

The Five Most Important Tourism Amenities

You Need to Have Right Now



★ **Primary attractions**

The reason we travel to a destination

★ **Complementary** or **secondary** attractions or activities

The other “must do” activities in the area

★ **Amenities**

The small things that ensure a great experience,
a great social media boost, & awesome reviews

Primary attractions | Attractors



Visiting friends and family



Business | meetings | sales



Conferences | Trade shows





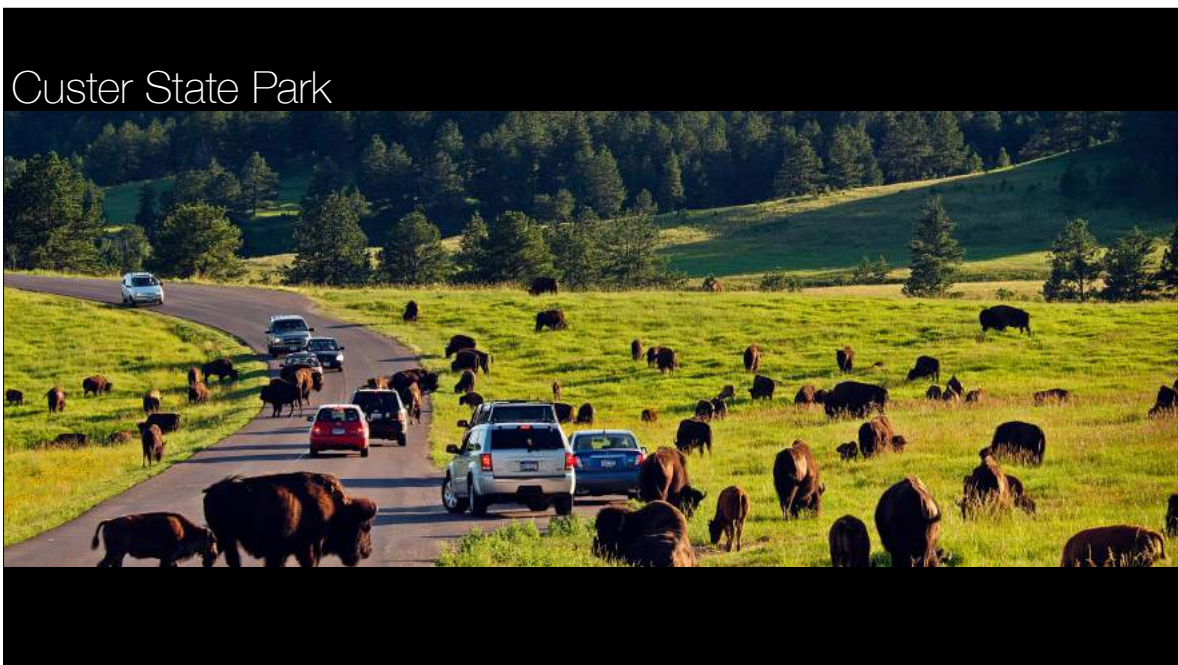
Complementary activities



What else do you have for us?



Crazy Horse Memorial



Custer State Park



Deadwood



Badlands National Park

Reptile Gardens



Pirate's Cove Mini-Golf





And while you're here...

Shopping, dining, entertainment



Downtown Bracebridge, Ontario





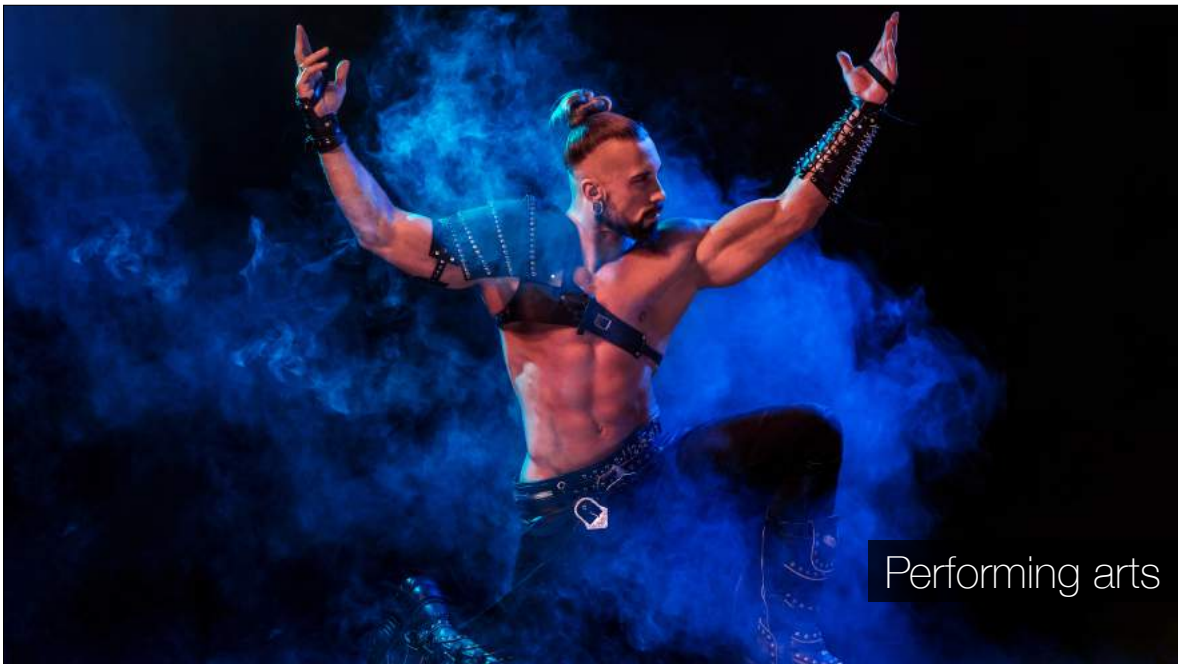
Local museums | historical sites | history



