

BEACHES AND TOURISM: A Natural Connection



Building a foundation for
sustainable tourism

The United State Coastline

- Tourism is tied to the recreation and environmental quality of our coastal beaches.
- Shore protection ensures a healthy beach while impacting all aspects of coastal economies—property values, employment, and tax revenue.

The Impact of the Travel and Tourism Industry

- \$1.3 TRILLION dollar industry
- Provides 7.3 million jobs nationwide
- Generates \$100 billion in tax revenue for local, state, and federal government



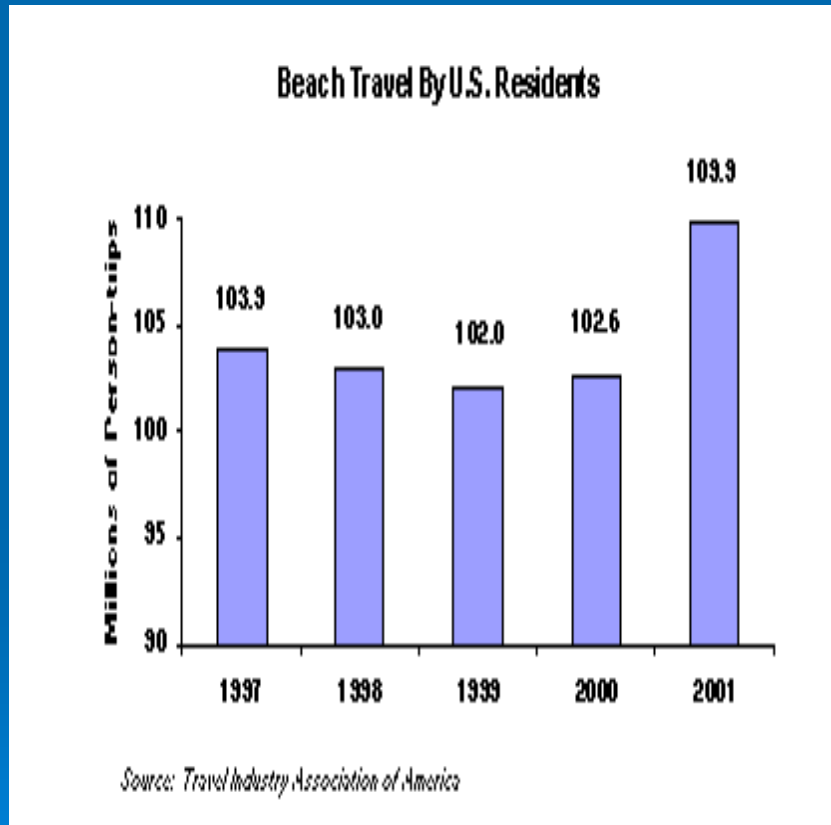
Source: Travel Industry Association of America

Where are tourists going?

- Americans will take 328 million leisure trips during June, July, and August.
- Where are they going? **THE BEACH!**

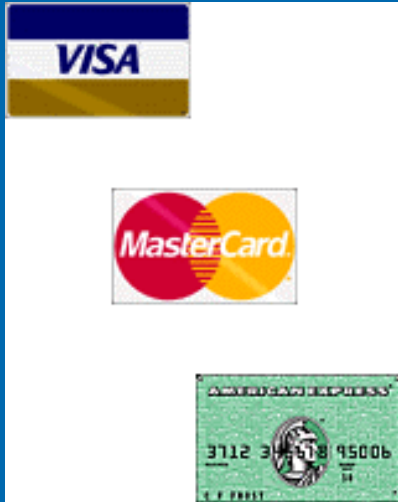


Beach Travel



- In 2001, nearly 110 million people took trips to the beach.
- Families visiting the beach spent an average of \$850 per trip, compared with \$463 per trip for overall travelers.

