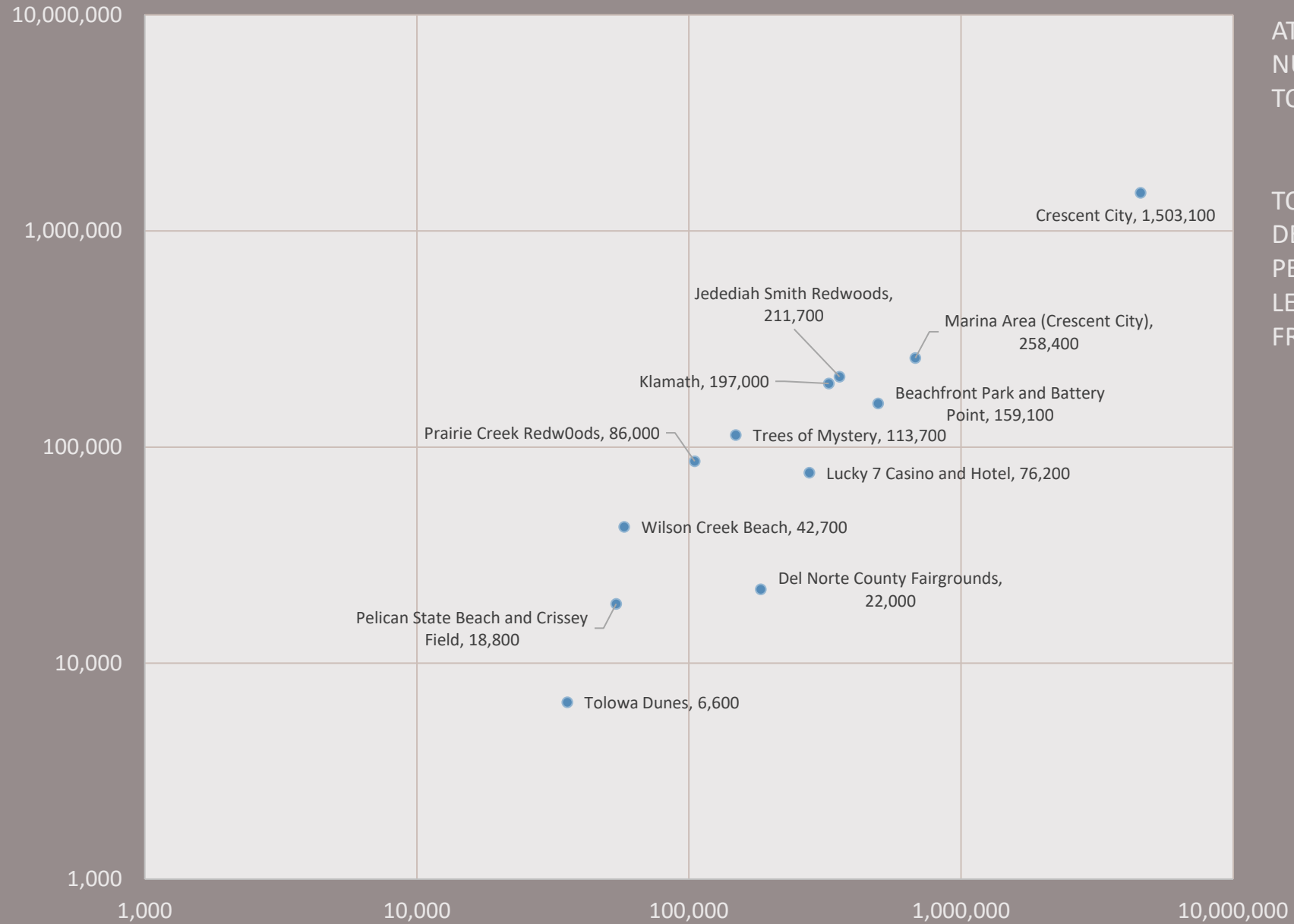


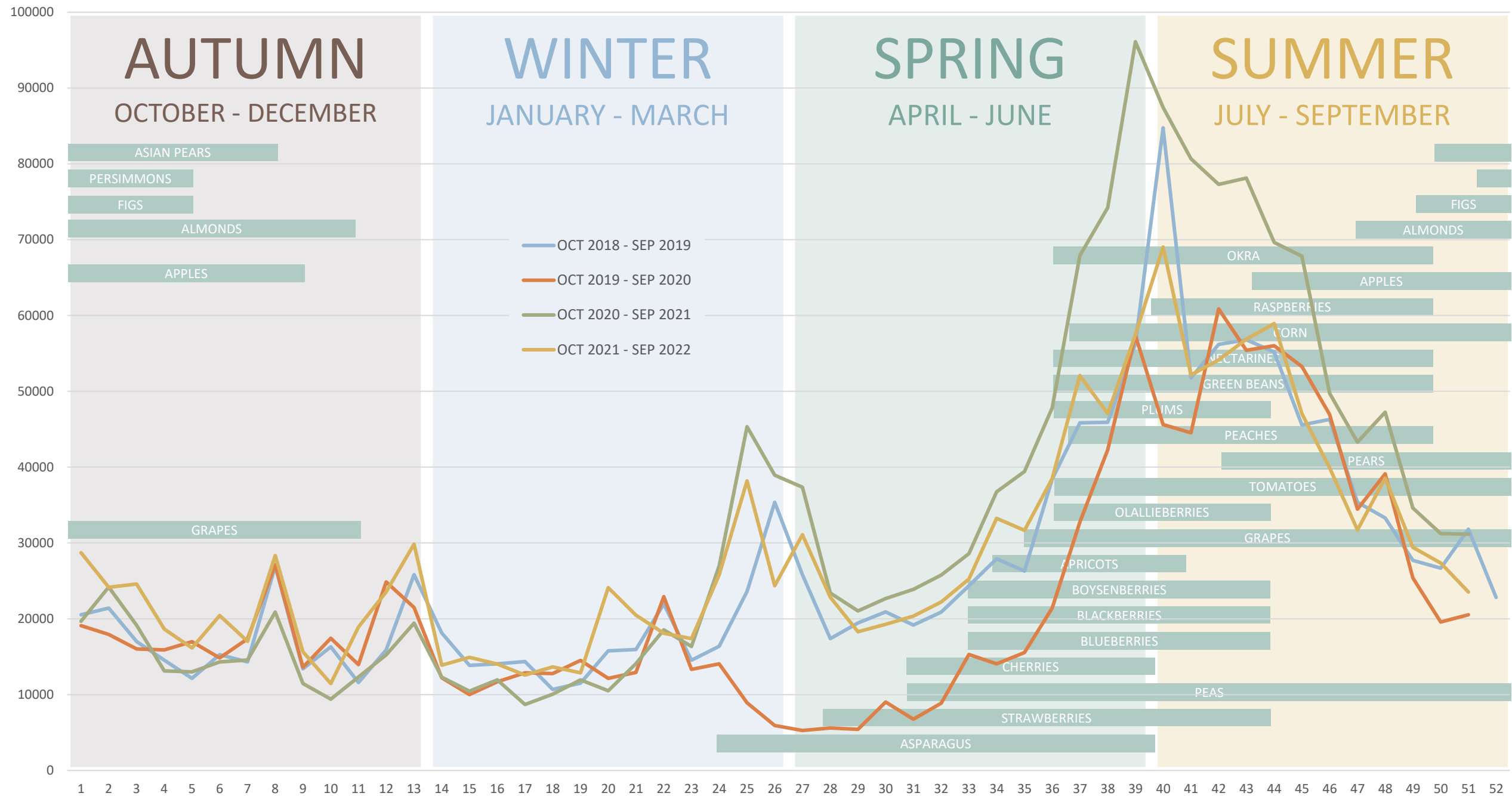
# 2022 TOURIST VISITS vs TOTAL VISITS



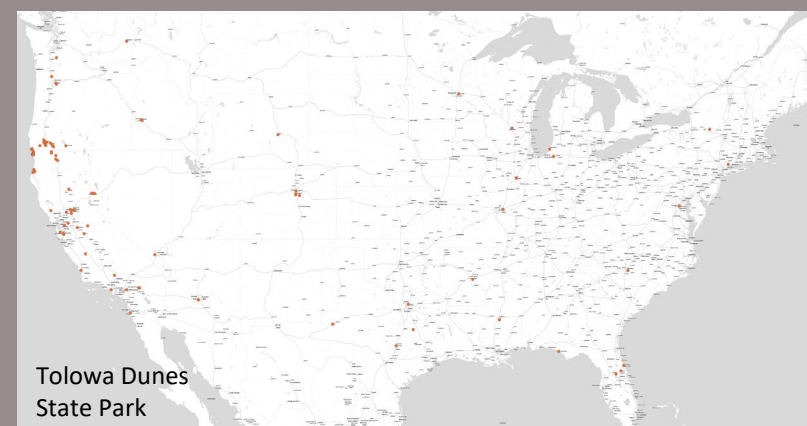