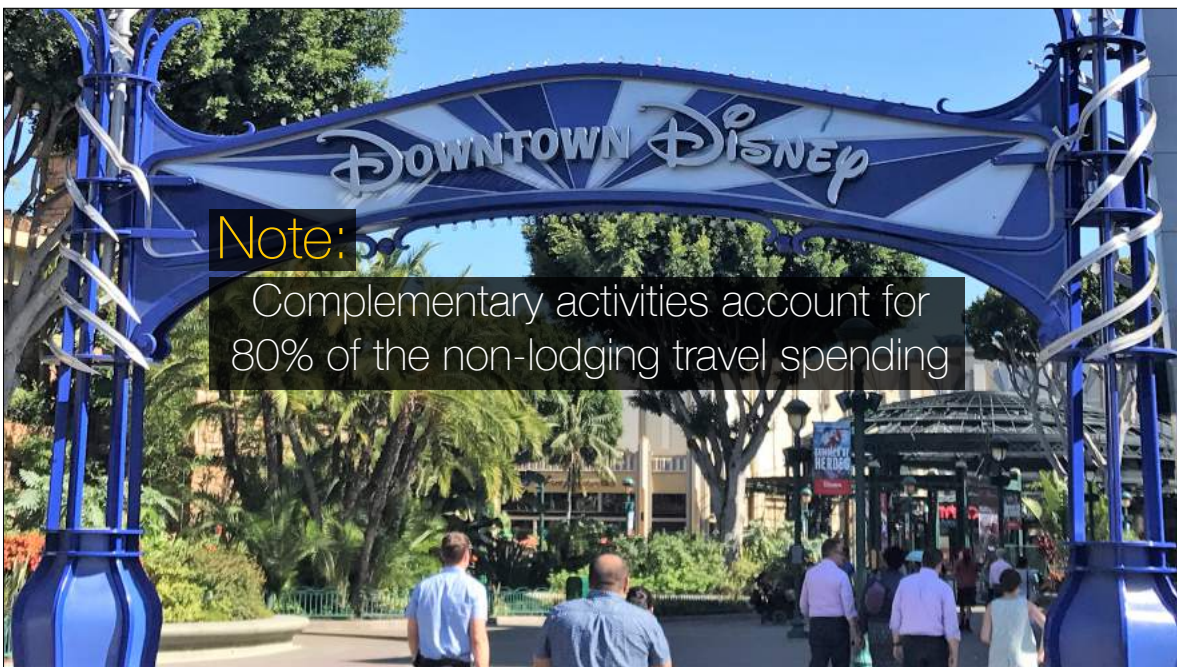
Plimoth Plantation



Local trails



Performing arts



- ★ Primary attractor
- ★ Complementary “must do” attractions
- ★ Other activities (down time)
- ★ Supporting amenities

