

6 ESSENTIAL FACTS

YOUR DOWNTOWN CAN'T AFFORD TO OVERLOOK

1 #1 activity of visitors is **shopping, dining, entertainment** in a pedestrian-friendly, intimate setting: **your downtown.**

2 Downtown is where **80% of ALL** non-lodging visitor spending takes place.

3 Visitors are active for 14 hours a day. They devote 4 to 9 hours on a main activity during daylight hours, but **80% of their spending** happens during their downtime: mostly at night.



4 70% of all consumer retail spending takes place

after 6:00 pm.

Making sure there are things to do after 6:00 pm. is incredibly important.

5 If you don't hang out in your downtown, neither will visitors. They go where you go.

6 Two hour visitors spend **2X** that of stop & go visitors. Overnight: **4X more** is spent.

MAIN STREET AMERICA™

Wyoming
BUSINESS COUNCIL

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1 SANTA MONICA, CALIFORNIA

POPULATION: 92,000

CLAIM TO FAME: The Santa Monica Pier

CHALLENGE: Downtown was in rough shape

BRAND: Third Street Promenade

RESULTS

AVERAGE DAILY FOOT TRAFFIC:
40,000

ANNUAL VISITORS: 6.3 million.
3 million are international

ANNUAL SPENDING:
\$1.25 billion (U.S.)

SHOPPING & GIFTS: \$243 million

DINING & FOOD: \$196 million

LODGING: \$188 million

BEVERAGES: \$81 million

TRANSPORTATION: \$69 million

HEALTH & SPA: \$14 million

* One of the top destinations in southern California

* Downtown is an amenity

* 90% of all visitors spend time in Third Street Promenade

* Hotel guests make up 11% of all Third Street Promenade visitors, but they account for 49% of all spending

2 EXAMPLES OF HOW TOURISM AND DOWNTOWNS CAN THRIVE TOGETHER

2 SHIPSEWANA, INDIANA

POPULATION: 680

CLAIM TO FAME: Amish, Mennonite population

CHALLENGE: 2.5 hours from Chicago, other Amish communities nearby

BRAND: annual flea market and auction

RESULTS

* Quaint converted houses make up downtown

* The town hosts nearly 2 million visitors a year

* One of the top 5 most visited "attractions" in the state of Indiana

* Their downtown IS the attraction. Tourism IS the driver.



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