Economics of Dark Skies, Colorado Plateau Dark Sky Cooperativeo.

WHAT IS DARK SKY DEVELOPMENT? Dark Sky Development is the enrichment and optimization of natural night skies. Key components include:

- 1. Responsible use of outdoor lighting.
- 2. Implementation of effective lighting policy and management plans.
- 3. Proactive and holistic planning. 4. Outreach, education and inclusion.
- 5. Acknowledgment of necessary trade-offs.

From an economic standpoint, Dark Sky Development is a strategy for restoring nocturnal environments and decreasing wasted light resulting in economic and environmental benefits. The use of responsible outdoor lighting can create opportunities for enhanced property values. economic growth and diversification through astronomy-based recreation and tourism, and benefit a municipality's bottom line by reducing energy waste.

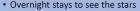












- Visits spread to non-peak tourist seasons
- · Astrotourism is increasingly common
- Certified Dark Sky Places are particularly searched out
- 99% of US residents can't see the Milky Way at home

Economics of Dark Skies, Colorado Plateau Dark Sky Cooperative https://cpdarkskies.files.wordpress.com/2021/09/economicsofdarkskiesbrief 9-23-21.pdf

Mitchell, D. and Gallaway, T. (2019), "Dark sky tourism: economic impacts on the Colorado Plateau Economy, USA", Tourism Review, Vol. 74 No. 4, pp. 930-942, https://doi.org/10.1108/TR-10-2018-0146

ASTRONOMY-BASED **RECREATION & TOURISM**

Visitation of areas for the observation of night skies, or astrotourism, is a trend increasing in popularity. Astrotourism is a low-impact, sustainable form of tourism, which can be a great value-added product to any typical service that a tourism, leisure, or hospitality business can offer.

- A 2019 Missouri State University study examined the economic impact of dark sky tourism on the Colorado Plateau economy. According to the study, over the next decade astrotourim could lead to \$5.8 billion in visitor spending and support the creation of over 11,000 new jobs annually.6
- Dark sky destinations have a demonstrated tourism draw. In 2016, over 5.5 million people visited an International Dark Sky National Park just in the state of Utah.7
- Since dark sky observation mostly occurs at night, astrotourists are far more likely to make overnight stays. On average, overnight visitors spend 3x more than day-only visitors. This translates to a \$90 day trip becoming a \$270 overnight stay (for NPS lodging) up to a \$380 overnight stay (for non-NPS lodging).7



Dollars spent by day-only visitors

