

C. TOURISM

KEY TAKEAWAYS

- Tourism is an economic driver – an average visitor spends \$240-\$450 on Rochester hotels, restaurants, museums, and shops each day.
- Rochester's variety of natural, historical, cultural, and business assets are all things that can attract visitors.
- Better promotion of events and amenities can be enhanced through community partnerships.
- Tourism is an opportunity for residents to build community pride by showing off our unique identity and assets to visitors.