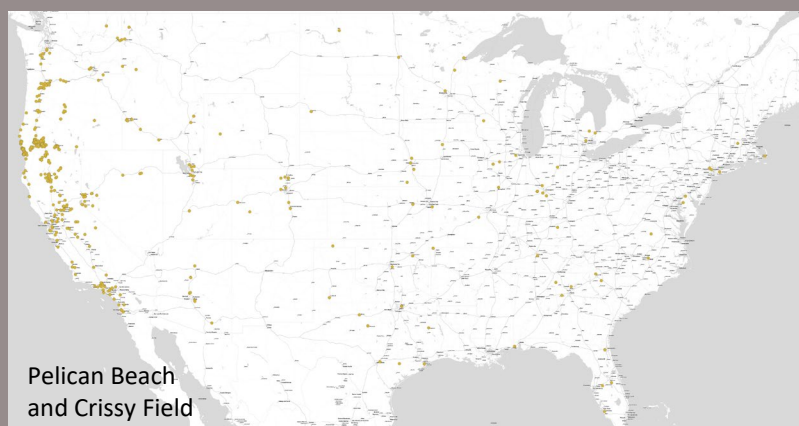
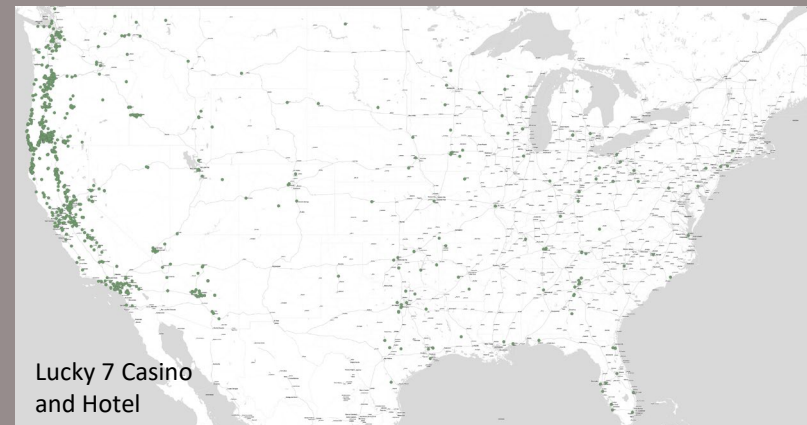
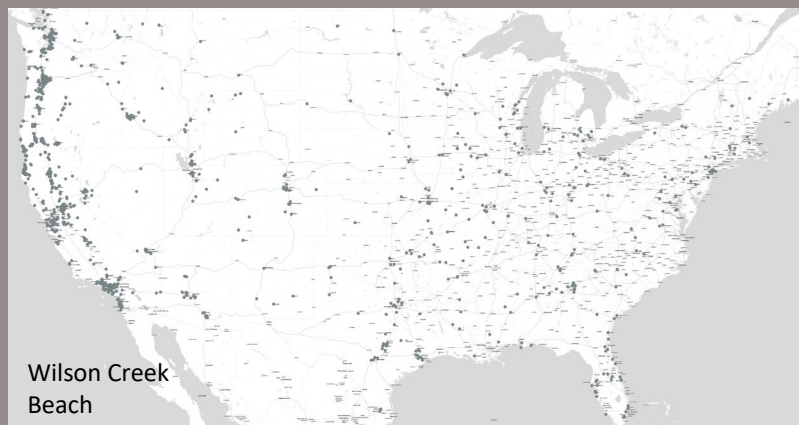
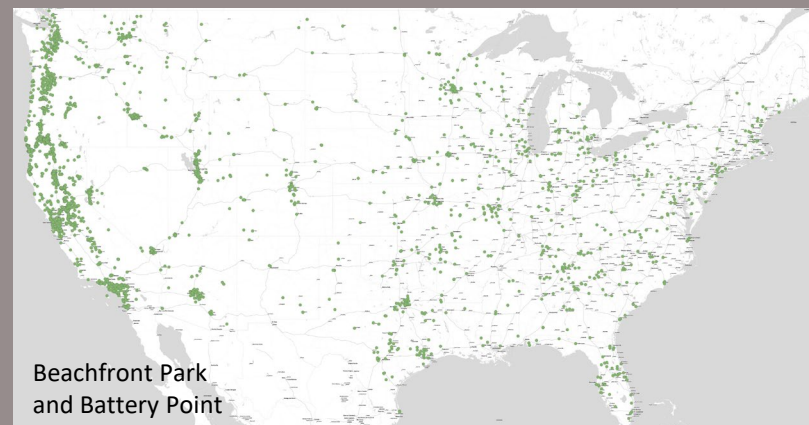
