

Recently, Ernst & Young LLP warned that “the paradigm of build it and they will come has never been riskier for cities.” It went on to define the need for holistic approaches to destination development including:

- dollars allocated to market the location
- air and road access, local transportation
- public safety
- characteristics of the local and regional population
- potential of local industry to boost convention and trade show attendance
- accessibility of shops, restaurants, tourist attractions, cultural institutions and entertainment venues
- climate
- development projects
- quality of service
- perceptions of cost on the part of visitors and event organizers
- monthly patterns of hotel occupancy, average rate and demand segmentation