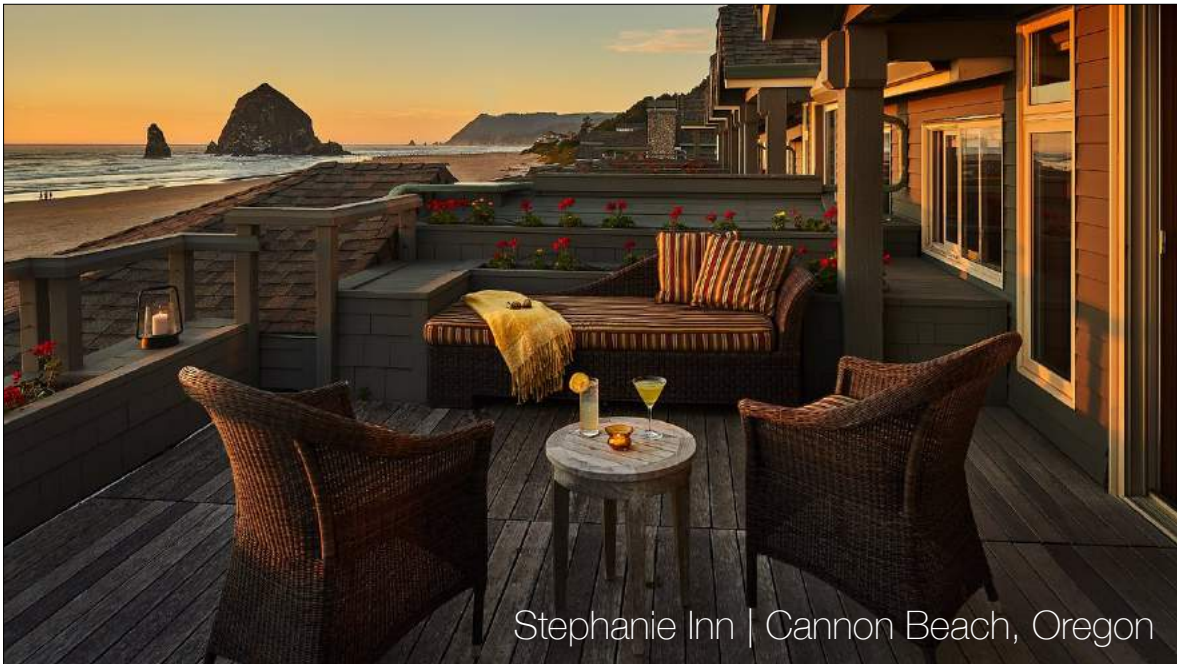
Amenities

The mundane, but necessary, things that create a positive experience
and make you a sustainable visitor destination

Amenities

- Lodging*
- Public parking
- Public transportation
- Sidewalks
- 24/7 Visitor information
- Public restrooms | washrooms
- Fuel, grocery items, drug stores
- Wayfinding signage
- Downtown benches & beautification
- ATMs
- Drinking fountains
- Best of brochure
- Activities Guides
- Maps & apps
- Bike racks & rentals
- Shade trees
- Parks & playgrounds
- Picnic benches
- Street vendors
- Winter fire pits
- Walking | jogging routes
- Trash & recycling cans





5

The Top 5 Most Important Amenities in order of importance



Local experience add-ons:
public & private

Downtown parks



Open air plazas



Jogging routes & maps



Beach or water-based destinations



Showers



Vendors:

Sunscreen
Hats
Flip-flops
Shade umbrellas
Drinks
Snacks
Beach chairs
Kites
Towels