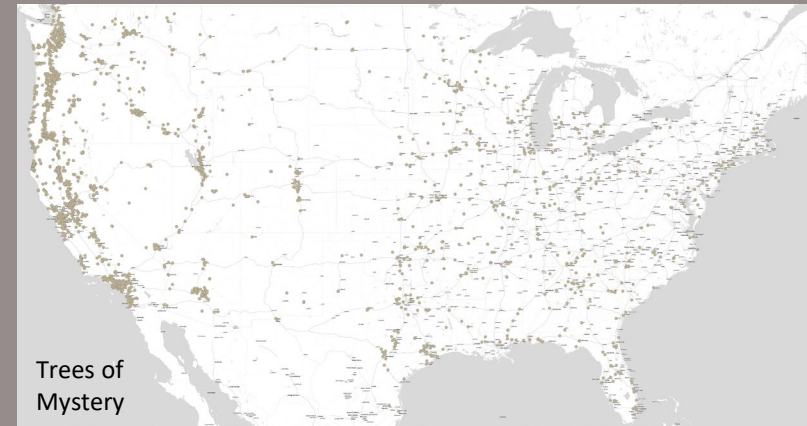
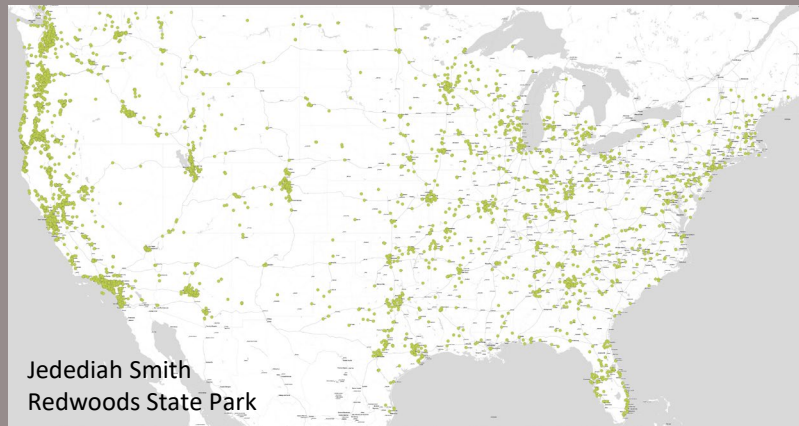
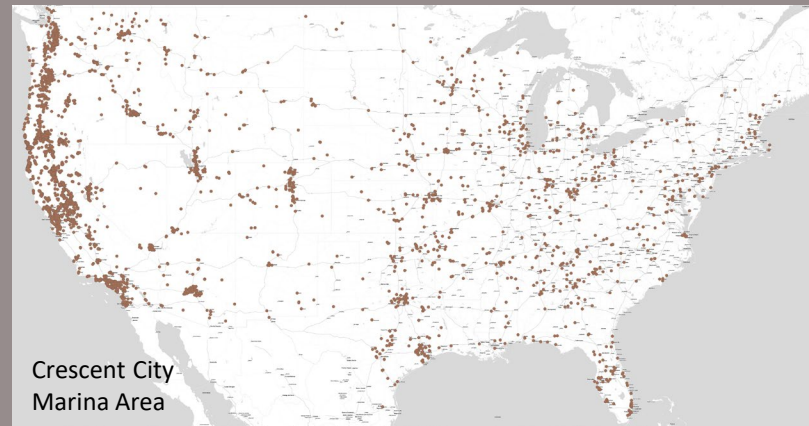
ATTRACTION AND  
NUMBER OF 2022  
TOURIST VISITS

