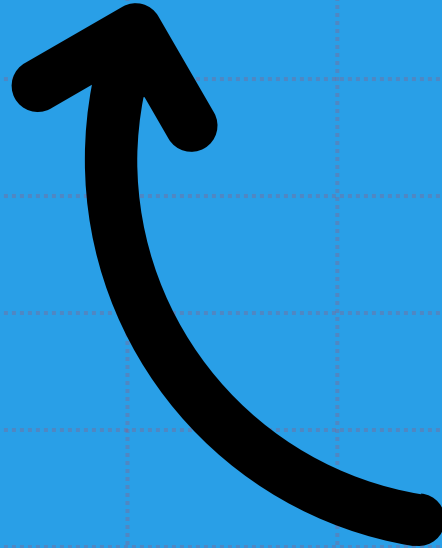
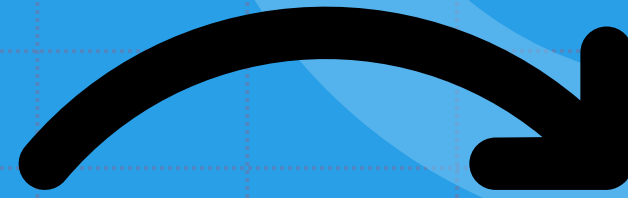
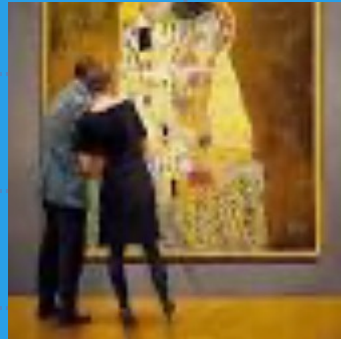


♪♪ *Happy Together* ♪♪

TOURISM & THE ARTS





How can something as beautiful as art or something so ethereal as compelling people to travel be economic drivers or industries?



The market for arts in tourism locations reached US \$43 Billion in 2022

— FMI (futuremarketsinsight.com)



United Nations World Tourism Organization



TOURISM IS A FORCE FOR CHANGE AROUND THE WORLD.

In 2019, UNWTO Reported the Sum of International Tourism Receipts and Passenger Transport Reached a Staggering USD \$1.7 TRILLION.

This demonstrates that the tourism industry is a Major economic engine of growth and development.



“The pairing of arts and culture with tourism can lead to economic development by bringing visitors to the area, while also contributing to community wellbeing by invigorating local areas through creative practice.”

1. Together a sense of well-being is conveyed to all who enjoy the assets.
2. Both are able to enhance mental health through beauty and relaxation.
3. Tourism & Arts communities create higher civic engagement and more social cohesion.
4. The arts drive travel satisfaction and revenue to tourism.
5. Tourism, in turn, drives exposure and revenue to the arts.
6. Both strengthen the economy.

- Americans for the Arts

WHY DO WE TRAVEL and WHY DO OUR SOULS REQUIRE ART?

- **To Change**
- **To Show**
- **To Work out**
- **To gain Access**
- **To Bond**
- **To Contribute**



68% of U.S. Tourism is Driven by Art



35.3 Million People Travel for the Arts



68% Empathy for Other Cultures



A WIN WIN

TOGETHER

Tourism and the Arts inspire connection, empathy, and renewed appreciation for the ways of others.

Tourism and the arts are passionate industries that bring economic development and peaceful clean infrastructure to communities.

State administrations and legislators that fund tourism and the arts realize a huge return on investment.





“South Shore Secrets” Campaign