Results from the "Tourism Climatology" in general, show more temporally specific, higher utility, information for a particular locale as well as offer a state-wide comparison; a few noteworthy observations were also found throughout the project:

- While rain is generally more frequent in summer, it is also of shorter duration, resulting in a lower chance of your daytime being "rained out.”
- General monthly climatologies (which include all hours) are accurate with respect to high temperatures but can underestimate experienced low temperatures by over 10 degrees Fahrenheit. This can result in poor clothing choices and uncomfortable trips.
- In the southeastern United States, September usually embodies a temporal precipitation regime of summer much more than autumn. Afternoon showers are still typical.

Precipitation reaches a maximum in the mid-afternoon of the summer season.

In the winter season, precipitation occurrences and amounts generally trend downward as the daytime progresses. This is most prevalent in inland locations.

**Tourism Climatology of the state of Alabama**

**Stateline Comparison**

- **Daytime Maximum Precipitation**
- **Daytime Minimum Temperatures**
- **Daytime Precipitation**
- **Daytime Average Number of Precipitation Days**
- **Daytime Cloudiness**

A complete “Tourism Climatology” has been developed for tourists; completeness and spatial completeness for locations within the states in the southeast region under the jurisdiction of the Southeast Regional Climate Center (SECR) including: San Juan, Puerto Rico (not pictured).

**Tourism Climatology in the Southeast United States**

D.J. Perkins—University of North Carolina at Chapel Hill

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**The Emerging Field of Tourism Climatology**

- Climate & tourism is currently a European phenomenon which is vastly understudied in the United States.
- The International Society of Biometeorology (ISB) is the organizer of the Commission on Climate, Tourism, and Recreation.
- The ISB has had four historical meetings: 2001, 2004, 2007, and 2010. These meetings have had a rich display of bioclimatic and biometeorology research; however, they have all occurred outside of the United States.

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**The Importance of Tourism Climatology**

- The goals of the “Daytime Tourism Climatology Project” are to provide more user-friendly and higher specified data to tourism for decision-making and planning.
- When planning for travel, tourists face many long-term decisions often basing their location choice on general climatology and “local knowledge” of the weather.
- While weather forecasts are readily available, trips that occur over long spans of time ultimately rely on climatology.
- With limited luggage resources, tourists pack based upon expected weather and precipitation. Anomalies departures are to be expected, however, poor planning based upon non-specific climatological resources can be aversed resulting in lower cost, more enjoyable vacations.

According to the World Tourism Organization, U.S. domestic receipts totaled $74.2 billion in 2009. In addition, research from East Carolina University states that in North Carolina, “Tourism is a major economic driver accounting for $17.1 billion in travel expenditures, $4.2 billion in payroll, $2.5 billion in tax receipts and employing 695,900 residents.”

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**Tourism Climatology Q&A**

- **Q:** I am planning a hike, but will be leaving earlier than 9am. Does this mean that the tourism climatology is useless for me?
  **A:** Making personal adjustments is just another way of adapting to your weather. Use the provided information for more specified details of the portion of your day when applicable; and in this case, plan for cooler temperatures in the morning.

- **Q:** What universities in the southeast United States are currently known to be working on this important topic?
  **A:**

- **Q:** Is this “Tourism Climatology” available in an automated computer format?
  **A:** At this time it is not; however, as interest grows beyond print this would be a logical next step.

- **Q:** How does this discipline work with climate change?
  **A:** Using predictive models of climate change, indices are applied to determine how a future date, climate changes can help or hurt local tourism industries or affect the tourist experience.

- **Q:** What is the future of this project?
  **A:** This project serves as a user engagement tool and may grow into a web-based Tourism Climatology tool that can be used to begin collaboration.

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- Dr. Chip Reinsch—University of North Carolina at Chapel Hill, Southeast Regional Climate Center
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