TOURIST IS  
DEFINED AS A  
PERSON LIVING AT  
LEAST 100 MILES  
FROM THE SITE

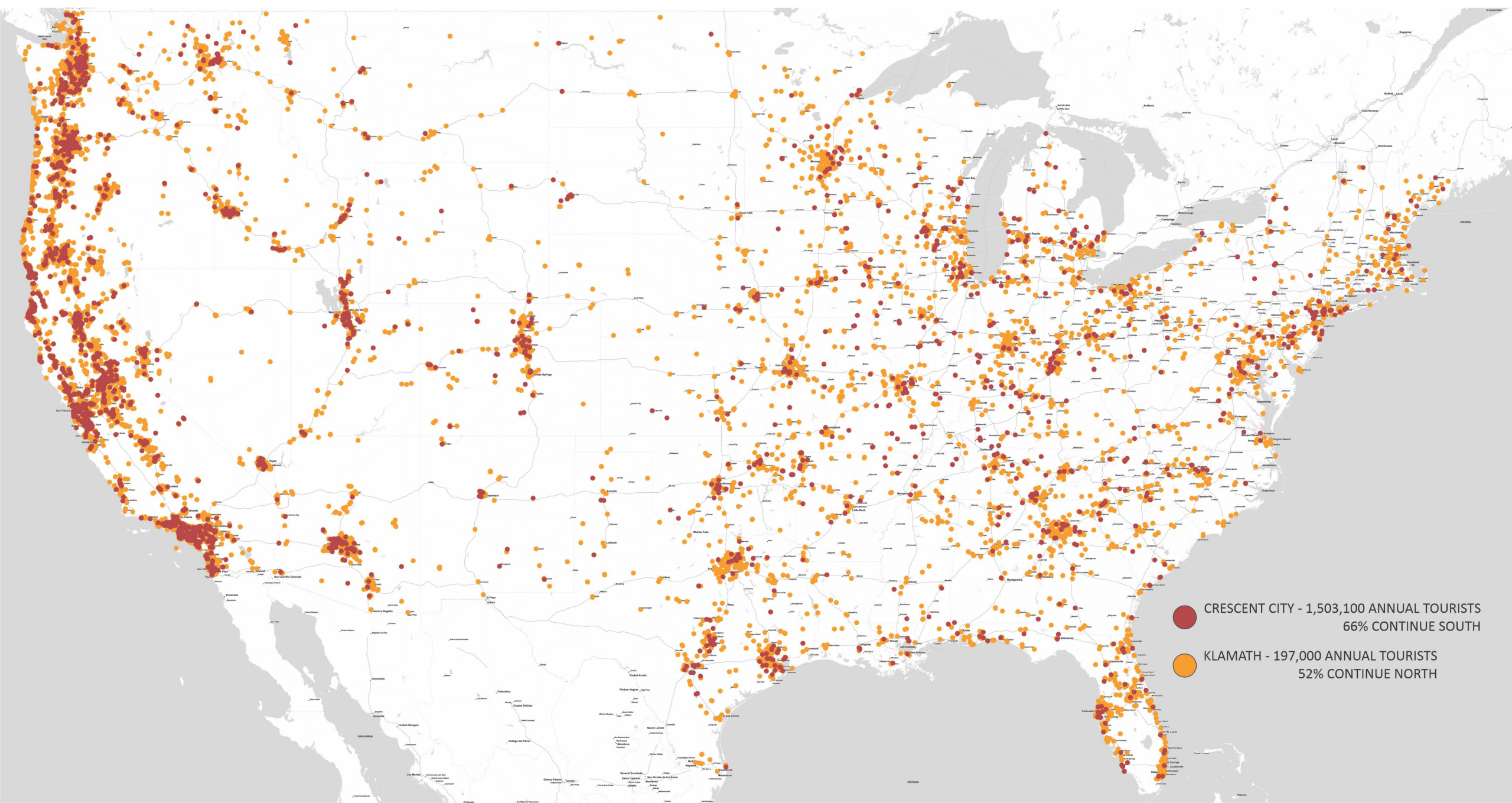
# WEEKLY TOURIST VISITS – CRESCENT CITY – PEAK HARVEST