



Jones County Tourism E-News

This article was in the March 2009 newsletter, but I think it is worth repeating

What does your downtown look like?

The heart and soul of every community, besides its people, is its downtown. The health of a community can instantly be portrayed by the vitality of its downtown. It is the litmus test for all your economic development efforts – both tourism and non-tourism. Downtown provides that all-important first impression of the community that answers the questions: “Is this a place I’d want to live? A place my employees would want to live? A place I’d want to hang out? Show off to friends and relatives?” If you want people to visit your community, to open or relocate a business there, or move to your town, downtown needs to be a place they’d enjoy spending time in.



Are you proud of your downtown ?

Where do tourists spend their time?

The number one activity of visitors throughout the world is shopping, dining and entertainment in a pedestrian friendly setting. It’s typically not the reason we go to a destination, but it is the top diversionary activity of visitors once they’re there. Consider this: The average visitor is active 14 hours a day, yet they only spend four to six hours with the primary activity that brought them there. Then they spend eight to ten hours with diversionary, or secondary activities. Diversionary activities are things they could do closer to home but will do while in town. As an example, Branson, Missouri hosts 7.5 million visitors a year, and the average visitor will see one or two shows a day, totaling approximately four hours. The 49 theaters are what brings them to town (the primary lure), but once there, they spend the rest of their time shopping, dining, at theme parks and attractions, or on recreational pursuits: hiking, biking, boating, fishing, golf, etc.



They have to have something to do after 6:00 pm if you want them to stay .

On the lighter side and quotes I like



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One Sunday in a Midwest City, a young child was "acting up" during the morning worship hour. The parents did their best to maintain some sense of order in the pew but were losing the battle. Finally, the father picked the little fellow up and walked sternly up the aisle on his way out. Just before reaching the safety of the foyer, the little one called loudly to the congregation, "Pray for me! Pray for me!"

- Make others happy wherever you go, not whenever You go.
- Your life will either shed light or cast a shadow.
- If you work 75% of your capacity, 75% will become Your capacity.
- If there exists no possibility of failure, then victory is Meaningless.
- A sharp tongue sometimes cuts it's own throat.
- The need to be right all the time is the biggest bar to New ideas.
- Everything in the universe is subject to change and everything is right on schedule.