Trash & recycling cans



Winter destinations

Ski rentals & equipment



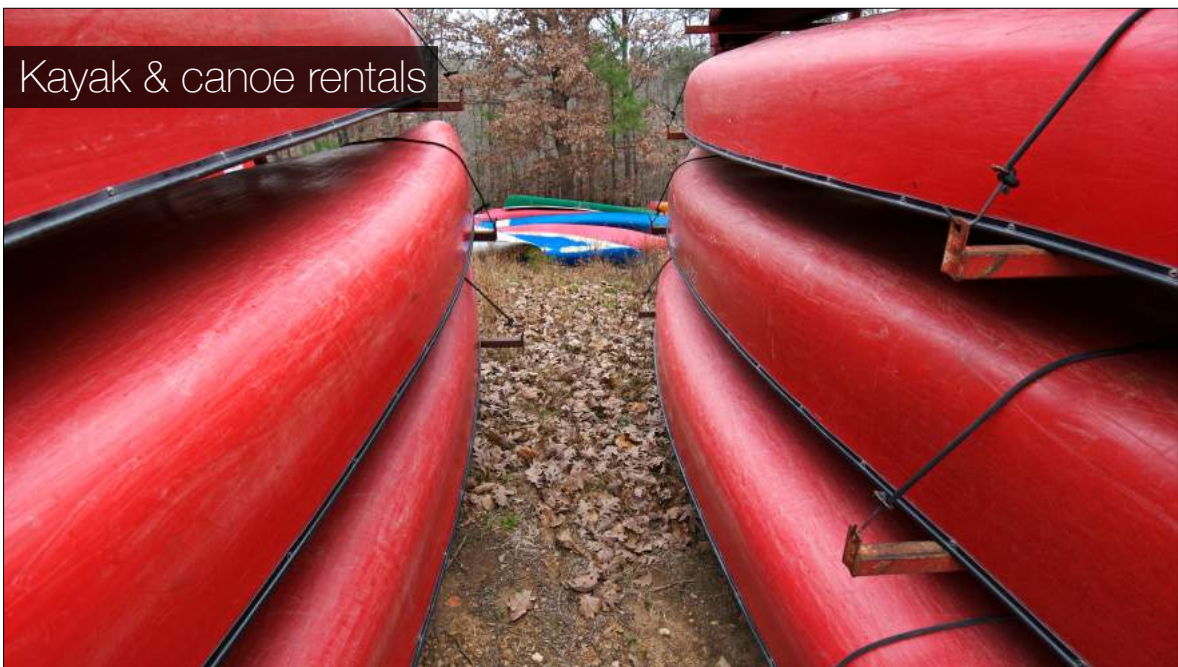
Fire pits downtown



Vendors: hot cider, chocolate, coffee



Trail & climbing destinations



Bike rentals | bike share



Vendors with trail or climbing gear



Trail maps | app



Make sure your trails are listed on AllTrails

Camping destinations

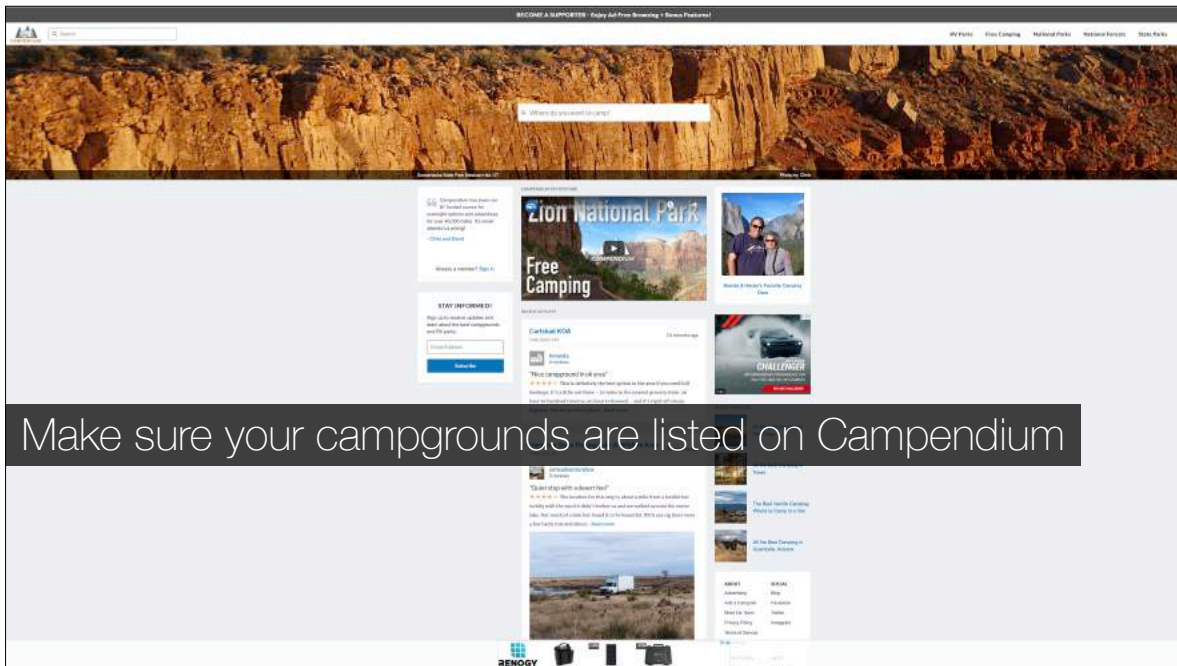


Fresh water filling stations



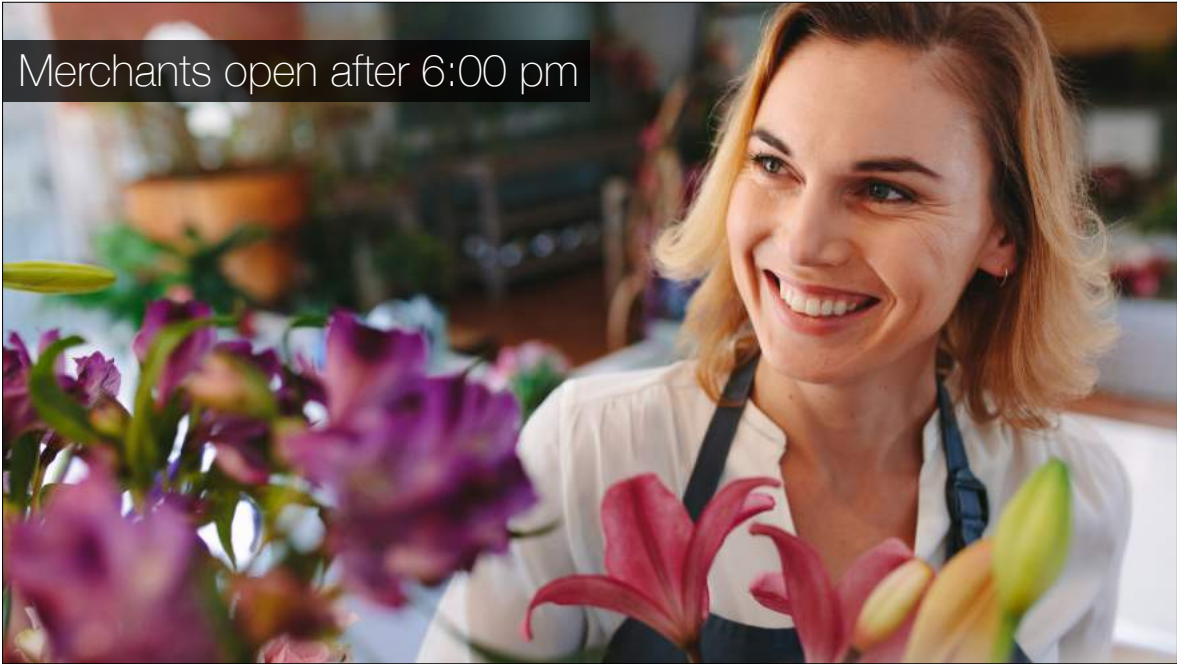
Vendors with camping gear | firewood, etc.





