



Rural Destination Self-Assessment

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The Rural Destination Management Self-Assessment will help to identify and assess local assets as part of a destination management planning process. Emphasis is on helping to identify opportunities to develop and enhance assets for recreation and tourism. Expanding assets helps attract more visitors and keep visitors longer in the region. This program seeks to satisfy community recreation and tourism needs, protect natural and cultural resource attractions, and identify sustainable development opportunities for future generations.

Destinations participating in this project will gain a deeper understanding of their recreation and tourism potential and ways to develop these opportunities. The program provides a unique view of the current state of recreation and tourism and tourism development potential. Using this information, communities consider development of these opportunities and create action steps to move forward.

Tourism development is a comprehensive effort involving many aspects of your destination. To help you and your destination team think about aspects of community life that can potentially impact the quality of tourism products and services; and to better gauge how a destination management program would be of benefit to your community, please complete the destination management self-assessment by determining how you feel your current tourism development efforts are achieving these aspects of community-oriented recreation and tourism development.

This manual is divided into 15 Best Practice Benchmark Areas:

1. Tourism Team
2. Tourism Management
3. Community Interaction
4. Transportation and Signage
5. Community Information
6. Hospitality
7. Aesthetics
8. Tourism Assets
9. Environment
10. Tourist Education
11. Services
12. Accessibility
13. Visitor Motives
14. Target Markets
15. Strengths, Challenges, Opportunities, and Goals

Tourism Team

Primary Contact Information:

Destination:	County(s):
Primary Contact:	Organization:
Street Address:	
City:	Zip Code:
Telephone:	Email:

Potential team members to consider: please check the organizations participating.

- | | | |
|---|---|--|
| <input type="checkbox"/> Chamber/CVB | <input type="checkbox"/> Lodging | <input type="checkbox"/> Natural Resources Specialist |
| <input type="checkbox"/> Town Council member | <input type="checkbox"/> Attraction manager | <input type="checkbox"/> Museum staff |
| <input type="checkbox"/> County Commissioner | <input type="checkbox"/> Retailer | <input type="checkbox"/> Historical Society staff / volunteers |
| <input type="checkbox"/> Parks & Recreation | <input type="checkbox"/> Restaurateur | <input type="checkbox"/> Arts / theater Organization |
| <input type="checkbox"/> City/county planning or economic development staff | <input type="checkbox"/> Youth representative | <input type="checkbox"/> Others as appropriate (please list) |
| | <input type="checkbox"/> Concerned citizen | |

Please provide contact information for additional members of your tourism development team

Name	Organization	Title	Email	Phone

Tourism Management

Do you agree or disagree with the following statements?

For each statement please "X" the box that best represents your answer.

Tourism Management:	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. Our destination has a shared vision for tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. An organization exists with a primary mission to market tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Our destination effectively markets its tourism assets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. An organization exists with a primary mission to manage tourism development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Our destination has a strategic tourism development plan in place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Our destination understands its visitors' needs and preferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Our destination understands its local resident attitudes toward tourism development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Partnerships exist in the destination to support tourism development strategies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Our destination partners with organizations outside of our community to develop regional tourism opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Our destination supports entrepreneurship and small business development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Community Interaction

Do you agree or disagree with the following statements?

For each statement please "X" the box that best represents your answer.

Community Interaction	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. Local residents support tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. There is a segment of the local population that doesn't support tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Local residents are actively involved in tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Tourism benefits the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Local residents value and want to preserve their unique identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Sites of local importance are preserved for locals and not overrun with visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Local craftspeople produce and sell items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Local craftspeople teach their skills to interested visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Resorts support local businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Transportation and Signage

Do you agree or disagree with the following statements?

For each statement please "X" the box that best represents your answer.

Initial Impression:	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. The area destinations are easily accessible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. A community gateway exists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Directional signs are properly located to get you to points of interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Wayfinding signage exists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Street signs are well placed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Visitors would feel compelled to stop if they were randomly passing through a community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. GPS and online directions are accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Public transportation or shuttle service options are available to get to activities/services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Pedestrian travel (walking & biking) is encouraged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Community Information

Do you agree or disagree with the following statements?

For each statement please "X" the box that best represents your answer.

Community Information:	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. It is easy to find a visitor center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Visitor center hours are conducive to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. It is easy to find a community/regional tourist brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. It is easy to find a map of the town or community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Information booths/kiosks exist to help tourists locate attractions and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. A community/regional tourism website exists to help visitors find information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Social media is utilized to help visitors find information about attractions and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. The destination has a mobile application that is downloadable to help travelers navigate the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. The destination has a strong brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Hospitality

Do you agree or disagree with the following statements?
For each statement please "X" the box that best represents your answer.

Hospitality:	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. Local residents are friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Tourists are treated as valued visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Frontline employees are trained in hospitality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Aesthetics

Do you agree or disagree with the following statements?

For each statement please "X" the box that best represents your answer.

Aesthetics:	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. Architecture reflects local tradition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Historical buildings and sites are preserved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. New development does not compromise the authenticity of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Public art exists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. There are few empty storefronts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Sprawl is well managed to preserve authenticity and aesthetic appeal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Large billboards and signs do not distract from the scenic beauty of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Parks, visitor centers, and other public areas are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Noise levels are minimized in tourist areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Bright lights at night are minimized to preserve dark skies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Residential areas are well maintained	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Tourism Assets

Do you agree or disagree with the following statements?

