



Tourism Trends and the Contribution of Beaches

Nerissa Okiye, Martin County Tourism Director



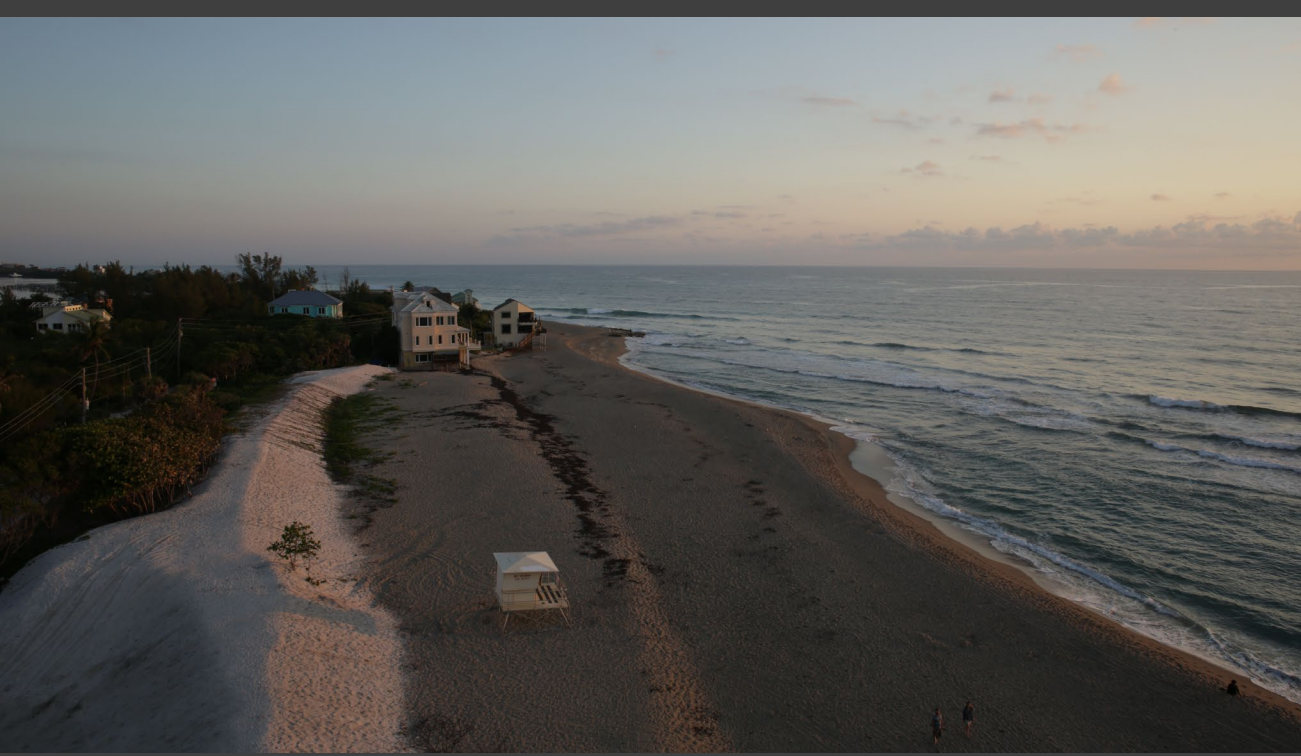
Why are beaches so important?



Visit Florida – Top activities... | Beach/ Waterfront



Understanding the visitor... Why YOU should care?



Why is beach infrastructure important?

Why should the integrity of beach infrastructure be important to everyone?



Do you know all of your stakeholders?



Bridging the gap between tourism and beach infrastructure programs.



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Issues in the news ..

Beaches across America showed unsafe levels of pollution last year, a study finds

By Michelle Lou, CNN

Updated 2:40 PM ET, Fri July 26, 2019

Last year, nearly 60% of 4,523 beaches tested across the United States demonstrated unsafe water pollution levels on at least one day, according to a report released Tuesday by the nonprofits Environment America Research & Policy Center and Frontier Group.

There's 'poop in the water' at America's dirtiest beaches

Chris Woodyard, USA TODAY

Published 3:08 a.m. ET July 23, 2019
| Updated 12:16 p.m. ET Aug. 9, 2019

Most days of the year, beaches are safe, but researchers found bacteria counts can spike on certain days, and fecal matter from people or animals is the chief culprit. It comes when sewers overflow or when fecal waste on streets washes into streams or creeks that flow to lakes or the ocean. A co-author of the study said more work needs to be done to clean up lakes and oceans.

Study: Amount Of Seaweed Washing Up On Florida Beaches Will Continue To Grow

The University of South Florida released a report on Thursday, suggesting the pungent, slimy seaweed, known as sargassum, is on track to continue to be just as bad for coastal regions as in the past.

Consumer Confidence and trends..



- U.S. consumer sentiment rebounds modestly in September...
 - Survey finds neither recession nor a rebound in spending is anticipated in the year ahead *
- Economies Around the world are softening, and travelers are on notice. **
- Last year more than 768 million vacation days went unused in the United States ***

Market Watch Gregg Robb, September 13, 2019

**MMGY report by Clayton Reid, CEO

*** US Travel Association Report



"Every single one of us needs the ocean. The ocean is what makes our planet work; it provides the air we breathe, the food we eat, jobs and livelihoods and is a source of inspiration and wonder for all of us. At Ocean Conservancy we believe we need to use the ocean without using it up. We must protect the ocean, its wildlife, and our coastal communities in order to make life livable. And we know that many of us, regardless of our political persuasion or geographic location, believe the same. The ocean reminds us that we have more in common than we think."

-Janis Searles Jones, CEO of Ocean Conservancy



THANK YOU