

2017

U.S. Conference of Mayors Tourism,
Hotel and Lodging Survey

EXECUTIVE SUMMARY



THE UNITED STATES CONFERENCE OF MAYORS



Methodology

This survey was conducted by the U.S. Conference of Mayors, the official non-partisan organization of cities with populations of 30,000 or more. The survey **was sourced from their 800 plus active members to gain mayors' perspectives** on the tourism, hotel and lodging industry in their respective cities. The survey was sent to all members of the Conference with follow up targeting of Conference leadership, appropriate committees, and selected cities with tourism-based economies. Data was collected from more than 100 mayors between July and December 2016.

Key Findings

- Tourism and Hospitality Industry a Major Driver for Local Economies
- Mayors Want More Hotels in their Cities
- Hotel and Lodging Industry Provides Good Local Jobs
- Hotel and Lodging Industry Attract Visitors and Major Events
- Hotel and Lodging Industry Are Local Civic and Business Leaders

Tourism and Hospitality Industry a Major Driver for Local Economies

- Tourism and hospitality ranked as the second most important industry in cities, according to the majority of mayors.



When attracting new corporate development, having significant lodging opportunities available is one more value add feature in our economic development toolkit.”

Hoffman Estates (IL) Mayor William McLeod

Mayors Want More Hotels in their Cities



9 out of **10**
mayors say their community would
benefit from more hotels

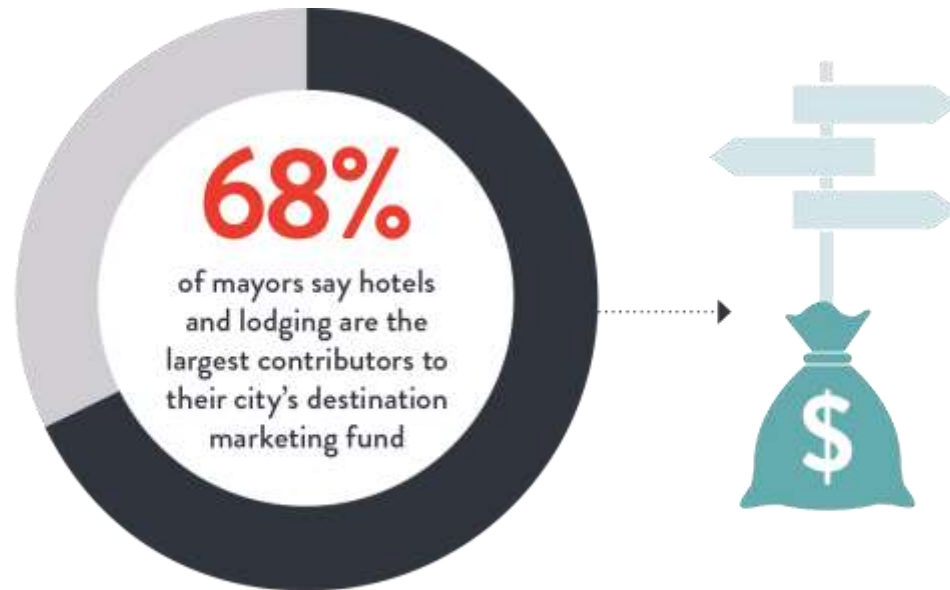
- Mayors qualified the value of broader economic growth and activity supported in the form of new businesses, creation of new jobs and increased revenue to local businesses, among other responses.
- They also cited the increased tax revenue generated by hotels and lodging, which in turn amplified tourism and visibility in their cities.

Hotel and Lodging Industry Provides Good Local Jobs



- Convention centers and entertainment venues made up 18 percent of the responses, followed by restaurants and food service at 11 percent.

Hotel and Lodging Industry Attract Visitors and Major Events



- Some mayors noted that individual hotels invest directly **in visitors' bureaus, in visitor-focused service and outreach, and in sales and marketing programs** to increase visitor volume.

Hotel and Lodging Industry Are Local Civic and Business Leaders

- Mayors cited hotels' roles in conventions, conferences and sporting events as key contributions to the community.
- Many noted the involvement of hotels in the sponsorship of charitable activities in their cities.



Hotel developers work collaboratively with civic and government leaders to plan for smart development, not only for the purposes of the hotel but for spin-off and related development.”

Columbus (OH) Mayor Andrew Ginther

Thank You

