

Hawai'i Tourism Authority renews efforts in Europe

The Hawai'i Tourism Authority is renewing its efforts to attract tourists from Europe with the awarding of a two-year contract for visitor education and marketing services to Emotive Travel Marketing.

The tourism authority ended its previous Europe contract in 2020 due to the COVID-19 pandemic.

Emotive Travel Marketing will operate as Hawai'i Tourism Europe within the authority's Global Marketing Team.

Strategic efforts will educate European visitors about traveling mindfully and respectfully while supporting Hawai'i's communities and economy.

Focus also will be placed on driving visitor spending into Hawai'i-based businesses, including supporting local businesses, festivals and events; purchasing Hawai'i-grown agricultural products; and promoting Hawai'i-made products.

The marketing will be targeted to mindful travelers with an emphasis on trip expenditures and increasing per person, per day expenditures in alignment with the Key Performance Indicators established in the authority's 2020-2025 Strategic Plan. They are increased average daily visitor spending, increased total visitor spending, increased visitor satisfaction and increased resident sentiment toward tourism.

— *mauinow.com*



Photo: Courtesy of Farmer Payne Architects

Wyoming mountain resort looks to the stars

Observatories on top of mountains aren't that unusual, but most of these high-dollar facilities are built for researchers. That makes the \$5 million Snow King Mountain Resort observatory unique.

It's not going to be geared first and foremost for researchers. It's all for tourists who love the sky, public outreach and education.

That will make Snow King's mountain observatory the first of its kind in not just Wyoming, but North America, Snow King Mountain Resort President and CEO Ryan Stanley told *Cowboy State Daily*.

"There are other public access telescopes," he said. "There are some public-access planetariums, and there are some that are combined together. But there are none where you get to ride up a gondola to go visit them at like a resort facility-type tourist destination. And there are very few one-meter telescopes dedicated to public outreach. Most of those are for research."

With good reason. A 1-meter telescope is a \$575,000 investment all by itself, much less a suitable facility in which to house it.

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WY resort looks to the stars

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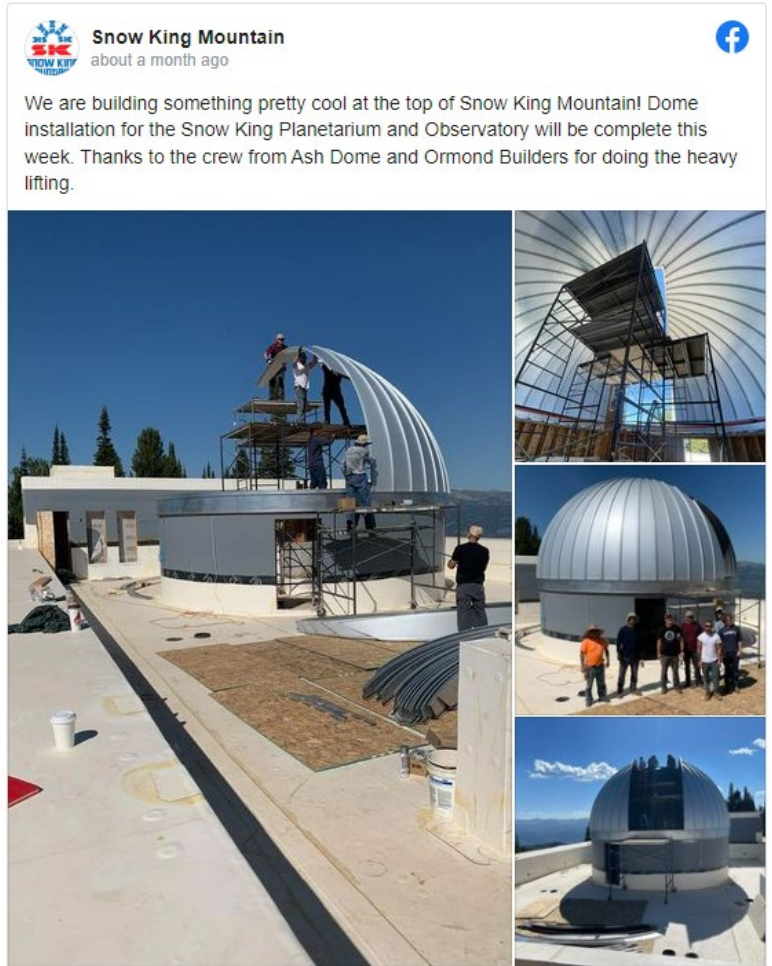
The 4,400 square-foot structure will house a PlaneWave telescope and its 24-foot dome, a 35-seat planetarium space theater, a 65-seat auditorium and a small gift shop. Additionally, there will be a glass-enclosed office, designed to invite the public into all aspects of the observatory. There is also a small private sleeping room, kitchenette and bathroom designed for staff who might need a little shuteye between astronomical events.

The telescope will rest on a 20-foot concrete pier anchored in the earth and is isolated from the greater structure to prevent vibrations from disrupting its position.

Not this year, but next, observatory visitors will be able to dine in a restaurant on top of the mountain as well. The restaurant and the observatory are part of an overall effort to boost the resort's visitors.


Wyoming Stargazers Executive Director and Astronomer Samuel Singer, Farmer Payne Architects and Jakub Galczynski designed the observation facility.

– *cowboystatedaily.com, buckrail.com*



Snow King Mountain
about a month ago

We are building something pretty cool at the top of Snow King Mountain! Dome installation for the Snow King Planetarium and Observatory will be complete this week. Thanks to the crew from Ash Dome and Ormond Builders for doing the heavy lifting.



Town closes roads to leaf 'peepers'

A town in Vermont known for its gorgeous leaf-peeping has closed several roads after complaints about being overrun by tourists looking for the perfect fall photo.

The small town of Pomfret closed the roads due to "extraordinary tourism interest in private properties," according to a town memo. Vehicle traffic was banned Sept. 23 through Oct. 15.

One private residence in the town, called Sleepy Hollow Farm, is particularly swarmed by travelers seeking bold fall colors.

– *www.travelandleisure.com*

Wisconsin emphasizes agricultural assets

Wisconsin Agricultural Tourism Week (which is actually almost two weeks this year: Sept. 21-Oct. 2) recognizes the growing impact of agritourism on the state's economy and culture.

According to the Wisconsin Agricultural Tourism Association (WATA), agritourism generated an estimated \$949 million in economic activity in 2017, supporting over 435,000 jobs. The industry is also growing rapidly, with tourism to Wisconsin farms increasing by 21% in 2021.

The WATA is a non-profit organization that promotes agritourism in Wisconsin. The association provides resources and support to farmers who



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Wisconsin Agricultural Tourism Association

want to start or expand their agritourism businesses.

The Wisconsin Department of Tourism also supports agritourism. The department offers grants and marketing assistance to help farmers develop and promote their agritourism businesses.

– *wisconsinagconnection.com*