

INVENTORY OF TOURISM RELATED SITES, EVENTS & FESTIVALS

The University of Alabama
Center for Economic
Development

TOURISM ASSESSMENT FORM

A	SECURITY	How Many - Yes/No	Comments
1	How many locations have emergency information posted for visitors to access?		
2	Is there adequate lighting for walking in your community?		
3	Is city walkable (sidewalks/crosswalks/well lit)		
4	Is cell phone reception dependable?		
B	INVENTORY		
1	How many public restrooms available for visitors?		
2	How many annual TOURISM events does community have? (someone would travel 50 miles to attend)		
3	How many tourism attractions in community?		
4	How many attractions are open on weekends?		
5	How many locations sell souvenirs from the community?		
6	How many self-guided tours are offered?		
7	Do attractions have a digital presence? (TripAdvisor, website, social media)		
8	How many listings from community are on TripAdvisor?		
C	ATTRACTIONS		
	<i>How many of the following are in community:</i>		
	Historic Buildings / Sites		
	Movie Theater		
	Sporting Complex		
	Hunting Opportunities (public access)		
	Fishing Opportunities (public access)		
	Trails (hiking, biking, equestrian)		
	Golf Courses (public access)		
	Wildlife Watching		
	Public Parks		
	Themed Trails (culinary, cultural, historic)		
	Murals (public access)		
	Craft Brewery/Wine		
D	LOCALLY OWNED EATERIES		
1	How many locally owned restaurants?		
2	Of those, how many are open 7 days a week?		
3	Has staff gone through hospitality training?		
4	Is a list of eateries in community available for a visitor to obtain?		
5	How many locally owned restaurants listed on TripAdvisor?		
6	Of those listings, are posts within the last month? (active presence)		
E	LODGING		
1	How many lodging options in community?		
2	How many listings on Air B&B?		
3	What is the average price of a room per night?		
4	Is visitor information available at the front desk or in rooms?		

F	NAVIGATION/WAYFINDING	How Many - Yes/No	Comments
1	How many forms of public transportation in community?		
2	Are community maps available to visitors with listed tourism amenities?		
3	Is there adequate parking for visitors?		
4	Do parking spaces have strict time limits?		
5	Is there adequate signage from major highways?		
6	Is there adequate signage to attractions inside the community?		
G	TOURISM DEVELOPMENT		
	<i>Does community have:</i>		
	Tourism Council/Advisory Committee		
	Tourism Director		
	Historic Preservation Society		
	Hospitality Committee (made up of local restaurants/hotels/attractions)		
	Do you implement ways to measure visitor satisfaction? (comment cards/Trip Advisor/Intercept surveys)		
	Access to hospitality training program?		
H	MARKETING		
1	<i>Does community utilize the following marketing platforms:</i>		
	Alabama Birding Trails		
	Alabama Tourism Department		
	Alabama Scenic Byways		
	Main Street Alabama		
	Regional Tourism Websites		
	Social Media		
	Local Website promoting tourism		
	Brochures/Rack Cards		
	Printed Advertisement		
	Television		
	Radio		
	App		
2	Does community have a Visitor Information Center?		
3	Is information in the visitor center accessible at all times?		

Revised 7/30/19 by C. Johnson