



Prepared for New Hampshire
Division of Travel of Tourism
Development

Everyone has their own leaf cam now

Many states and CVBs have mounted official “leaf cams” to share their beautiful fall foliage.

But states like Vermont are taking advantage of visitors’ mobile phones to promote the state’s vibrant beauty.

“I think crowdsourcing for foliage reports is a brilliant idea,” Commissioner Wendy Knight of the Vermont Department of Tourism & Marketing said of a new push from the Vermont Department of Forests, Parks, and Recreation.

They are asking people to share foliage observations and pictures using the social media hashtag #FindYourPeakVT.

It is important for people to include the locations of their observations and pictures.

Visits during foliage season are critical to Vermont’s tourism.

Source: necn.com



The Kanarra Falls hike is six miles round trip.

Utah.com photo

Locals want tourists but not too many

Destinations across the globe are discovering that social media and television fame can lead to an overwhelming response.

Social media has catapulted a southern Utah slot canyon hike to popularity, and now the small town of Kanarraville is charging a fee to help them manage the influx in visitors.

The Kanarra Falls hike is six miles round trip that showcases two slot canyons and now Instagram famous, waterfalls.

“Well worth it, really nice, really pretty,” hiker, David Burr, said.

After a decade of increased tourism, the town of Kanarraville decided they needed a solution to problems that were a result of more people in the area. In the last decade, the hike has prompted partying, parking and new this year, graffiti issues.

Pictures of the falls gained popularity on social media, and now the town, population of 355, is stuck dealing with the issues.

“They start spreading the word, and all of a sudden people want to come and enjoy the backyard, our backyard, and it just so happens we've got to be able to charge to help with things,” Kanarraville Mayor, Randy Carter said.

The fee is \$8.00 per person. Last year, about 44,000 people hiked the trail.

The source of water for the town of Kanarraville is a natural spring located near Kanarra Falls. The town does not want water contaminated by the many visitors it sees each year, and the mayor says the fee gives them an idea of how many people trek to the waterfalls. Water was tested at the beginning of the summer and was clear of contaminants, but hike popularity is really impacting residents.

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Destinations struggle with excess success

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"Traffic-wise, with 44,000 people, you can only imagine what the traffic does. The impact of our streets, Iron County Search and Rescue probably get called once a week," Kanarraville Mayor, Randy Carter said.

The money earned from the hike is going to good use. In May alone, about 6,000 permits were sold for the hike and the mayor said the town was taking bids on its roads as a result.

Across the pond, television is to blame in part.

The number of visitors to Cornwall – and the cars and motorhomes they travel in – have been swelling for some time, fueled in part by the hit BBC show "Poldark," which is filmed on location at Porthcurno beach and Kynance Cove, as well as social media posts depicting the beauty of Cornwall's elegant bays.

Instagram, in particular, has been responsible for driving contemporary travel trends; this summer, Pedn Vounder, a small beach neighboring Porthcurno, was overrun with visitors after photographs of its crystal blue water and white sand went viral, prompting comments such as "Cornwall's Caribbean".

"Poldark" alone, according to the tourist board, is responsible for a 10% increase in visitors to the region this past summer.



Kynance Cove is one of Cornwall's most famous beaches.

coastmagazine.co.uk photo

But a summer heatwave created a perfect storm, causing an estimated 20% spike in tourists on top of the 4.5 million who already visit each year. Cue road blocks, parking issues, campsites unable to receive deliveries – and even the regional ambulance service saying at times it has "struggled" to reach patients.

The local tourist board stopped promoting the two "Poldark" beaches in brochures and campaigns due to overcrowding.

Finding the best solution may take some trial and error.

In Australia, in response to growing pressure on infrastructure and the community, the New South Wales town of Byron Bay has recently introduced a voluntary tax on tourists.

"Byron has been a community that's been open to visitors for a long time," Mayor Simon Richardson said.

"But obviously the numbers have just sky-rocketed and we are now looking at 2 million visitors coming to a town of 10,000."

Tourism operators will voluntarily put a 1 per cent tax on bills, with the money flowing on to projects in the area.

"If we can get a couple of dollars from each visitor who comes here, to put back into boardwalks and playgrounds, changerooms, etc., well then those locals and visitors see the benefit of sharing time in Byron and ... the community becomes more accepting," Richardson said.

Sources: good4Utah.com, guardian.com, abc.net.au