

National Trust *for*
Historic Preservation

Main Street & Cultural Heritage Tourism

Point Lookout, Maine

AMY WEBB MAY 31, 2013

Tourism is Big Business

- Generated \$2 trillion in spending in the U.S. in 2012
- One in 8 American jobs is supported by travel
- Supports more 14.6 million jobs in the U.S.



Definition

“***Cultural heritage tourism*** is traveling to experience the places and activities that authentically represent the stories and people of the past and present”

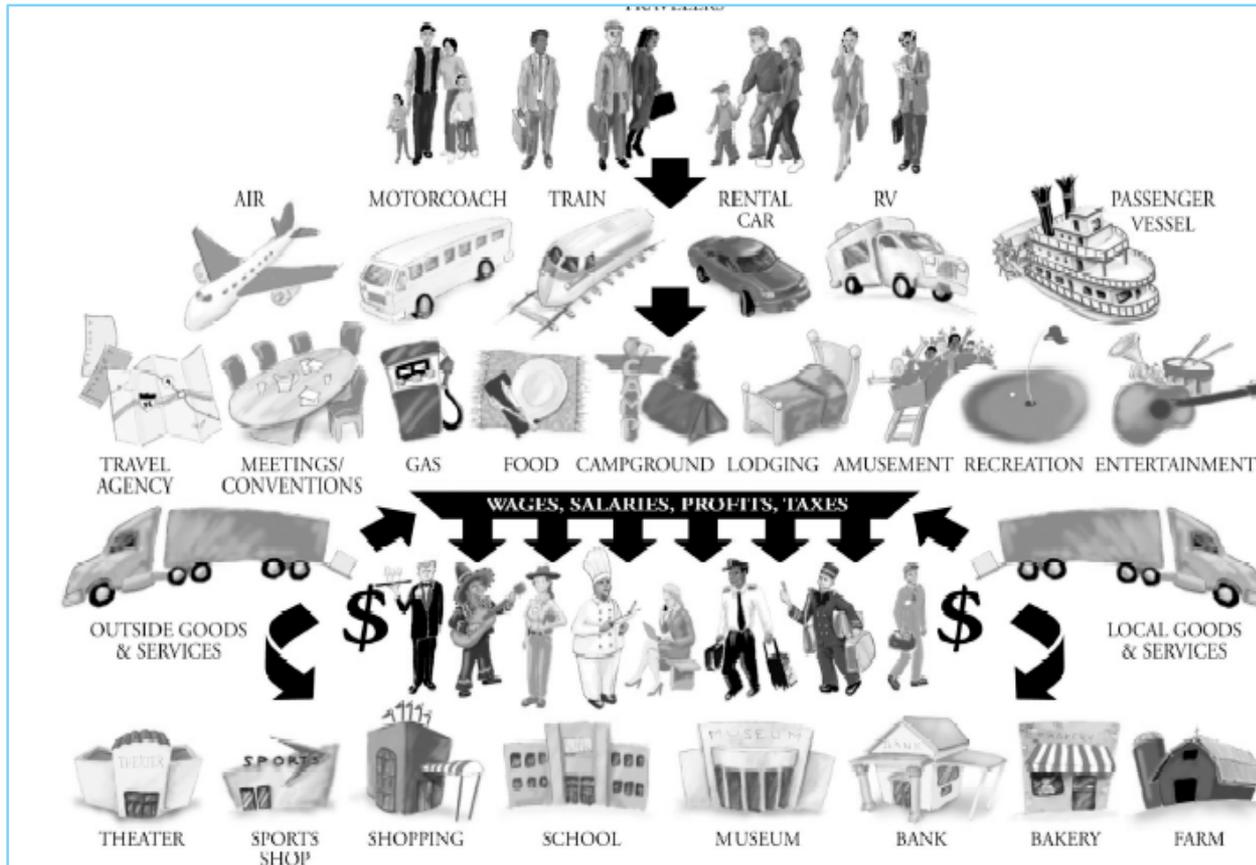
—*National Trust for Historic Preservation*

Benefits of Cultural Heritage Tourism

- Economic Benefits
 - New Jobs & Businesses
 - Increased Tax Revenues
 - Diversifies local economy
- Quality of Life Benefits
 - Builds community pride
 - Preserve a community's unique character



The Trickle Down Effect...



Challenges of Cultural Heritage Tourism

- Need to offer more than Main Street
- Demands on infrastructure
- Balancing residential life with tourism
- Tourism industry is competitive, sophisticated and fast-paced industry

How many cultural heritage travelers are there?