For each statement please "X" the box that best represents your answer.

Tourism Assets:	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. A variety of nature-based activities exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. A variety of outdoor recreation activities exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. A variety of cultural/heritage activities exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. A variety of activities are available for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. A variety of lodging options exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. A variety of dining options exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. A variety of retail/shopping options exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. A variety of entertainment options exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. A variety of festivals and events exist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Activities exist for inclement weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Facilities exist for disabled or mentally and physically challenged people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Business hours are conducive to visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Environment

Do you agree or disagree with the following statements?
For each statement please "X" the box that best represents your answer.

Environment	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. Rivers, lakes, and streams appear clean and safe for swimming and other forms of recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Air quality is good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Conservation measures are promoted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Wildness is preserved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Tourist Education

Do you agree or disagree with the following statements?

For each statement please "X" the box that best represents your answer.

Tourist Education	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
1. Interpretive signs are provided at tourism sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Visitor centers offer informative brochures (not just advertising)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Tours of natural, cultural, and historic sites are available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Tourism providers are knowledgeable of their natural, cultural, and historic assets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Local residents are knowledgeable of their natural, cultural, and historic assets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Services

Please rate the availability of the following services. (Circle one)

Item	Not Available			Widely Available		
	1	2	3	4	5	6
ATM Machine	1	2	3	4	5	6
Emergency Auto Repair	1	2	3	4	5	6
Emergency Medical Care	1	2	3	4	5	6
Fire Station	1	2	3	4	5	6
Police Station	1	2	3	4	5	6
Post office	1	2	3	4	5	6
Public Restrooms	1	2	3	4	5	6
Waste receptacles	1	2	3	4	5	6
Recycling receptacles	1	2	3	4	5	6

Comments:

Accessibility

Please rate the **overall quality**. (Circle one)

Item	Poor						Excellent
	1	2	3	4	5	6	
Accessibility for people with physical disability	1	2	3	4	5	6	
Cell phone reception	1	2	3	4	5	6	
GPS directions	1	2	3	4	5	6	
Internet/WIFI availability	1	2	3	4	5	6	
Lighting of public spaces	1	2	3	4	5	6	
Public parking	1	2	3	4	5	6	
Roads	1	2	3	4	5	6	
Sidewalks	1	2	3	4	5	6	
Traffic flow	1	2	3	4	5	6	
Access from town to recreation resources (trails, etc.)	1	2	3	4	5	6	

Comments

Visitor Motives

Please indicate how much you agree or disagree with the following:

In your opinion, visitors come to the destination to:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Enjoy the weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Seek adventure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Engage in sport activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Be in nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Get away from people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Visit historical sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Visit friends and family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Experience a unique culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Experience the nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Engage in business activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. In transit to somewhere else	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Engage in religious activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

Target Market(s)

1. What age cohort is your community's current market? (check all that apply)

- Gen Z (age 9-24)
- Millennials (age 25-40)
- Gen X (age 41-56)
- Baby Boomers II (age 57-66)
- Baby Boomers I (age 67-75)
- Silent Gen (age 76+)

Please explain:

2. Describe the current market audience for the assets, activities, and attractions in your destination. (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)

3. Are there new age cohorts you would like to be able to attract? (check all that apply)

- Gen Z (age 9-24)
- Millennials (age 25-40)
- Gen X (age 41-56)
- Baby Boomers II (age 57-66)
- Baby Boomers I (age 67-75)
- Silent Gen (age 76+)

Please explain:

4. What new market audiences (if any) would you like to attract for the assets, activities, and attractions in your destination? (Examples: business travelers, outdoor enthusiasts, ethnic groups, cultural-heritage travelers, families, locals (within 50 miles), visitors (outside of 50 miles), etc.)

5. What stage of the Tourism Area Lifecycle Model is your destination currently in?

- Exploration
- Involvement
- Development
- Consolidation

1. Is your destination known for any particular tourist attractions?

Yes

No

If yes, please list:

2. Is your destination known for any special events?

Yes

No

If yes, please list:

3. Do local residents visit these attractions/events?

Yes

No

Comments:

4. Do these attractions and events draw visitors from outside of 50 miles to your community?

Yes - **if yes, please skip to question 6**

No

Comments:

5. If no, could these attractions and events be of interest to travelers?

Yes

No

Comments:

6. Are there specialty shops that would bring visitors back to visit?

Yes

No

If yes, which one(s)?

7. Are there other places you feel visitors would be compelled to visit in the area outside of your community?

Yes

No

If yes, please list:

Strengths, Challenges, Opportunities, and Goals

1. What makes your destination unique?
2. What are the destination's top strengths?
3. What are the biggest challenges facing the destination?
4. What additional activities/facilities/services do you feel should be offered in this destination that are not already?

REFERENCES

The Rural Destination Management Self-Assessment Tool is adapted from:

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Lewis, A. and Schneider, J. (1991, 2007) First Impressions Program, University of Wisconsin Extension. <http://www.uwex.edu/ces/cced/communities/firstimpressions>

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