

# SIGNIFICANT CHALLENGES ASSOCIATED WITH A CHANGING CLIMATE?

## UNPREDICTABLE MOTHER NATURE



## CHALLENGE #1:



**We see unpredictable snow conditions *and the impact this has is...***

***Less snowmobile tourists during a crucial 5 months winter tourism season.***



## CHALLENGE #2



**More drastic weather conditions, rainy springs, dry summers, and the impact this has is...**

***Less tourists booking, more cancelations, less rebooking following year and unpredictability of economy.***



**OPPORTUNITIES:**

**MARKET WHAT YOU HAVE AND  
COMMUNICATE WELL!**

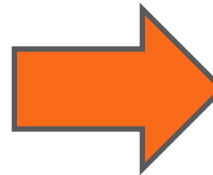


# OPPORTUNITY #1

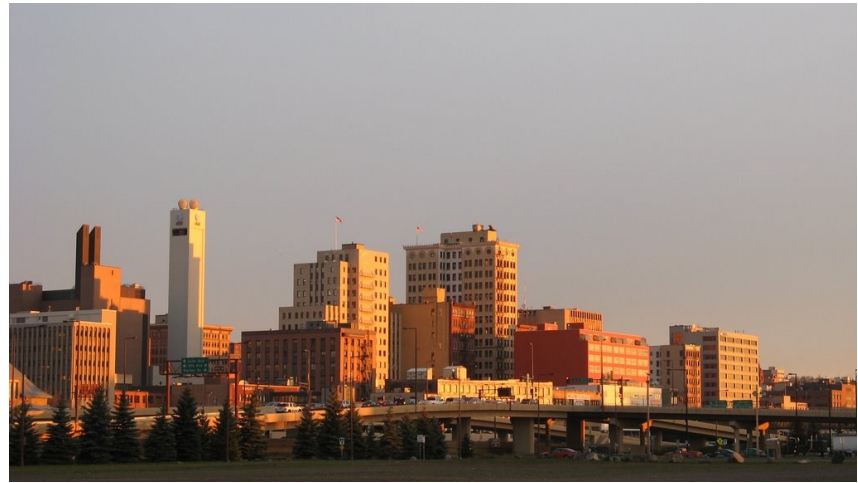
We can address Challenge #1 by:

Marketing what you have. If you don't get good snowfall...maybe you have good ice.

Taking advantage of what you have to “Lure” visitors to your area



## OPPORTUNITY #2



**We can address Challenge #2 by making sure that you communicate correct information and get it out there in a timely manner.**

**A good example of this was the flooding in Duluth...Visit Duluth sent a press release immediately telling the truths – what's open, and focused on the positive. Making sure to share images and stories of people working together and business success of re-opening, etc.**

**HERE IN MINNESOTA WE ARE VERY DEPENDENT ON MOTHER NATURE. THERE WILL CONTINUE TO BE CLIMATE CHANGES.**

**Action #1: Be Adaptive to focus on what you to have.**

**Action #2: Create New Reasons for Tourists to Pick Your Destination.**



the  
**Reif Center**