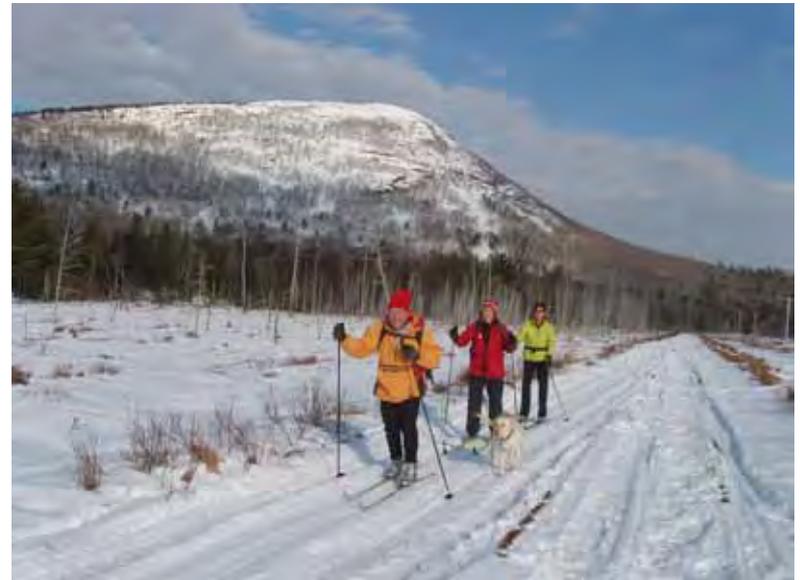
76% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling.



(The Cultural and Heritage Traveler, Mandala Research, 2013)

How many cultural heritage travelers are there in the U.S.?

- 129.6 million cultural heritage travelers
- \$171 billion annual cultural heritage travel expenditures



(Cultural &

Heritage Traveler 2012 Edition, Mandala Research, LLC)

Spending

Cultural heritage travelers spend, on average, \$1,319 per trip compared to \$820 for all U.S. travelers.

(The Cultural and Heritage Traveler Mandela Research, October 2013)



Travelers enjoy a variety of activities

69.2%	Dining in restaurants
43.4%	Sightsee in cities
37.4%	Visit historic places
34.0%	Visit small towns/villages
25.7%	Sightsee in rural areas
20.3%	Art galleries or museums
20.0%	Attend concert, play or musical
19.0%	Drive a designated byway



Destination Analysts: State of the American Traveler, January 2012

Interest in culinary activities



- Sampling artisan food and wines
- Enjoying unique dining experiences
- Attending food and wine festivals
- Visiting farmers markets
- Shopping for gourmet foods
- Fine dining

Cultural heritage travelers like to shop



- 44% include shopping compared to 33% of all other travelers.
- Shopping is one of the most popular activity for all U.S. travelers.

(U.S. Travel Association)

SHOPPING

What do travelers want?

- Stores travelers do not have at home (73%)
- Items travelers cannot get at home (67%)
- Items that represent the destination (53%)
- A unique shopping atmosphere (52%)

(U.S. Travel Association)