A Day at the Beach



- Beach travelers do more than just lay in the sun. They love to:
 - Go shopping (46%)
 - Participate in outdoor activities (29%)
 - Visit historical places or museums (23%)
 - Visit state parks (20%)
 - Visit theme or amusement parks (17%)

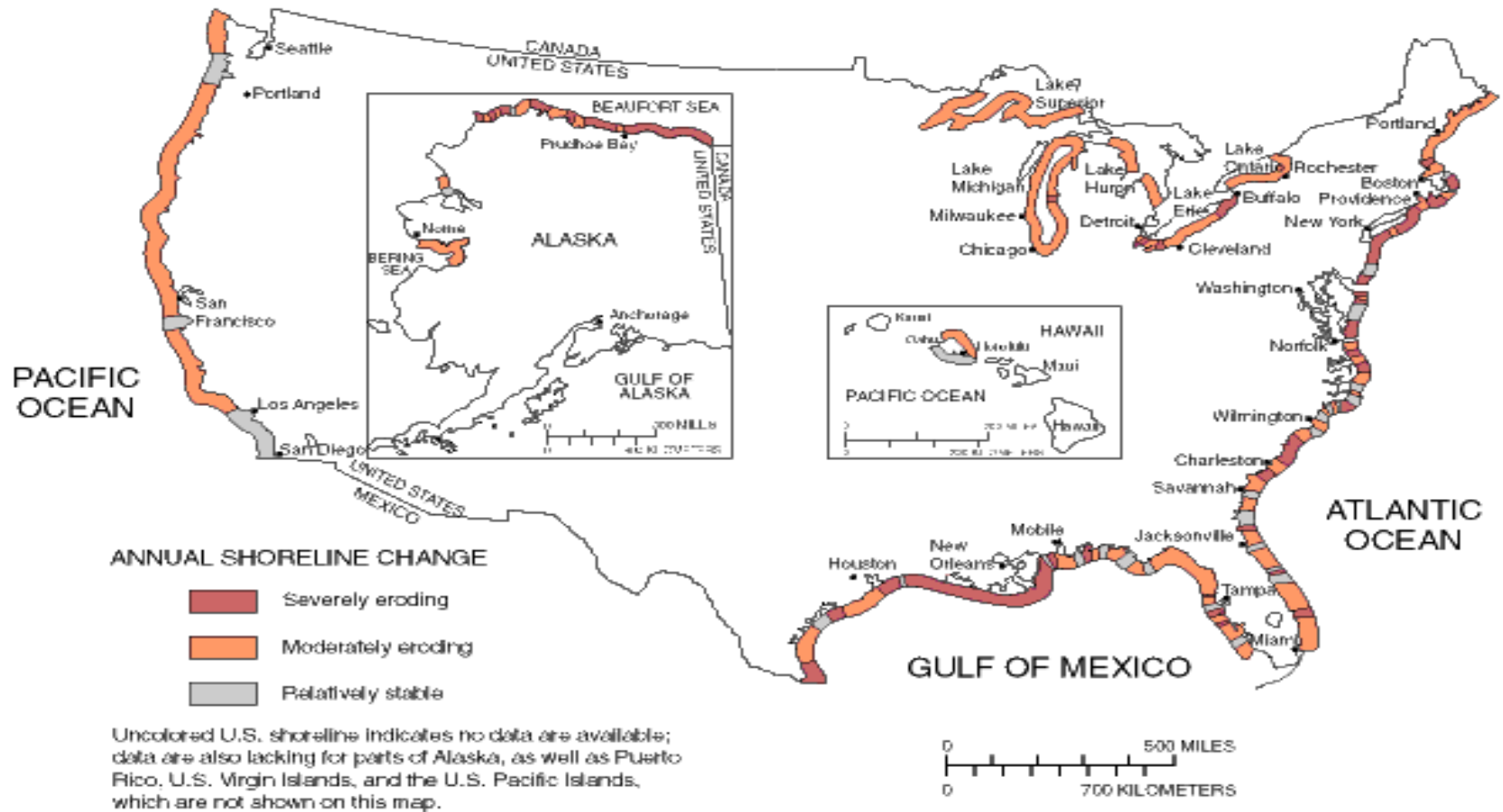


Source: Travel Industry
Association of America

Sustaining Our Shores

- The United States has 20,506 miles of eroding shoreline.
- Over 2,600 of those miles are considered critically eroded.
- Beach erosion is a big threat to our nation's tourism and also to our nation's economy.

Sustaining Our Shores



Critical Coastline

- TOURISM IS VITAL TO OUR NATION'S ECONOMY, AND BEACHES ARE VITAL TO TOURISM.
- If the U.S. is not committed to restoring its eroded shoreline, we could potentially lose billions of dollars to foreign countries that are making the investment in shore protection.

