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Division of Travel of Tourism
Development

Los Angeles joins other municipalities in regulating rentals

The Los Angeles City Council has approved new rules to regulate Airbnb, limiting who and how people can use their homes as short-term rentals.

The city has not had an ordinance regulating Airbnb but struck a deal with the company in 2016 for it to pay hotel taxes on behalf of its hosts under a three-year agreement.

The ordinance that was approved by the council allows qualified hosts to rent year-round, for which industry advocates had been lobbying.

The ordinance, which needs to be signed by Mayor Eric Garcetti to become official, would take effect on July 1.

Other places that have passed or are considering regulations are Colorado Springs, CO; Palm Beach, FL; Seattle, WA; and San Antonio, TX

Source: nbclosangeles.com



Cleveland Plan Dealer file photo

This Cleveland house where exteriors were shot for the movie “A Christmas Story” is now a museum. It attracts tourists, but what would encourage someone to move to the city?

DMOs expand their target audience

Organizations seek to attract new residents as well as tourists

Destination marketing organizations have become experts at making their communities attractive to short-term visitors.

Some are now setting their sights on luring new residents along with tourists. Destination Cleveland is a prime example, and it has launched several initiatives this year with an expanded reach.

The impetus for this expanded mission came as Destination Cleveland began fielding calls from local organizations and companies that wanted to know: Can you help us sell Cleveland to (fill in the blank) future employees, future residents, future college students, future investors?

Instead of taking a piecemeal approach to those requests, the organization set out to adjust its

message for a wider audience.

“It’s about expanding this message to be about Cleveland – not just about tourists coming to Cleveland,” said Dan Walsh, chair of Destination Cleveland’s board of trustees.

As part of this mission, the DMO has partnered with the Cleveland Leadership Center’s Accelerate: Citizens Make Change competition, held at the end of February. The contest encourages entrepreneurs to pitch Cleveland-centric ideas in several categories, which this year include Authentic Cleveland Experiences, described as “initiatives that provide residents and visitors with immersive and emotionally impressive experiences that evoke the essence of Cleveland.”

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Visitors bureaus increasingly are growth engines

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David Gilbert, president and CEO of Destination Cleveland, said the contest taps into a growing interest in what is known as experiential travel. “As Destination Cleveland becomes more active in curating experiences that are only available in Cleveland, we believe it is vital to engage residents in designing those experiences,” he said, in a press release.

This expansion of Destination Cleveland’s mission is part of a global trend of visitors bureaus moving beyond traditional tourism marketing in an effort to boost their region in economic development, population growth and other benefits.

In recent years, for example, the popular “Pure Michigan” campaign has morphed from a traditional tourism slogan to an anthem for the state. “I amsterdam,” in the Netherlands, is another branding effort that has come to define the city.

The deadline to enter, in all categories, was Nov. 30. Thirty finalists – five in each category -- will be invited to compete at the Feb. 27 “Accelerate: Citizens Make Change” event. The top prize is \$5,000, with five runner-up prizes of \$2,000.

Source: The Plain Dealer via Cleveland.com



theonion.com

The satirical website The Onion joins the selfie debate with this fake image of an overweight tourist posing next to a statue of Rocky at the Philadelphia Museum of Art.

Is a selfie obsession a sign of selfishness?

Our obsession with taking selfies everywhere we go is facing some pushback.

Last month, the Jackson Hole Travel & Tourism Board asked visitors to stop geotagging photographs on social media in an effort to protect the state’s pristine forests and remote lakes.

Explaining the campaign, Brian Modena, a tourism-board member, suggested the landscape was under threat from visitors drawn by the beautiful vistas on Instagram.

Delta Lake, a remote refuge surrounded by the towering Grand Tetons, has become “a poster child for social media gone awry,” Modena said in an interview. “Influencers started posting from the top of the lake. Then it started racing through social media.”

A few years ago, one or two hikers a day would make the nine-mile trek up to Delta Lake. Now, he said, as many

as 145 people are hiking there each day to shoot engagement photos and hawk health supplements. Little-known trails are heavily trafficked and eroding in some places, taxing park resources.

“We want people to have a real connection to nature,” Mr. Modena said, “not just a page with a pin on it.”

In other places, there is a safety concern.

Social media is driving tourists to set off on hikes they are not prepared for, says New Zealand Department of Conservation (DOC) visitor risk advisor Don Bogie.

“All those really neat photos don’t really show you the hazards,” Bogie said.

Visitors needed to wear suitable footwear and consider if they had the right skills to walk in challenging environments, he said.

Sources: nytimes.com, tvnz.co.nz