

One simple metric that can measure this increase was the change in lodging tax receipts. These receipts increased from \$1,429,656 in 2009 to \$1,564,204 in 2011. This was an over 9% increase during extremely difficult economic times. In addition, there are many other tangible and intangible benefits that can be cited to demonstrate the success of the campaign.

Since launching the “Pride in the Falls” campaign, the city has experienced an increase in tourist visits. Some of the initial results of the campaign include:

- Four percent of citizens surveyed said they noticed an increase in community pride,
- Texas Governor Rick Perry made a special trip to Wichita Falls to recognize the campaign,
- Seven regional and state-wide awards have been received for the campaign,
- Positive press in *National Geographic Traveler*, *Travel + Leisure*, *Texas Monthly*, *Bike Magazine*, *American Cowboy Magazine*, *Outside*, *USA Today*, *The Wall Street Journal*, plus many more, and
- This was just the beginning.

WHAT WE CAN LEARN

As the Mayor and the people directly involved in the “Pride in the Falls” campaign regularly state, “This campaign was designed to build brand awareness exclusive of job creation.” The aim of the campaign was to build a “favorable environment” for positive developments in the community. Therefore, comprehensive tracking through the tourism industry was not done. But, the taskforce believed the campaign had a very positive effect on the community and its development. Since launching the “Pride in the Fall” campaign, the city has experienced an increase in tourist visits, and number of events and attendance at these events has been up overall.

There is general consensus that the “Pride in the Falls” campaign has had a positive effect and should be continued. Everyone was pleased with the effect the campaign had upon all the community constituent groups and how they learned to work together for increased effectiveness in all their organizations. The citizens of Wichita Falls demonstrated that any city, no matter what the obstacles, can be a destination. What can be learned from their experiences and applied to other city’s seeking to attract the export income of tourism?

References

City of Wichita Falls, Vision 20/20 Plan, July 2008.
The Visual Brand, Wichita Falls, Texas, 2011, a presentation.

STRUGGLING TO SERVE THE CANNABIS TOUR NICHE

LORRAINE L. TAYLOR AND DEBORAH L. WALKER

INTRODUCTION

“What a great entrepreneurial opportunity,” John Mace thought. Now that recreational marijuana was legal in Colorado, and several local distributors had opened for business. John thought that he could take advantage of this new market by offering tours to bring visitors to a local growing facility and a retail shop. His “cannabis tour” would be a great addition to the local tourism industry and he could be a “cannabis