TIMES



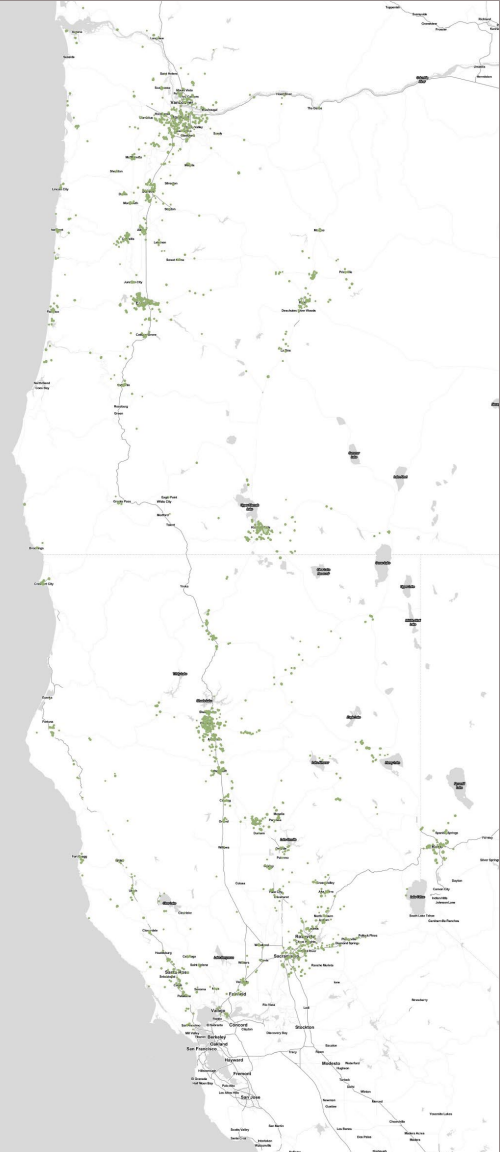
# TOURIST ORIGINS – INDIVIDUAL SITES



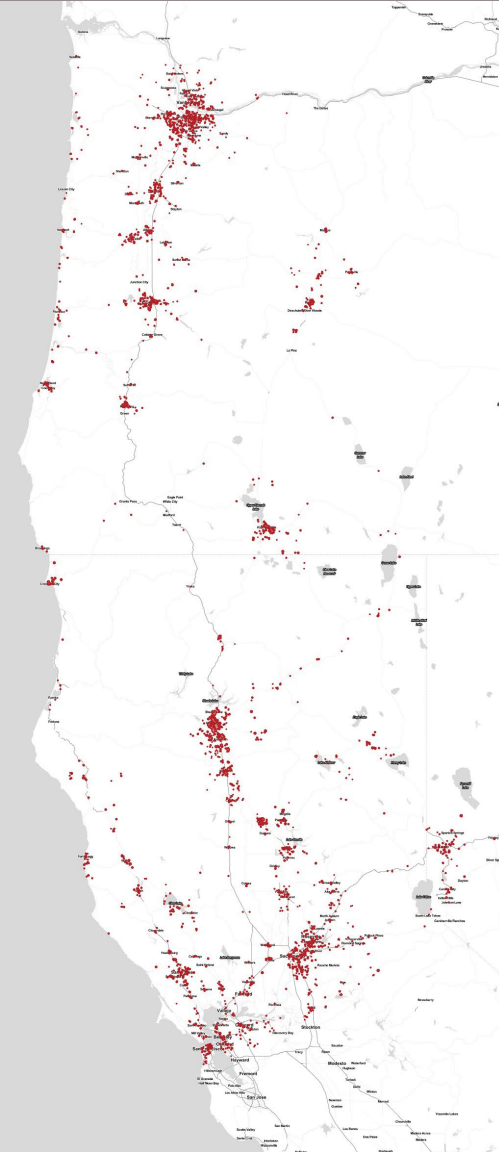
# TOURIST ORIGINS – CRESCENT CITY vs KLAMATH