Foreign Competition

- Germany has spent \$3.3 billion in shore protection over the past 40 years
 - Their shoreline is 5% of the length of the U.S. shoreline.
- Japan spent \$1.5 billion in one year.
 - That's more than the U.S. has spent in 54 years.



The Benefits of Beach Renourishment



➤ Economic Stimulus

➤ Tax Revenue

➤ Environmental Protection

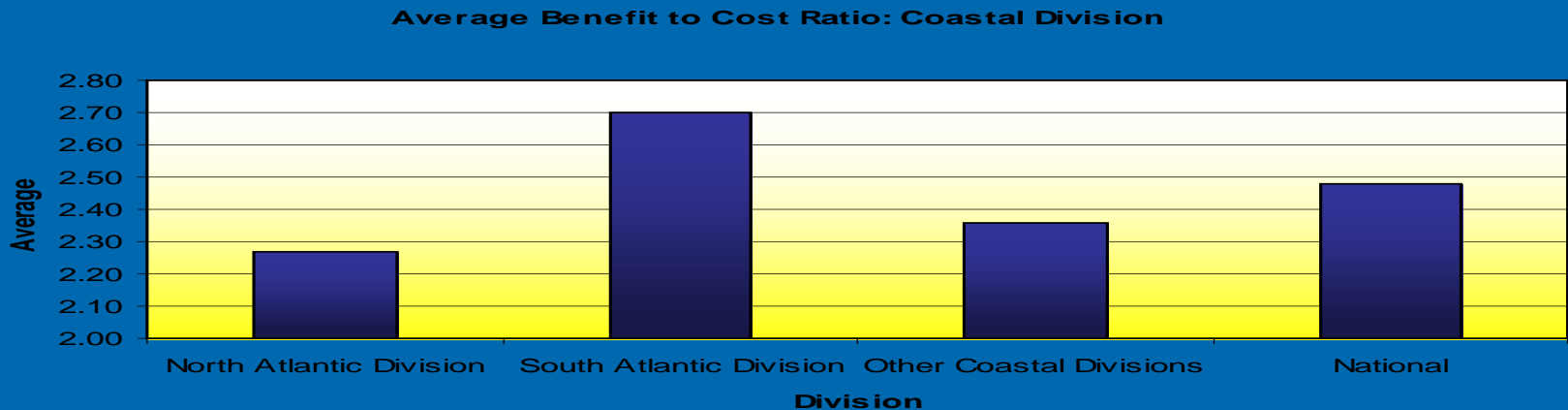
➤ Recreation

➤ Storm Damage Reduction

Benefits continued...

- The Corps must determine a benefit-to-cost ratio for every project, including beach renourishment.
- They will not construct a project that does not guarantee a 100% return on investment.
- For a beach project, over 50% of the benefits must be based on storm damage reduction benefits.

Benefit-to-Cost Ratio



- The Corps estimates that beach projects return between 1 and 7 times the cost of initial construction.
- For every \$1 the government spends, there is a \$1 to \$7 return.

Policy Changes

- The White House Office of Management and Budget has proposed and end to funding for periodic beach renourishment claiming it is too costly.
- The federal government spends less than \$150 million a year to study and renourish our nation's beaches.

Renourishment Pays



Topsail Beach, NC

- In a 2002 study, OMB found that for a single beach project:
 - Over 1 million tourists will spend \$88.1 million annually in the region
 - Over 2,000 full-time jobs are created with \$25.5 million in wages and salaries.

Importance to State and Local Economies

- Beaches are an important source of recreation for American and international tourists.
- Every year, 180 million Americans will makes 2 billion trips to ocean, gulf, and inland beaches.
- That's almost double the annual visits to sites maintained by the National Park Service, Bureau of Land Management, and all state parks and recreation areas.

Tourism and Alabama

- Alabama has a booming tourism and travel industry with over \$7 billion in spending in 2004.
- An estimated 18.9 million visitors spent \$6.7 billion throughout 2003.
- Coastal Baldwin County alone generated over \$1.8 billion and generated over 41,000 jobs.

Source: www.edpa.org