

Hawai'i Tourism Authority renews efforts in Europe

The Hawai'i Tourism Authority is renewing its efforts to attract tourists from Europe with the awarding of a two-year contract for visitor education and marketing services to Emotive Travel Marketing.

The tourism authority ended its previous Europe contract in 2020 due to the COVID-19 pandemic.

Emotive Travel Marketing will operate as Hawai'i Tourism Europe within the authority's Global Marketing Team.

Strategic efforts will educate European visitors about traveling mindfully and respectfully while supporting Hawai'i's communities and economy.

Focus also will be placed on driving visitor spending into Hawai'i-based businesses, including supporting local businesses, festivals and events; purchasing Hawai'i-grown agricultural products; and promoting Hawai'i-made products.

The marketing will be targeted to mindful travelers with an emphasis on trip expenditures and increasing per person, per day expenditures in alignment with the Key Performance Indicators established in the authority's 2020-2025 Strategic Plan.

They are increased average daily visitor spending, increased total visitor spending, increased visitor satisfaction and increased resident sentiment toward tourism.

– *mauinow.com*



Almost 400 women working in tourism were surveyed.

Photo: 4VI

Women are leaving Vancouver tourism jobs

A new report is detailing what its authors say is an unsettling trend in which women are fleeing the Vancouver Island tourism industry.

The groups 4VI and Women of Recreation, Tourism and Hospitality (WORTH Association) are sounding the alarm after their report identified several gaps in gender equity within the industry.

The report says there has been a steady decline in the number of

women who pursue careers in tourism despite the increasing demand for skilled professionals. An inclusive definition of a woman was used, with the survey also open to trans, cisgender, queer and non-binary participants.

According to Go2HR, the tourism and hospitality workforce in Vancouver Island is comprised of 46 per cent women and 54 per cent men.

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UNLV launches Tourist Safety Institute

Safety and security for Nevada's visitors will be the focus of the newly launched Tourist and Safety Institute at the UNLV Greenspun College of Urban Affairs.

Nevada Gov. Joe Lombardo signed Senate Bill 341 in June, appropriating \$1 million in state funding over the next two years to support the institute.

The institute was formally approved by

the Nevada System of Higher Education Board of Regents on Sept. 8. The UNLV Tourism Safety Institute will work with faculty across UNLV, and local, state, and federal authorities and community stakeholders to develop community resilience solutions and policies that enhance the safety and well-being of Nevada's residents, tourists, and the tourism industry.

– *newswise.com*

Women are leaving tourism industry

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Employment for Vancouver Island women in tourism and hospitality decreased by 26 percent from 2019 to 2020 and 22 percent between 2019 and 2021. Tourism HR Canada indicates fewer women in the industry for 2023, whereas men's employment has seen gains.

Kyla Egan, director of sustainability for 4VI, said home and family life are contributing factors to women leaving the industry.

"Some of the details in the study talk about lack of upward mobility, lack of livable wage and also, disproportionately, women are still responsible for domestic labor within their homes," Egan said.

She added that Vancouver Island is a region where tourism is the main industry and is why the issue is coming to the forefront. The research also revealed that 25 percent of women surveyed are not assured they will remain in the sector within the next 12 to 24 months.

Joanna Jagger, the co-founder of the Women of Recreation, Tourism and Hospitality (WORTH Association), said "gender-focused studies in the tourism and hospitality industries have been historically limited."

Launching in January 2024, the two organizations will host a leadership education program open to 50 women participants..

– vancouverislandfreedaily.com



TN regional DMO focuses on 'what'll we do?'

The Southwest Tennessee Tourism Association has launched a new website focused on guest experiences, VisitSWTenn.com.

Based on extensive research, preparation and collaboration with regional tourism attractions, the site allows visitors and residents to discover regional destinations and plan day trips by selecting criteria that meet their unique preferences.

VisitSWTenn.com provides a comprehensive platform to highlight local festivals, businesses, restaurants, art and museums that are available in Southwest and West Tennessee.

The website contains introductory information about hundreds of venues,

which are separated into categories of unique places to stay, things to see, things to do and places to eat.

Visitors to VisitSWTenn.com can search for a specific business, search within a location or narrow down their choices based on their interests. If one is feeling adventurous, he or she can even try the site's "TripTASTic" feature, found at the top of the homepage.

This lottery-style button allows them to plan a fun day-trip in Southwest Tennessee by allowing the website to randomly select places to stay, eat and visit, even providing a driving route via Google Maps.

– wbbjtv.com

Vermont town closes roads to leaf 'peepers'

A town in Vermont known for its gorgeous leaf-peeping has closed several roads after complaints about being overrun by tourists looking for the perfect fall photo.

The small town of Pomfret closed the roads due to "extraordinary tourism interest in private properties," according to a town memo. Vehicle traffic was banned Sept. 23 through Oct. 15.



One private residence in the town, called Sleepy Hollow Farm, is particularly swarmed by travelers seeking bold fall colors.

– www.travelandleisure.com