

NOAA Climate Services User Engagement

TOURISM



OVERVIEW

Tourism in the United States generates hundreds of billions of dollars every year and employs more workers than any other industry. Weather and climate conditions at a particular locale are a primary decision factor for tourists. If climate conditions change over time, it will likely impact existing tourist industries. Relevant climate information is essential to understand how weather patterns and climate trends influence various aspects of the tourism industry and to effectively plan for the future.

KEY STAKEHOLDERS

NOAA works with various groups, both as an actionable information provider and as an applied research partner, to examine the effects of weather and climate on tourism:

- Commercial passenger transportation carriers
- Federal, state, regional, and local governmental planning, commerce, and marketing agencies
- Accommodations operators and managers (e.g., hotels, motels, vacation rentals)
- Food service industry
- Travel planners and agencies
- Cultural event planners
- Sporting event industries
- Weather-dependent tour operations and recreation industries (e.g., ski resorts, diving companies)



SECTOR NEEDS

NOAA is partnering with the tourism sector to translate climate data into accessible, useful, and accurate products.

For example:

- Using precipitation information to understand how changes in river and lake levels may affect fishing and boating industries.
- Using drought information to plan for watering the greens and fairways at affected golf courses.
- Using snow cover extent and temperature trends to determine the optimal locations to build new ski lifts.

NOAA DATA AND PRODUCTS

There are many different types of useful climate information available.

