

National Travel & Tourism Week

May 3-9, 2026



Established by US Travel Association 1983

THE VALUE OF TOURISM

- Travel generates \$3 trillion in economic output
- Supports 15 million jobs
- Represents 2.4% of America's GDP
- Travel Spending in Martin County is \$729.5 million
- Supporting 8,307 job in Martin County
- Generating \$69.3 million in state and local taxes
- Without tourism, each household would pay \$815 in taxes to maintain current service levels

THE VALUE OF OUTDOOR RECREATION

- \$1.3 trillion in total economic output
- \$696.7 billion contribution to U.S. GDP
- 5.2 million U.S. jobs supported
- Florida is among the top states nationally for outdoor recreation impact
- Outdoor recreation contributes more than \$50 billion annually to Florida's economy
- 3.6% of Florida GDP

PUTTING IT TOGETHER

- Connect residents & visitors with natural areas
- Encourage people to practice responsible outdoor recreation
- Educate people about FL's environment & challenges
- Control the impact to environmentally sensitive areas
- Integrate Tourism with Tourism & Sustainability
- Provide unique Martin County experiences
- Support the local economy and connect people with local, eco-related events & businesses

EXPLORE NATURAL MARTIN

Martin County's outdoor recreation and ecotourism program



Martin County Office of Tourism & Marketing
Environmental Resource Division

32 TOURISM AND INNOVATION AWARDS

- US Travel Association ESTO Award: Destination Stewardship
- Travel Weekly Magellan: Eco-Friendly Sustainable Destination
- International Business Awards: Sustainability Service of the Year
- GovExec/Government Marketing University: GAINer Award for Innovation
- VISIT FLORIDA Flagler Award: Sustainable Tourism Marketing
- Association of Marketing & Communication Professionals: Excellence in Corporate Social Responsibility

WHAT ARE PEOPLE SAYING?

“Thank you Martin County for supporting this event, and the wonderful employees from Martin County that make it so special.”



“I appreciate this program so much, it really makes Martin County stand out as a leader and innovator in the eco tourism industry”

“We who live in Martin County are so fortunate to have these wonderful programs. Thank you so much.”

ABOUT EXPLORE NATURAL MARTIN

- County-wide program
- Focused on environmental education, exploration, and stewardship.
- **Free** for visitors and residents, unless working with local outfitters
- Registration in advance is required
- Throughout the year, variety of days/times, programs updated seasonally



PROGRAM EXAMPLES



Birding



Sea Turtle Ecology



Tropical Forest Nature Walk



Night Hikes



Magnificent Mangroves



Spring Equinox

ACTIVITIES



Consistent Programming on Natural Areas



Outreach and Volunteering



Youth Education



Resource Management



Innovative Programming



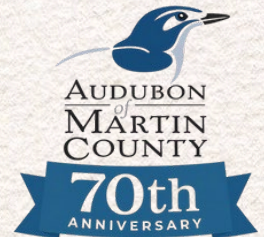
Stewardship Programming

PARTICIPATION



The numbers...

- Hosted **170+** eco-tours
- Had over **2,500** individual participants
- **98%** satisfaction with the Explore Natural Martin experience based on post-event surveys
- Collaborated with over **25+** partners