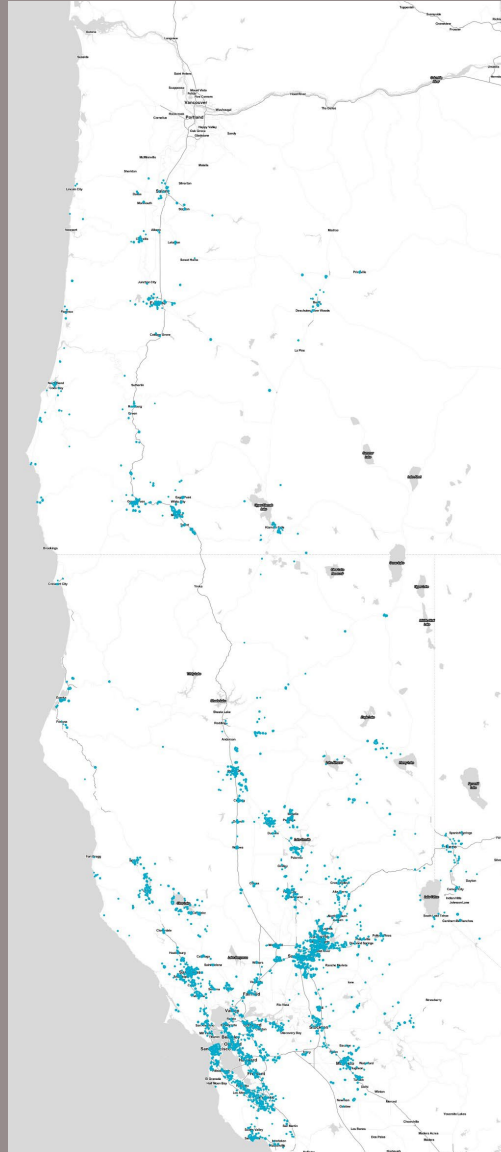
# TOURIST ORIGINS – CITY COMPARISON



BROOKINGS

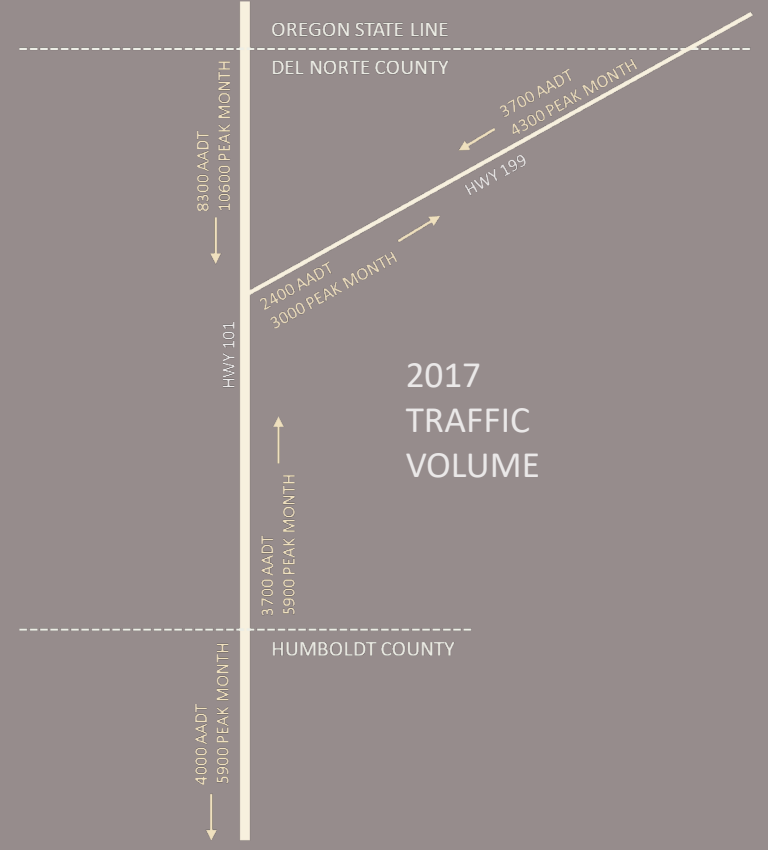


CRESCENT CITY

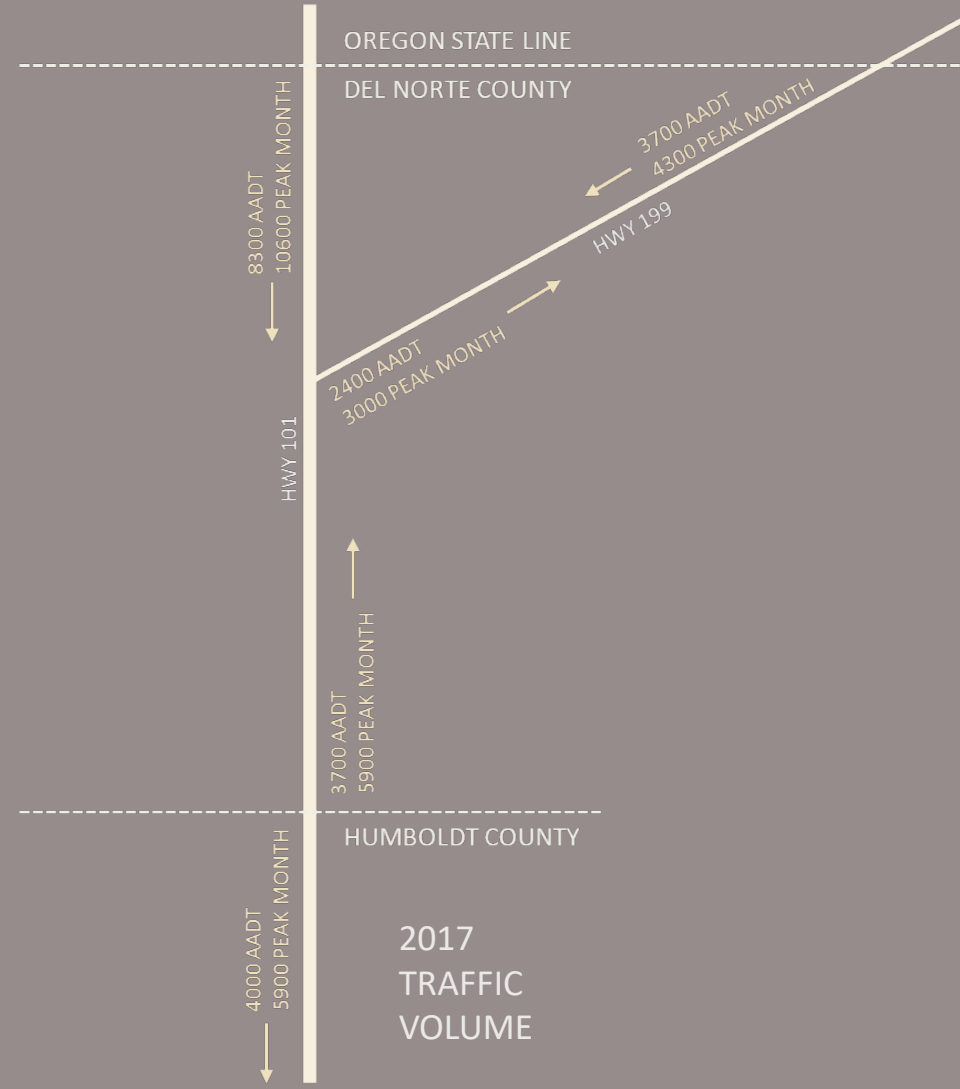
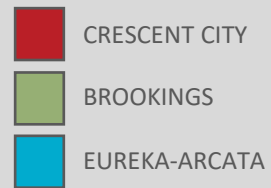
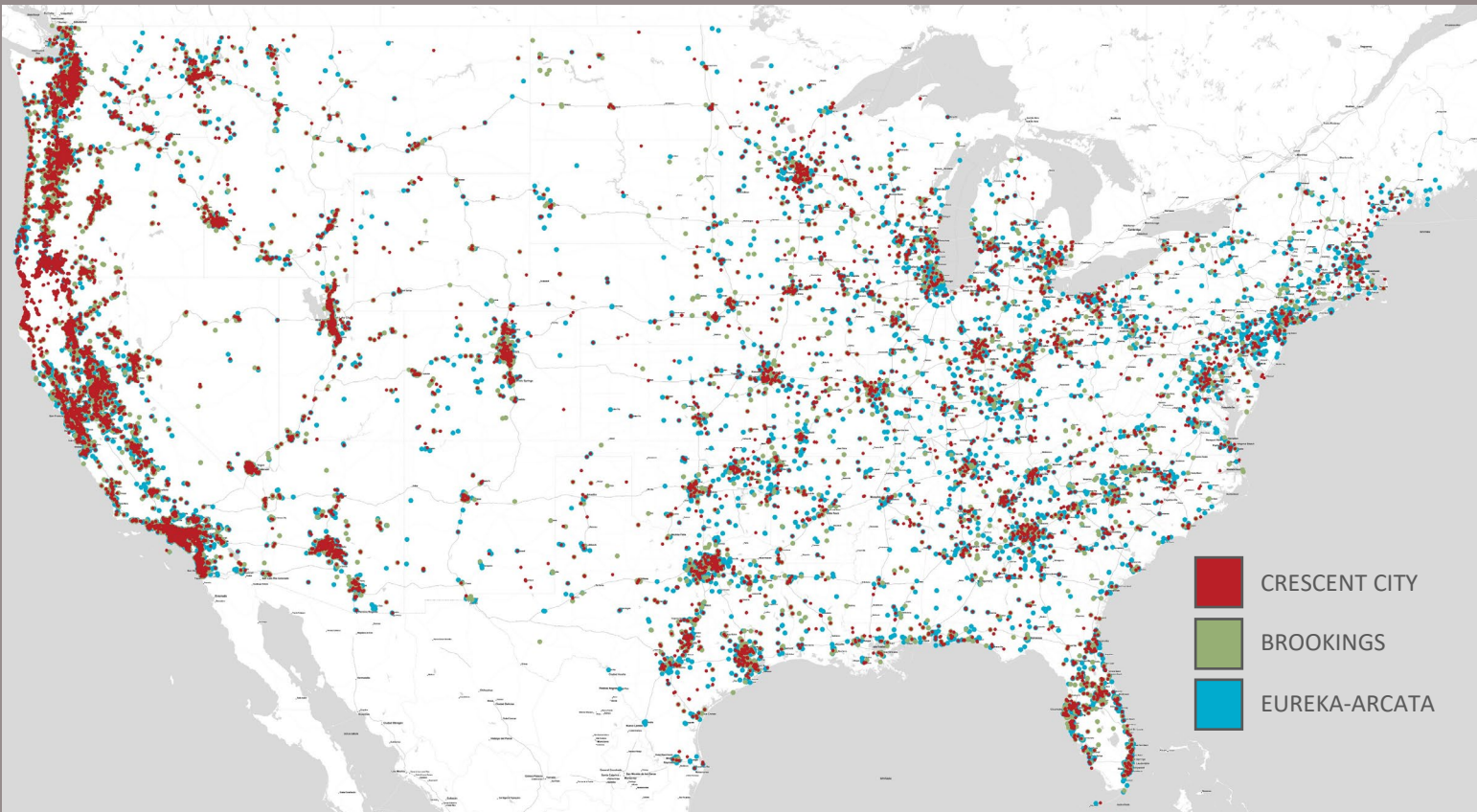


EUREKA-ARCATA

ANNUAL TOURIST TRAFFIC		2019	2020	2021	2022
CRESCENT CITY	VISITS	4,639,600	4,103,400	4,767,100	4,574,500
	VISITORS	1,416,900	1,171,100	1,710,800	1,503,100
BROOKINGS	VISITS	1,376,100	1,165,200	1,650,000	1,600,500
	VISITORS	297,000	291,700	393,500	313,100
EUREKA-ARCATA	VISITS	5,407,700	4,666,700	5,586,300	5,194,400
	VISITORS	772,700	634,000	797,000	748,200