Shopping | dining destinations

Merchants open after 6:00 pm



Curb appeal can account for 70% of first time sales



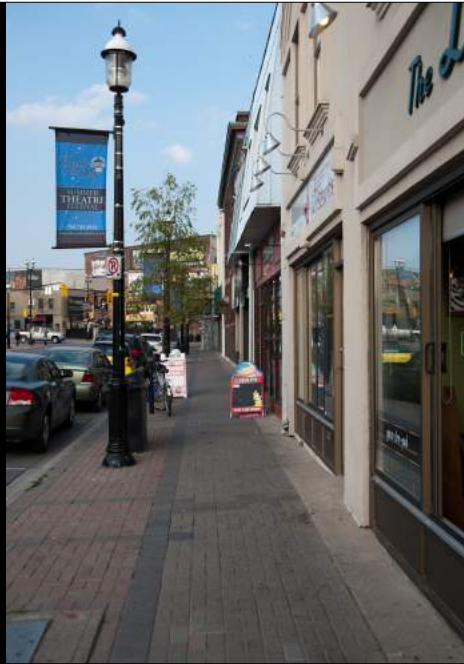
Think benches



Can you tell me what's in
any of these shops?



How about here?



Or here...



Blade signs



Canmore, Alberta



THE 70% RULE: CURB APPEAL AND FIRST TIME SALES

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Resource Center > Video Library
Downtown revitalization & development

Everyday needs





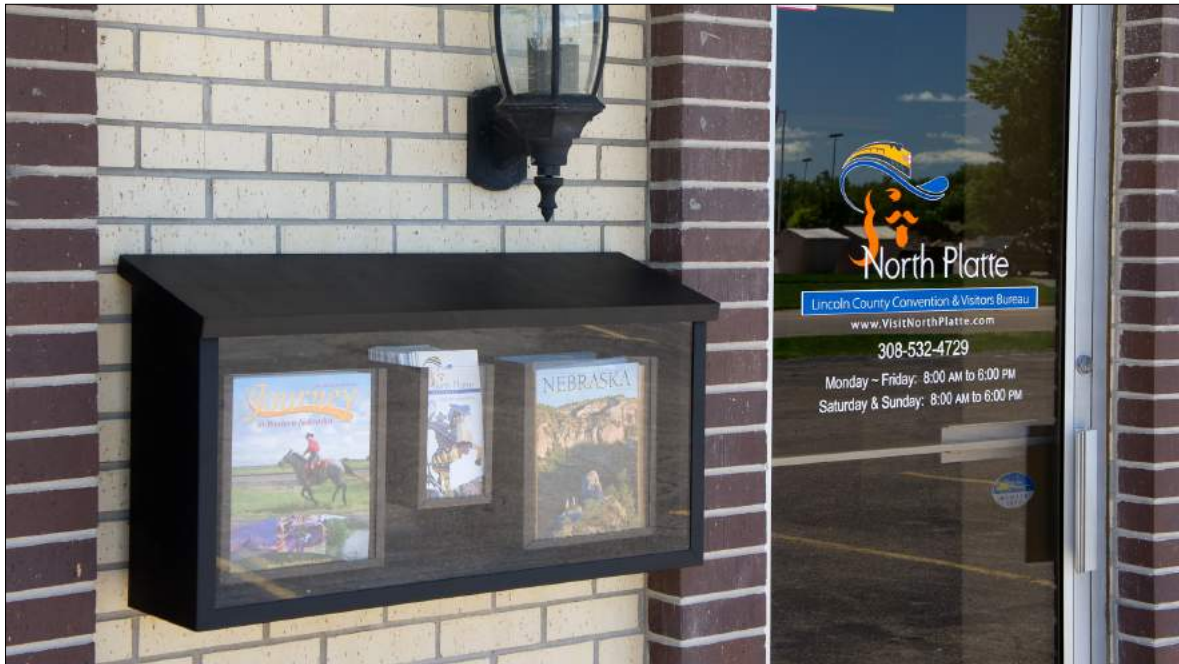


Who takes the lead:

