



## **Western U.P. Tourism Strategy Committee**

**11:00 am ET, June 24th, 2021**

### **Agenda**

- Welcome & Introductions
- Reviewing key takeaways from 05/10/2021 Committee meeting
- Reviewing scope of work
- Research and trend data
  - New Airbnb data
  - Impacts of Agritourism
  - Traffic counts & trends from the MI, WI border
  - Findings from Western U.P. region and similar regional studies
  - Others...
- Input from the committee on missing/ other data suggestions
- Input from the committee on future outcomes
- Future meetings
- Adjourn

## Connection Information

Join Zoom Meeting

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