# TOURIST ORIGINS – CITY COMPARISON



2017  
TRAFFIC  
VOLUME

ANNUAL TOURIST TRAFFIC		2019	2020	2021	2022
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	VISITORS	1,416,900	1,171,100	1,710,800	1,503,100
BROOKINGS	VISITS	1,376,100	1,165,200	1,650,000	1,600,500
	VISITORS	297,000	291,700	393,500	313,100
EUREKA-ARCATA	VISITS	5,407,700	4,666,700	5,586,300	5,194,400
	VISITORS	772,700	634,000	797,000	748,200

# HEAT MAPPING OF LOCATIONS VISITED



## RESEARCH HIGHLIGHTS

- Strong seasonal tourism market
- The COVID bump has resettled to prior levels
- Tourism peak overlaps with major harvests
- The West Coast represents the largest market
- Large metropolitan areas are a secondary market (data available at postal code level)
- Highway 101 is the most important travel route
- Travelers from the north are more likely to pass through to the south – those from the south (California) are less likely to continue north to Crescent City
- Tourists are visiting the coast at Battery Point but are bypassing Tolowa Dunes and Pelican Beach-Crissy Field, and other sites
- Nature/outdoor activities are drawing visitors (psychographic and recreational index data)
- Few agricultural businesses are in a position to significantly expand ag-tourism efforts
- There are opportunities to enhance what ag-tourism already exists:
  - Farmers market
  - Existing ag-tourism businesses
  - Restaurants serving local food – seafood!
  - Businesses selling local products (not just ag)
- Strong ag-tourism to the north and south can be leveraged – Taste Highway 101
- Build upon existing tourism
  - Enhance attractions
  - Promote unique features
- Connect to major tourism sites with wayfinding, cross-marketing, on-site ag-tourism potential
- Develop tourism destinations – Marina, Front Street

## CONSIDERATIONS IN FORMING A STRATEGY

- Visitors want what agricultural tourism can deliver
- Capacity to support on-the-farm agricultural tourism varies
  - Many large farms are mostly wholesale
  - Small farms lack capital or space for expansion
- There is interest on the part of restaurants and tourist-serving retailer
  - Supply is limited
  - Consistency is a challenge
  - Adding Humboldt and Curry Counties expands the base
  - Aggregation and distribution may be needed
  - The challenge of a “local” vs “tourist” market
- The region is mostly not known for agriculture and agricultural products
  - There is little to no on-site promotion
  - Has not been a part of tourism marketing
- Agricultural tourism is impacted by broader issues
  - Distance to markets
  - Lack of a visitor district
  - Inadequate lodging
  - Seasonality

# DRAFT STRATEGY

1. Build capacity for agriculture, craft production, distribution, and connection to tourism.
  - a) Support growth of small farming operations, including new farm operations
  - b) Create a distribution hub to connect growers, fishers, and producers with restaurants and stores.
  - c) Work with local restaurants to incorporate more local food into their menus, and to promote those that participate.
  - d) Enhance the farmer's market at the marina.
  
2. Incorporate agricultural events and themes into regional placemaking initiatives.
  - a) Elevate the presence of bulb growers with plantings and local availability.
  - b) Increase the visibility and help to grow and diversify plant nurseries.
  - c) Plan and implement placemaking initiatives that incorporate local agriculture, fishing, and forestry.
  
3. Encourage farms and ranches to diversify their operations through agritourism investments.
  - a) Educate farmers and ranchers about the tourism market and potential investments in diversification
  - b) Provide financial, technical, and marketing assistance to encourage agritourism diversification initiatives.
  - c) Create a highway signage program to direct visitors to agritourism destinations.
  
4. Follow the model of Humboldt County in supporting entrepreneurship and growing small craft food businesses, and other makers of craft and artisanal products.
  - a) Develop local programs, and tap into resources in Humboldt County, that support food and other business formation and growth.
  - b) Create an online shop to sell local goods, including gift packages.

5. Agritourism and broader initiatives in agricultural economic development are an opportunity to collaborate and leverage resources with Humboldt and Curry Counties.
  - a) Create an agricultural/food trail crossing all three counties.
  - b) Incorporate local foods and related products into tourism marketing for the county and Crescent City.
  - c) Work with state and federal park agencies, and state and local highway managers, to create and install visitor information signage at key locations.
  
6. Promote development of visitor-serving districts in Crescent City.
  - a) Adopt small area plans to encourage and guide development of the marina district and Front Street with a concentration of visitor-serving businesses and related assets.
  - b) Prioritize desired business opportunities and create appropriate incentives to encourage new businesses to locate in tourist districts, or to help existing business remodel or expand.
  - c) Attract new lodging, including upper midscale hotels and unique lodging establishments.
  
7. Tribal governments and enterprises can make significant contributions in producing, processing, distribution, and tourism related to agriculture.
  - a) Reach out to identify opportunities to collaborate with tribal partners

## NEXT STEPS

- Survey research – November/December
  - Substitute one-on-one calls
  - Case studies of ag-tourism initiatives
- Visit # 2 – January/February
  - Present research findings
  - Discuss strategy framework
- Strategy formation – March
- Economic Impact – March/April
- Draft and final study/3<sup>rd</sup> visit – May/June