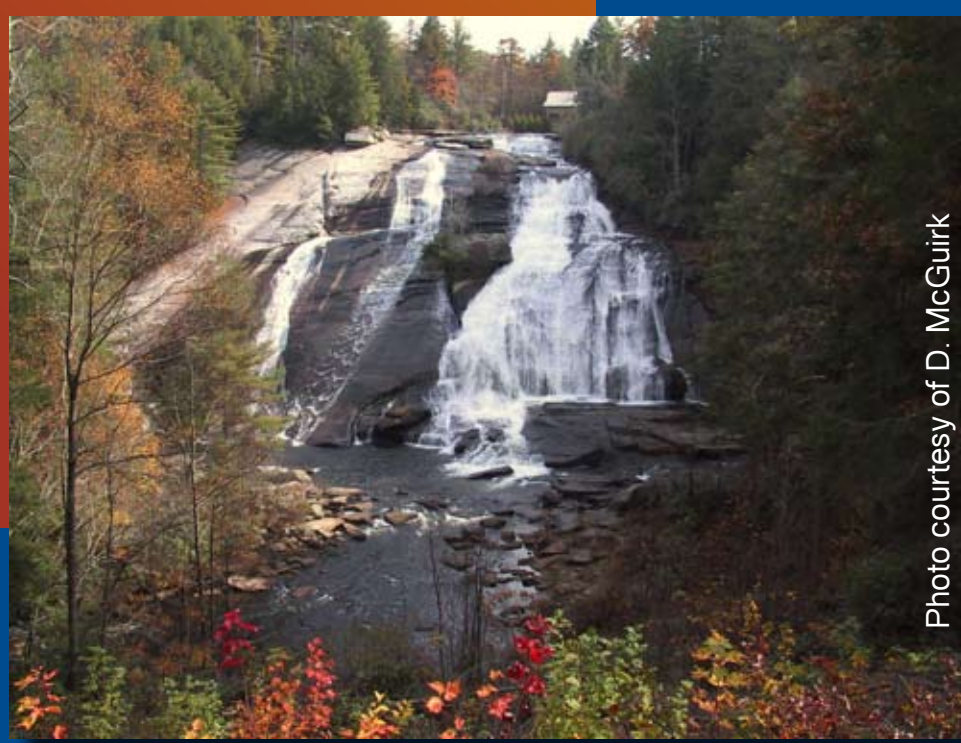
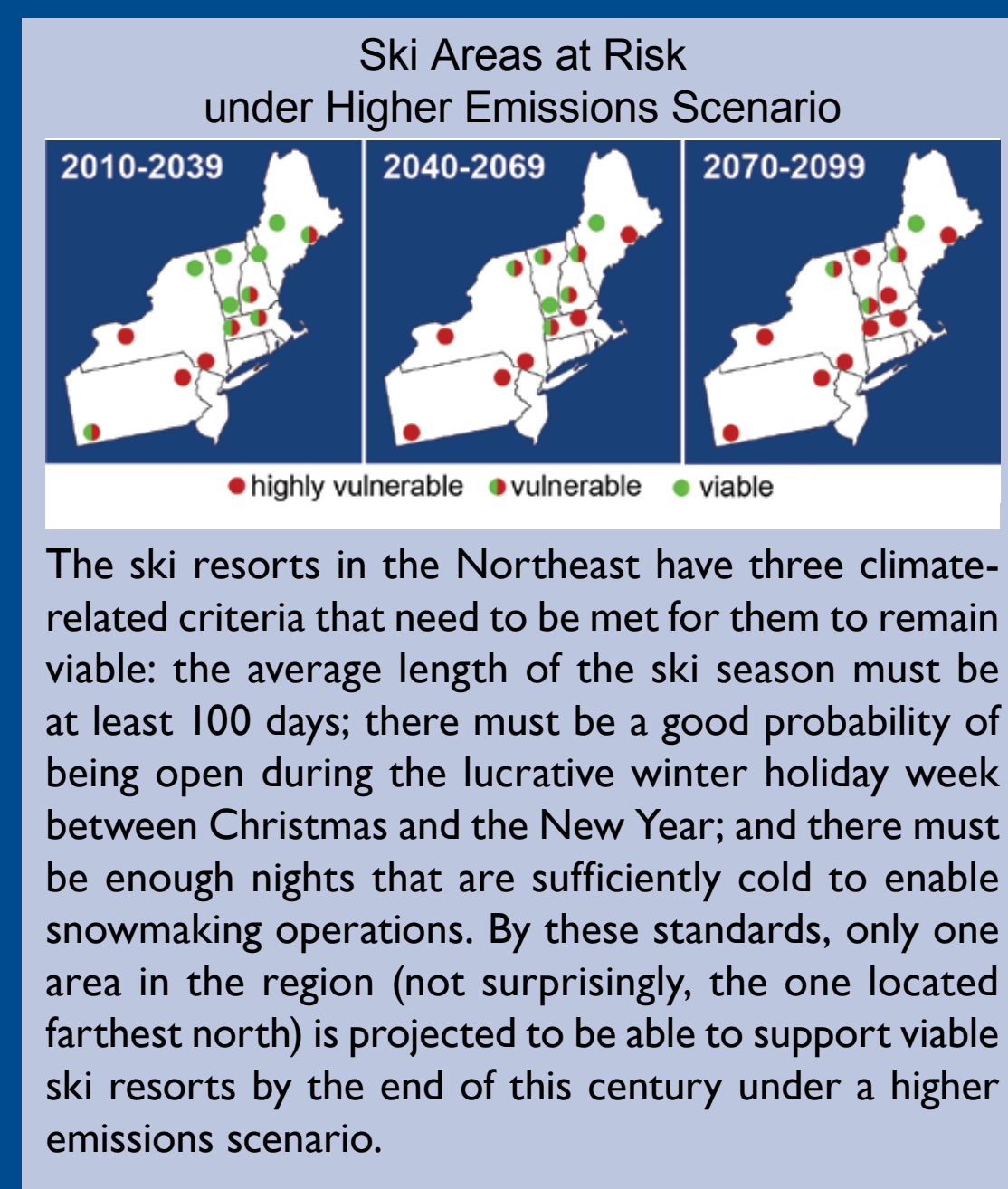


Photo courtesy of D. McGuirk



Examples include:

- The *Global Historical Climate Network*, which contains worldwide historical temperature and precipitation data.
- Local climatic averages, such as temperature, precipitation, winds, and sunshine.
- Satellite-based snow cover extent products.

