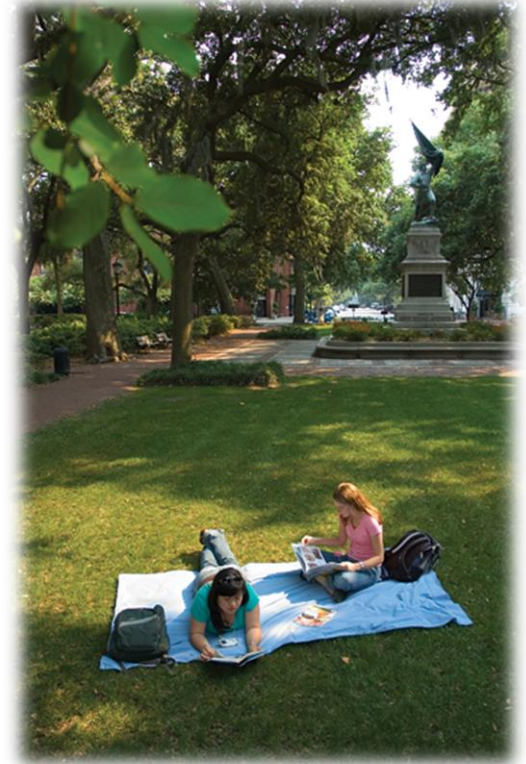# Tourism Management Plan Tourism Economics Study Revisions to Tour Service for Hire Ordinance
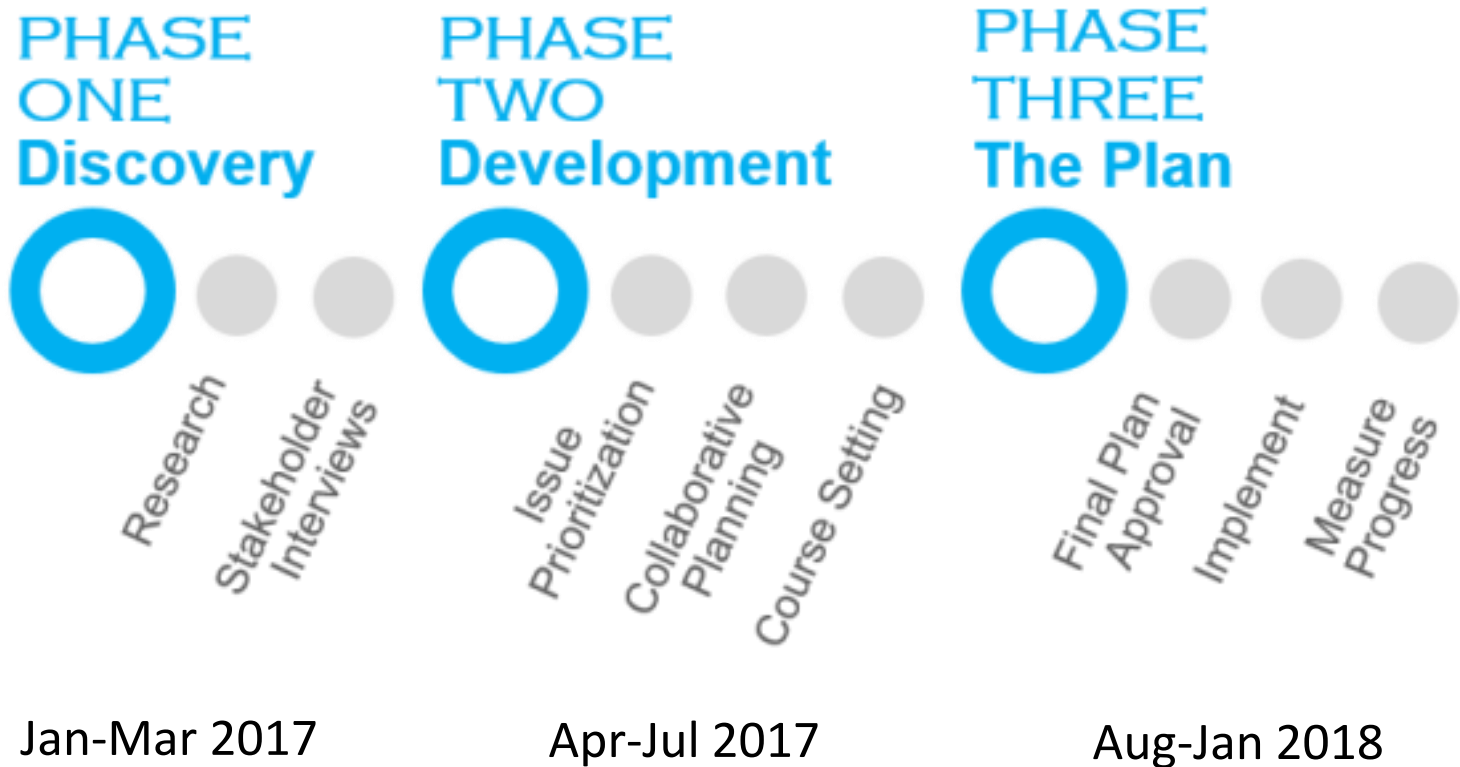
February 1, 2018