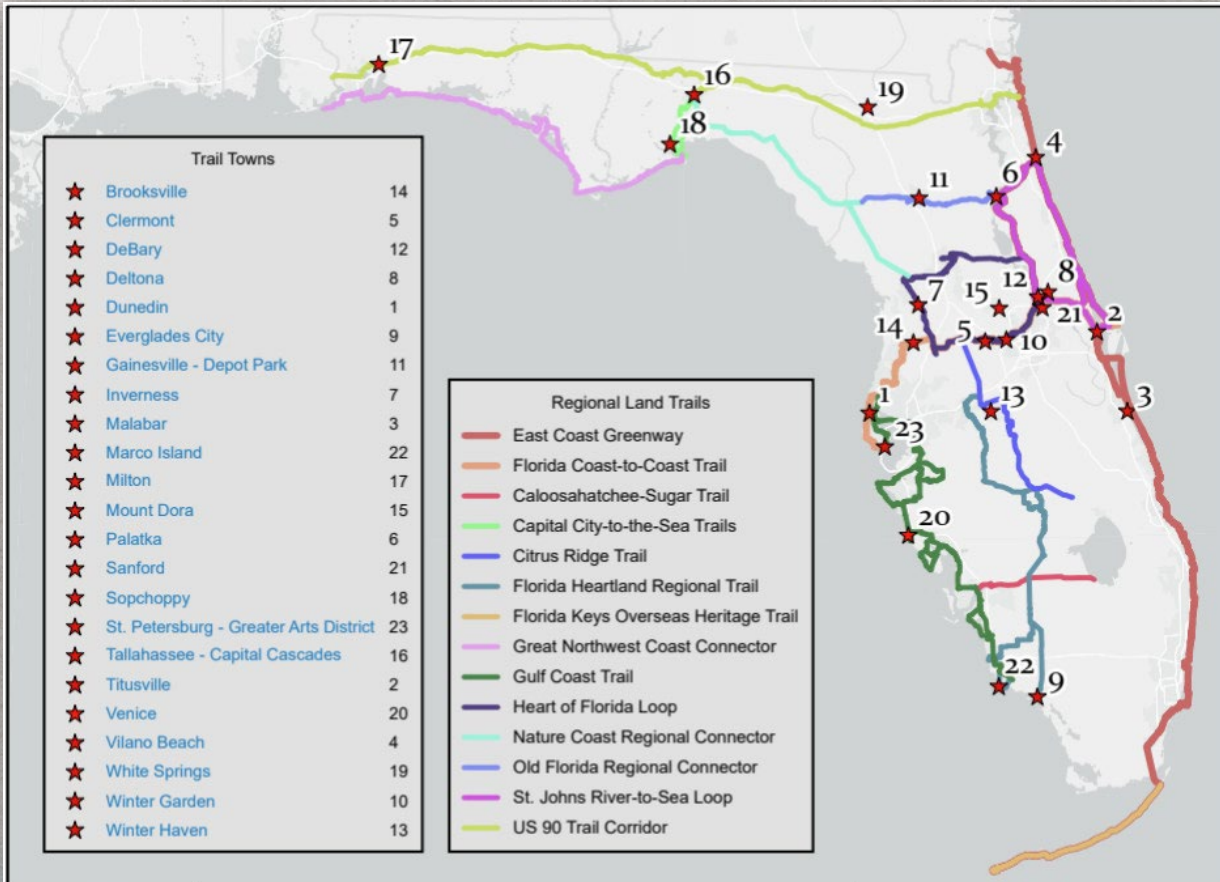
MARTINA COUNTY
Florida

EXAMPLES OF COLLABORATIVE PROGRAMMING





FLORIDA TRAIL TOWN PROGRAM



Trail Towns and Regional Land Trails
FL DEP, Office of Greenways and Trails



This graphical representation is provided for informational purposes and should not be considered authoritative for navigational, engineering, legal, and other uses.



FLORIDA TRAIL TOWN PROGRAM



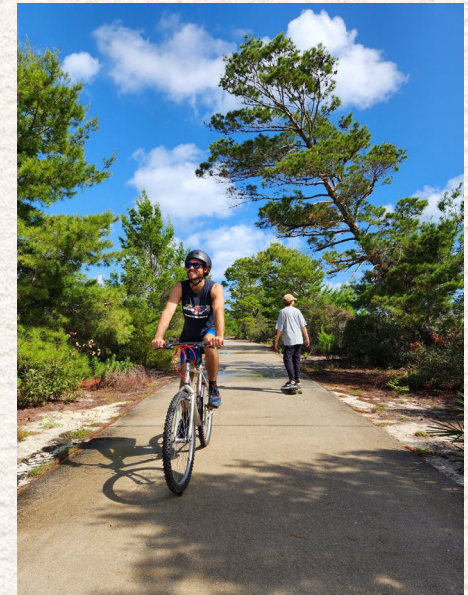
Working towards
designation for:

- City of Stuart
- Port Salerno

Our long distance/regional trail: **East Coast Greenway**

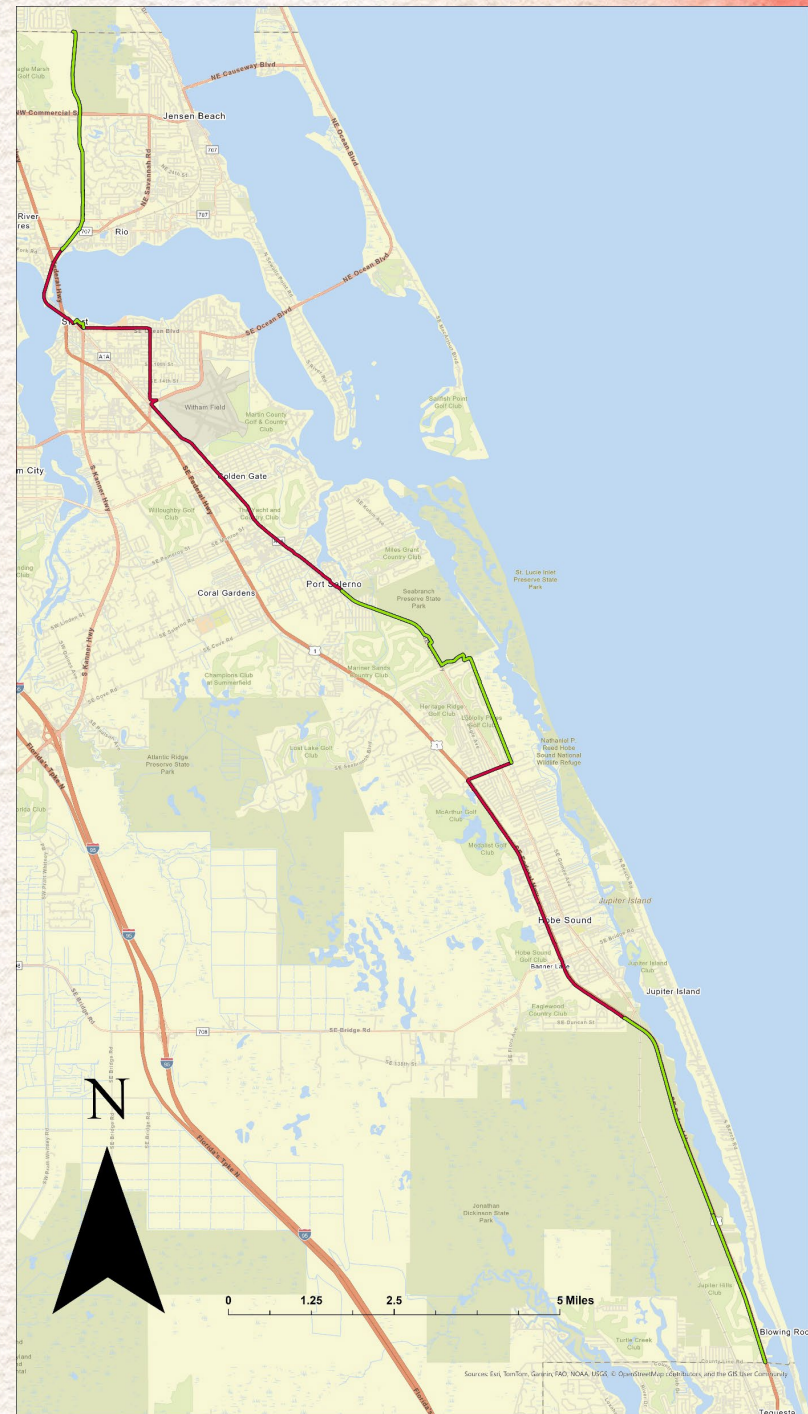
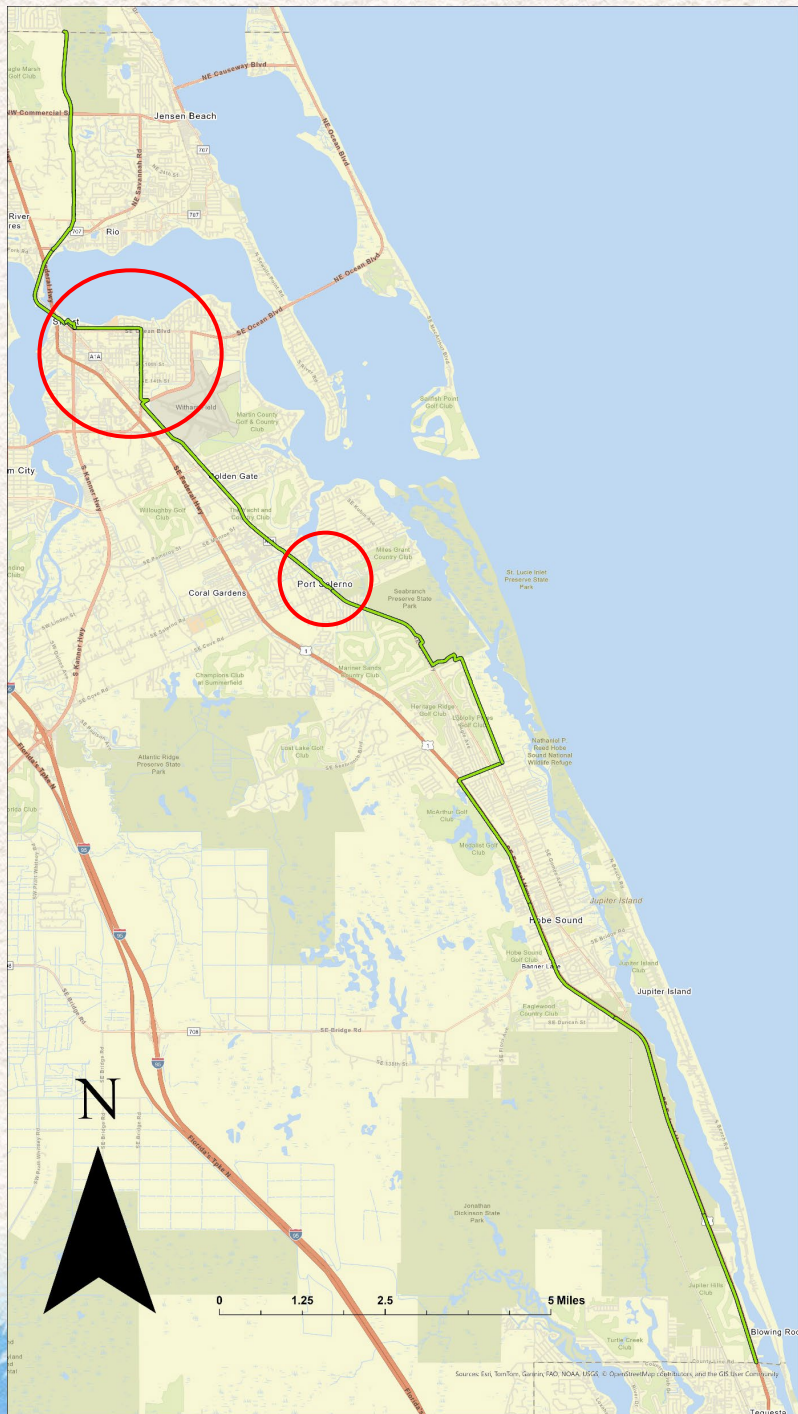
What we need to earn designation:

- Wayfinding signs
- Official signs indicating regional trail



EAST COAST GREENWAY





Source: Esri, DeLorme, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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EAST COAST GREENWAY



LOOKING AHEAD

Continue to work on Trail Town designations

Continue collaborative efforts to enhance and promote trail development and connectivity

