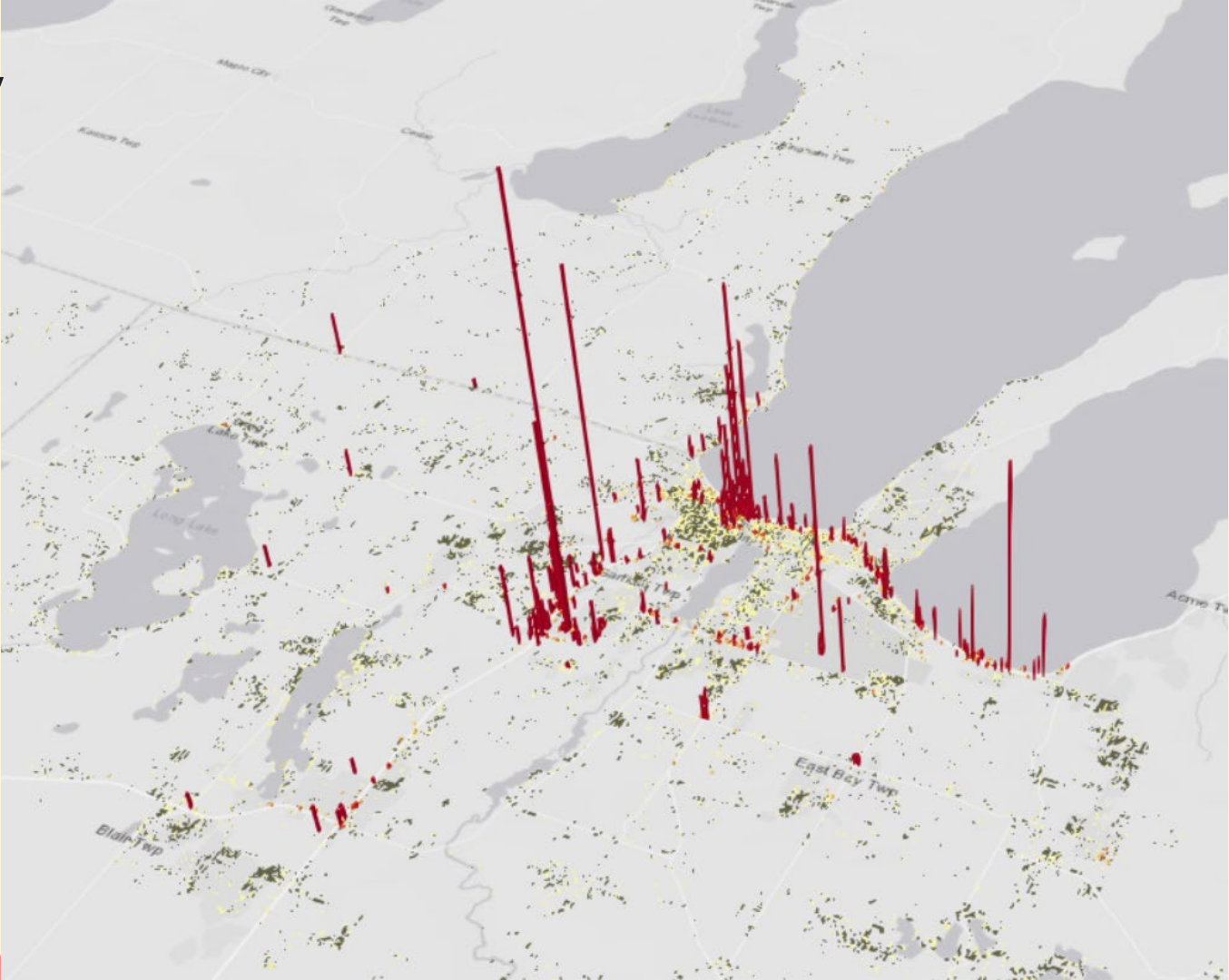
Cellphone Mobility Analysis



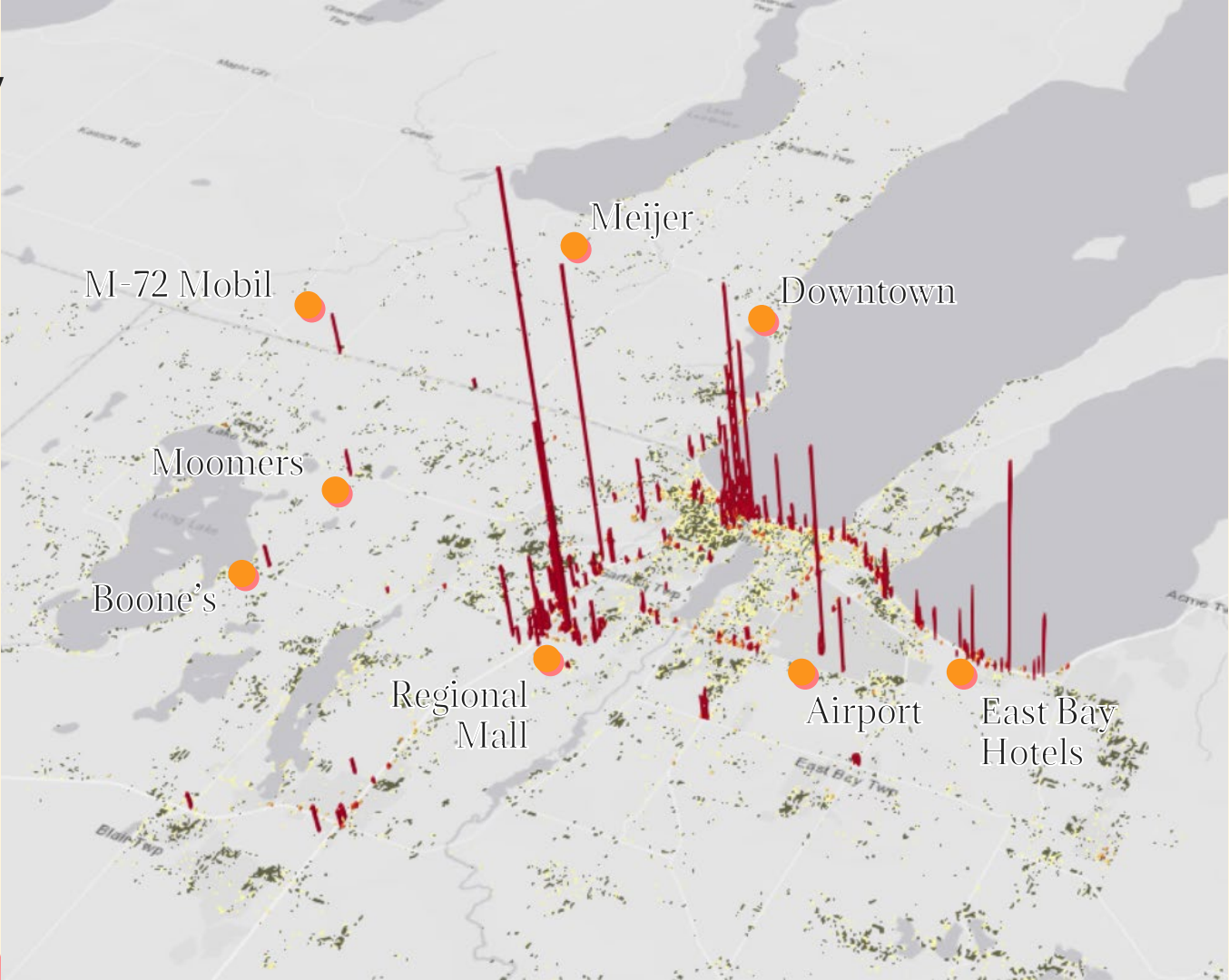
January



July




July



General Questions?



Discussion

- What does the term “sustainable tourism” mean to you?
 - How can the city support sustainable tourism in Traverse City?
- 

Stay Engaged!



Leadership Team

Meet on the 1st Thursday
of the Month



Regular Updates

Visit tcmasterplan.org



Neighborhood Planning

Upcoming meetings in
Spring 2023



Scenario Planning

Three sites/corridors in the city
April 26