Tourism Management Plan

- In 2016, engaged The EXPERIENCE Institute® to develop a tourism management plan

- Balance resident needs with industry interests, while also maintaining Savannah's prominence as a global visitor destination

- Contributors included:
    - National Trust for Historic Preservation
    - Downtown Neighborhood Association
    - Historic Savannah Foundation
    - Tourism Leadership Council
    - Visit Savannah

Public Process

PHASE ONE
Discovery

Research

Stakeholder Interviews

PHASE TWO
Development

Issue Prioritization

Collaborative Planning

Course Setting

PHASE THREE
The Plan

Final Plan Approval

Implement

Measure Progress

Jan-Mar 2017

Apr-Jul 2017

Aug-Jan 2018

Reaffirmed Community Vision

Savannah partnership embraces its vibrant future while maintaining its historical integrity and respecting the unique residential and pedestrian quality of life. Our community must be balanced, sensitive and well-managed to assert an enhanced quality of life for residents and high-quality visitor experience.

Effective Structure to Achieve Goals & Objectives

- **Collaborative Approach:** Ensure structure, process, and resources are appropriately designed to support the plan

- **Data-Driven Ethos:** Access, collect, and analyze historic and predictive data to prioritize issues and opportunities, and support strategic decision-making

- **Comprehensive Communications:** Build and sustain targeted communications outreach to inform and engage all audiences
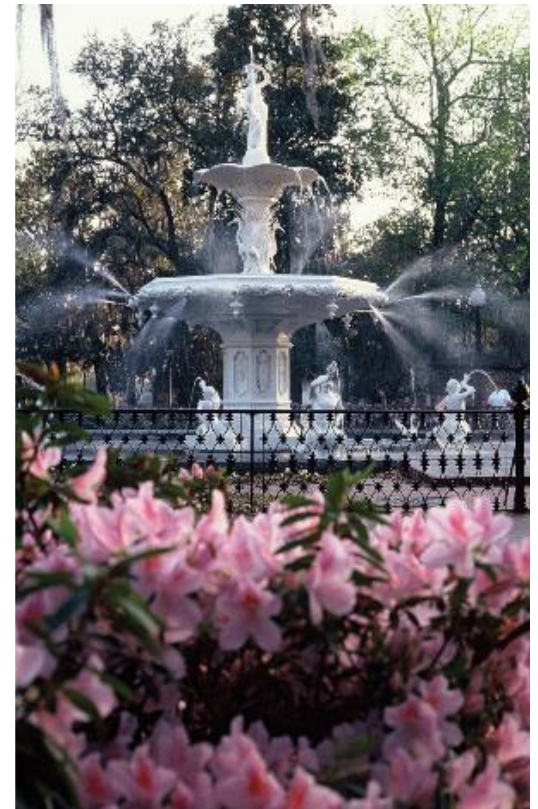
Key Issues & Opportunities for Consideration

1. Preserving the historic district experience for residents and visitors

2. Tour management

3. Balancing visitation / interconnecting districts

Listed in order of importance

Implementation Schedule

- Listed under Key Issues & Opportunities [Topic, Strategy, City of Savannah lead, Proposed Timeline for Completion]

- Coordinated by City interdepartmental team

Examples of Topics:

- Restructure TAC to reflect balanced representation with neighborhood, preservation and tourism industry

- Develop program to better address afterhours issues

- Establish motor coach holding area outside of the Historic District

- Identify and brand emerging districts

Tourism Economics Study

- Addresses the need to fully understand the economic impact tourism has on the community along with the direct and indirect costs associated with municipal services

- Study Conducted by Tourism Economics; Completed in December 2017

- Social Impacts
  - No evidence that the tourism sector imposes a significant social cost on the City
  - Residents are mainly supportive of the tourism industry and believe that tourism development should continue in the city, that tourism is a positive economic force for the city, and that the benefits of tourism outweigh the costs
  - Concerns: Traffic, congestion, noise from afterhours commercial activities and real or perceived imbalance between hotels/STVR and residential housing stock

- Congestion Impacts
  - $22.6* million of added cost of congestion above what is to be expected in a city of Savannah's size

  *The cost should not be attributed solely to the tourism sector and should be considered a high-end estimate.

- # City of Savannah Cost Benefit Analysis:
  - Government revenue: $98.7 million
  - City of Savannah expenses: $51.3 million
  - Total net benefit: $47.5 million
  - Net benefit per resident: $323
  - Benefit-to-cost ratio: $1.92

- # Resident Cost Benefit Analysis:
  - Income supported by tourism: $866.4 million
  - Cost of congestion: $22.6 million
  - Total net benefit : $843.7 million
  - Net benefit per resident: $5,740
  - Benefit-to-cost ratio: $38.36

Revisions: Tour Service Vehicles

- Allow for 3rd party advertising on the rear of the tour service vehicle
  - Cannot block the bumper or interfere with or impede the visibility of any safety equipment;
  - No part of the advertising may obscure the visibility of the vehicle number; and
  - Cannot emit light or noise

Revisions: Tour Service Vehicles

- Trolley operators may display images that depict local tour attractions on the sides of their vehicles.

- From time-to-time the TAC may publish suggested local attractions

- Staff shall review tour service vehicles and trolley markings during the vehicle inspection process for compliance with this section on an annual basis