The business community | chamber of commerce



Convenient 24/7 visitor information



The Bruce Peninsula, Ontario





Wickford, Rhode Island







Side note:
Create small pads of handouts like this,
which measures about 4" x 5.5"

Who takes the lead:

Local tourism office

Partners: Downtown | Hoteliers | Airport | Municipality



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Public restrooms | washrooms

QR code to watch the video

ROGER BROOKS
International





Public restrooms are important:
Relieved visitors spend more

Top three reasons for
stopping along a trip:

1. Restrooms
2. Food
3. Fuel



Gig Harbor, WA



Once a person gets out of the car, there is a 60% greater chance of them spending money



Who takes the lead:

City or town
Partners: Downtown



Sierra model 2003 - \$11,000

Romtec Inc. | Roseburg, Oregon

Restrooms Attract a Lot More Than Flies

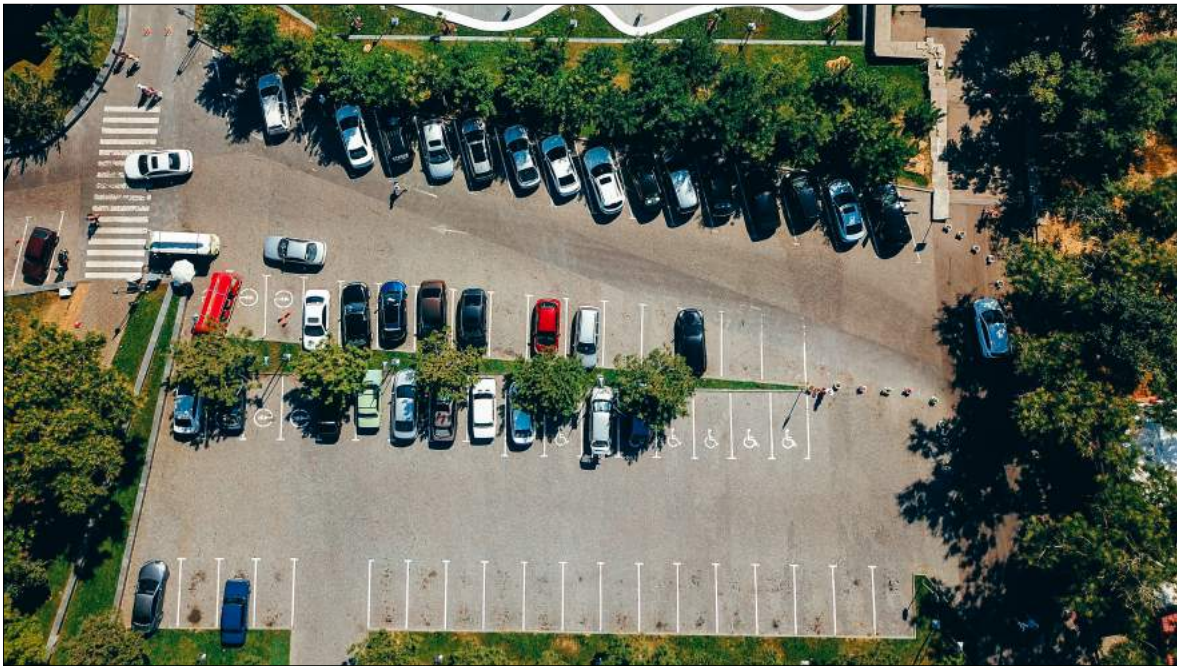
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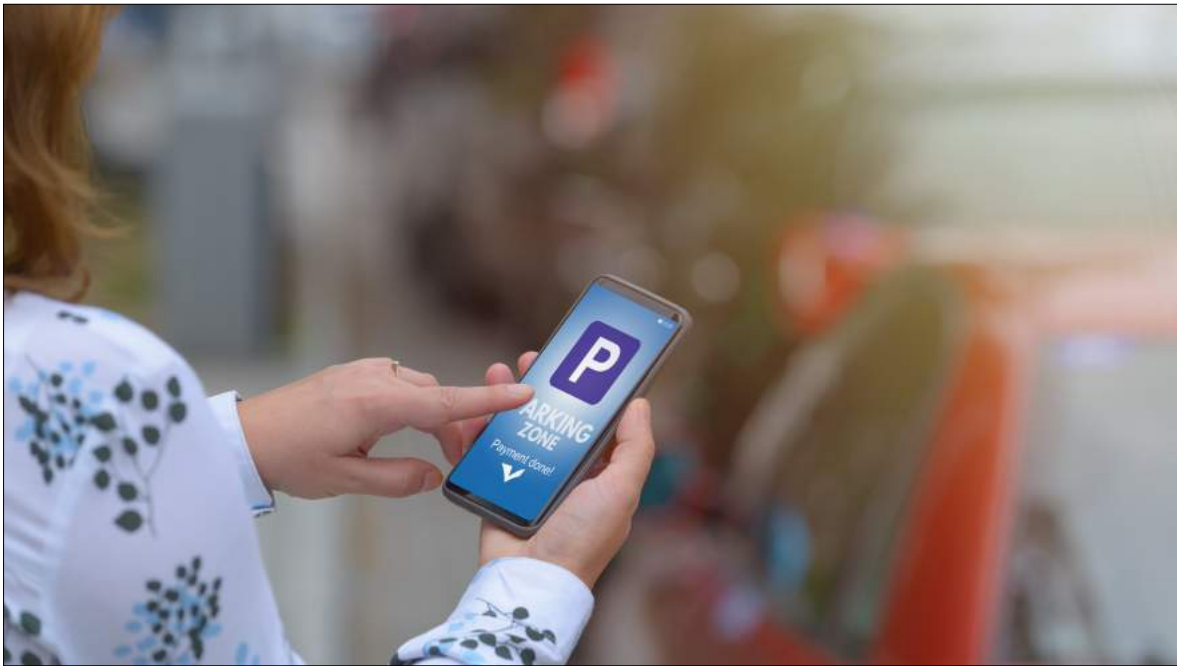


