What is there to do around here?
We all ask that question when we visit other communities. Is your community ready and able to answer it for your visitors?

The Tourism Assessment Program (TAP) helps your community give answers – and strengthen your local economy as a result. When your community conducts a Tourism Assessment Program, a team of local leaders and University faculty members will review and analyze the community’s tourism assets and potential for tourism development. What they uncover is provided back to the community in a written report and a presentation at a community forum to spark discussion of potential next steps in tourism development.

Important questions... Informed decisions:
Chambers of commerce, economic development professionals, local businesses, tourism organizations and elected officials can use this information to make informed decisions about investing in tourism development.

- How do we move tourism forward in our community?
- What tourism trends could have an impact in our community?
- What are our community’s strengths and weaknesses when it comes to tourism development?
- What are likely tourism markets?
- What are our tourism business opportunities?

Take advantage of what TAP Offers:
- Your community’s businesses and leaders will receive tourism development consulting expertise based on over 30 years of study and experience with many communities.
- You’ll consider an inventory of assets. It’s likely that some of the assets recognized by outsiders haven’t been tapped yet for their tourism potential.
- The presentation and facilitated community discussion will bring your community’s businesses and leaders together to review opportunities for future success.
- The written report, which includes recommendations and resources, can be used by your local organization to work with new and existing businesses, or to provoke discussion and support throughout the entire community.
What does the program cost?
The program cost is $3,500, which includes data collection, community visits and meetings, faculty analysis and time, written report and community discussion with Extension educators. Potential follow-up assistance and consultation from the University of Minnesota Tourism Center and Extension educators can be tailored to address your local goals.

Who sponsors Tourism Assessment Programs?
- Chambers of Commerce or Visitor Bureaus
- Tourism Associations
- Economic Development Offices
- Local Government
- Foundations
- Groups interested in strengthening the local business climate.

Past clients include:
- Lindstrom
- Kelliher-Grygla
- Mountain Lake
- New York Mills

Contact us to get started!

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Other Extension programs to strengthen your community’s tourism address customer service, managing festivals and events, knowing the profile of your community’s customers, and analyzing the strengths and weaknesses of your retail economy. For information about these or other tourism programs and research, contact an Extension Community Economics educator near you.

To see a map of service areas, visit www.extension.umn.edu/community/about/educators