Convenient & well-marked public parking



Parking rules:

- Make lots easy to find (directional signs)
- Provide all-day (at least four hours) parking areas
- IF you have two hour parking include signage to all-day parking areas
- Limit parking to two time limits (2-hour, all-day)
- Location: Within two blocks of the primary draw
- Include pedestrian wayfinding from the lots
- It doesn't have to be free...



Who takes the lead:

City or town

PARKING IS NOT JUST FOR LOVERS

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Wayfinding (directional) signage

Directional signage | wayfinding





Directional signage to your:

- Primary attractions
- Secondary attractions: parks | trails | historical...
- Municipal services: police | fire | medical
- Downtown | districts
- Amenities: Banks | ATM | restrooms | parking...

Greenville, South Carolina





Whistler Resort, British Columbia



Anaheim, California



In-vehicle...



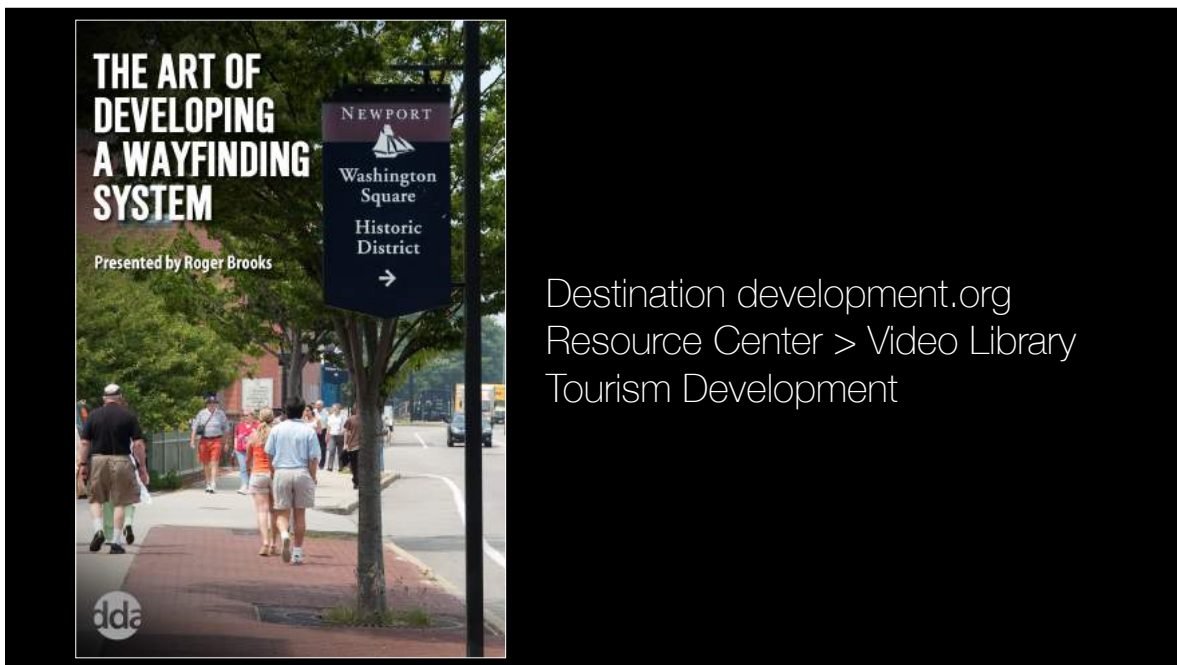
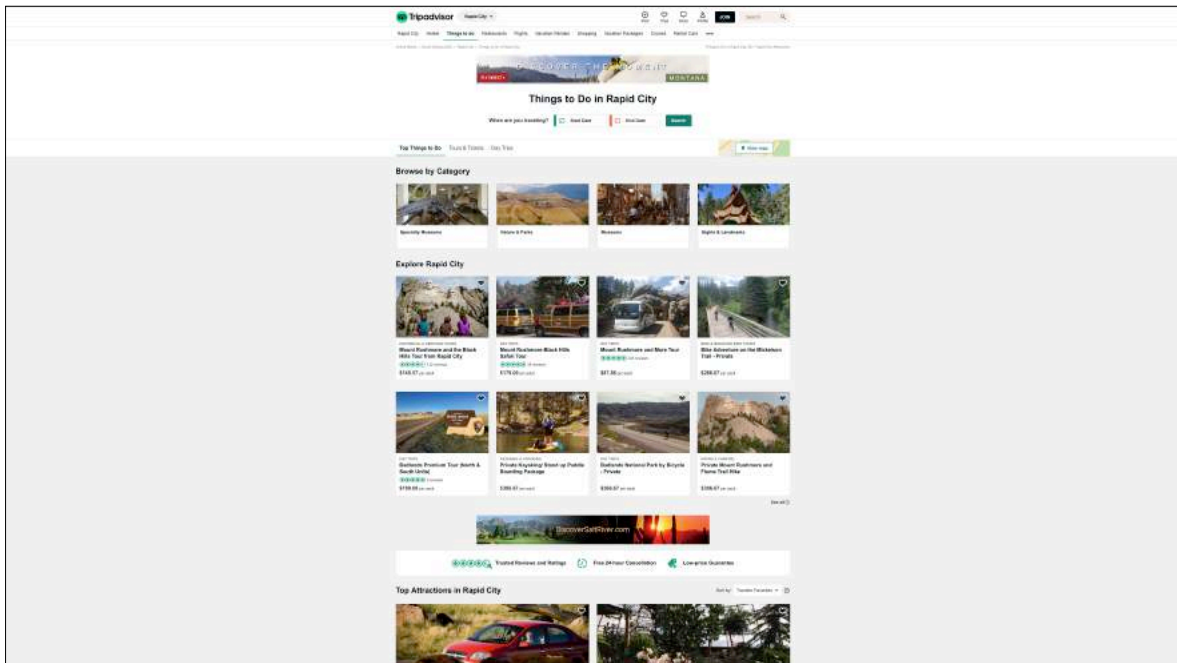
..or wayfinding apps are not a substitute for wayfinding signage





Who takes the lead:

City | County | State or province





Local add-ons that will give you awesome reviews



24/7 visitor information with brochure distribution



Public restrooms in spending areas (all day & evenings)



Convenient public parking (within 2 to 3 blocks)



Directional signage - wayfinding (vehicular)

Here's to creating an rewarding & sustainable visitor experience

For more how-to resources join us

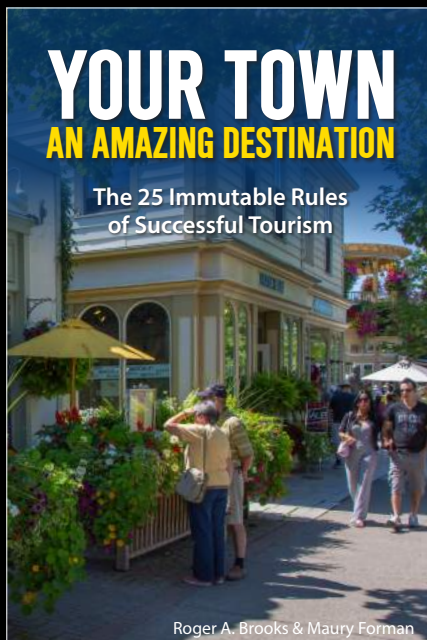
DestinationDevelopment.org

The Five Fastest Growing Tourism Trends

And how to best tap into them



Wednesday, March 18th
8:30 Pacific | 8:30 Arizona
9:30 Mountain
10:30 Central
11:30 Eastern
12:30 Atlantic



Totally re-written and updated

Available now on [amazon.com](https://www.amazon.com)

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