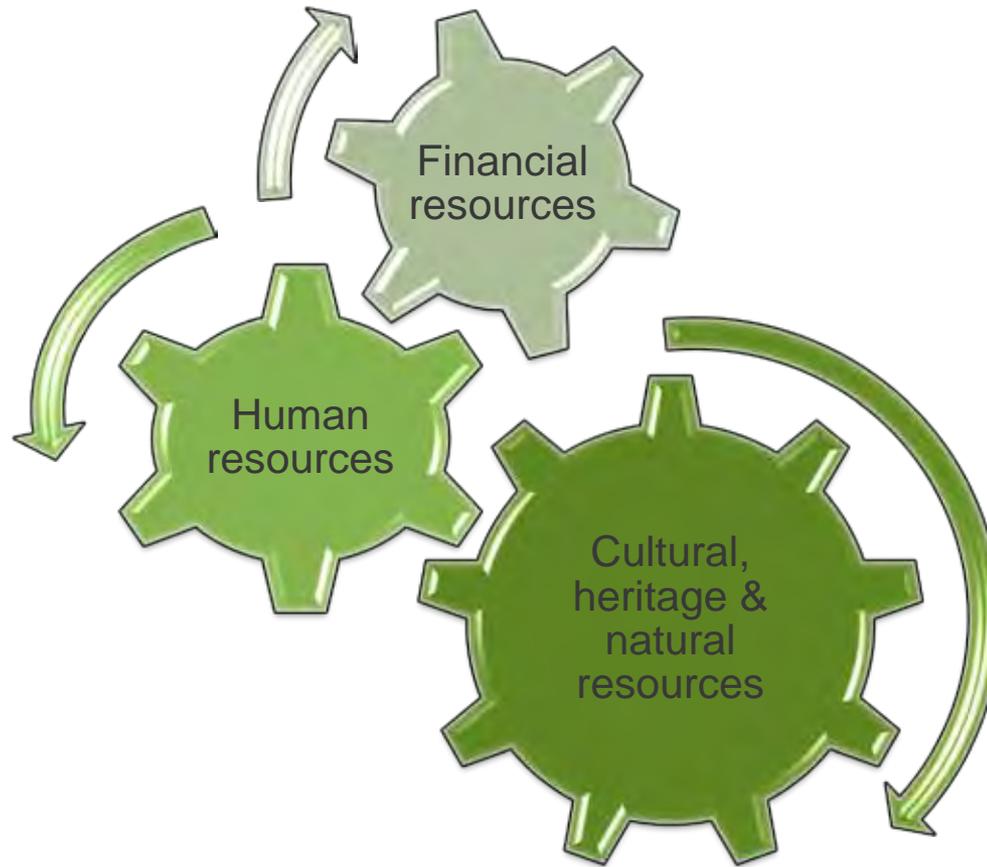
National travel forecast is looking up

- 33% of leisure travelers expect to take more trips this year
- Approaching highest level since January 2008



Destination Analysts: State of the American Traveler, January 2012

What does it take to have success & sustainability?



Four Steps of Cultural Heritage Tourism



Four Steps of Cultural Heritage Tourism



1) Assess the potential

What are your resources?



- Businesses
- Attractions
 - (historic, archaeological, cultural, natural)
- Visitor Services
- Organizational Capabilities
- Protection
- Marketing

Attractions



Visitor Services



Shopping

Dining



Visitor Information



Lodging

Organizational Capabilities



- Arts
- Economic Development
- Elected Officials
- Historic Preservation
- Humanities
- Main Street
- Museums
- Planning
- Interested Citizens



Protection

- Historic
- Cultural
- Natural
- Human



Four Steps of Cultural Heritage Tourism



- 1) Assess the Potential
- 2) Plan and Organize**



Four Steps of Cultural Heritage Tourism



- 1) Assess the Potential
- 2) Plan and Organize
- 3) Prepare, Protect and Manage**

Four Steps of Cultural Heritage Tourism



- 1) Assess the Potential
- 2) Plan and Organize
- 3) Prepare, Protect and Manage
- 4) Market for Success**

Louisiana Main to Main: A Cultural Roadshow

LOUISIANA
Pick your Passion



- CVT HOME
- MAIN TO MAIN
- MAIN STREET PROGRAM
- HISTORIC PRESERVATION
- ARCHAEOLOGY
- ARTS
- EDUCATION
- EVENT LOGS/NEWS
- CONTACT US

Find Louisiana Main Street On Facebook

2014 copyright

SEARCH

Remember November. The Month of Main Street.

Discover downtown in one of Louisiana's 34 Main Street Communities and meet the people behind all the things that make our state great. It's a month-long celebration of food, music, art, shopping and more. But hurry, the party ends November 30.

Discover the music, food and fun of Main Street

Browse the map below to see what's happening this November in specific Main Street Communities across the state.

CHOOSE A MAIN STREET COMMUNITY



Berea, Kentucky



The screenshot shows the top portion of a website. At the top left, the word "Berea" is written in a large, white, serif font, with "WHERE ART'S ALIVE" in a smaller, white, sans-serif font below it. To the right of this, the text "The Folk Arts and Crafts Capital of Kentucky" is written in a smaller, white, sans-serif font. Further right is the "Kentucky" logo, which features the word "Kentucky" in a stylized, white, serif font with a small graphic of a horse head above it, and "UNBROKEN SPIRIT" in a smaller, white, sans-serif font below it. On the far right of the header is a search bar with the word "Search" in a white, sans-serif font and a white input field containing the text "search...".

Below the header is a large, curved banner image showing various handmade crafts hanging from a window. The crafts include a green heart-shaped object, a starburst object, a yellow and orange paper object, a yellow and red paper object, and a yellow and white paper object. The background of the image is a bright, overcast sky.

Below the banner image is a white navigation menu on the left side with the following items: "Home", "Hands on Workshops", "Studio Artists at Berea", and "Calendar". To the right of the navigation menu is the main content area, which has the heading "FREE THINGS TO DO IN BEREA" in a large, black, serif font. Below the heading is a list of four items:

1. Take a walking tour of artist studios
2. Hike Anglin Falls
3. Enjoy live Front Porch Pickin'
4. Tour Berea College's student crafts program

How far in advance do they plan?



- 2 in 10 book travel within 2 weeks of trip
- Travelers booking 90+ days ahead dropped from 23% to 10% between 2009 and 2013

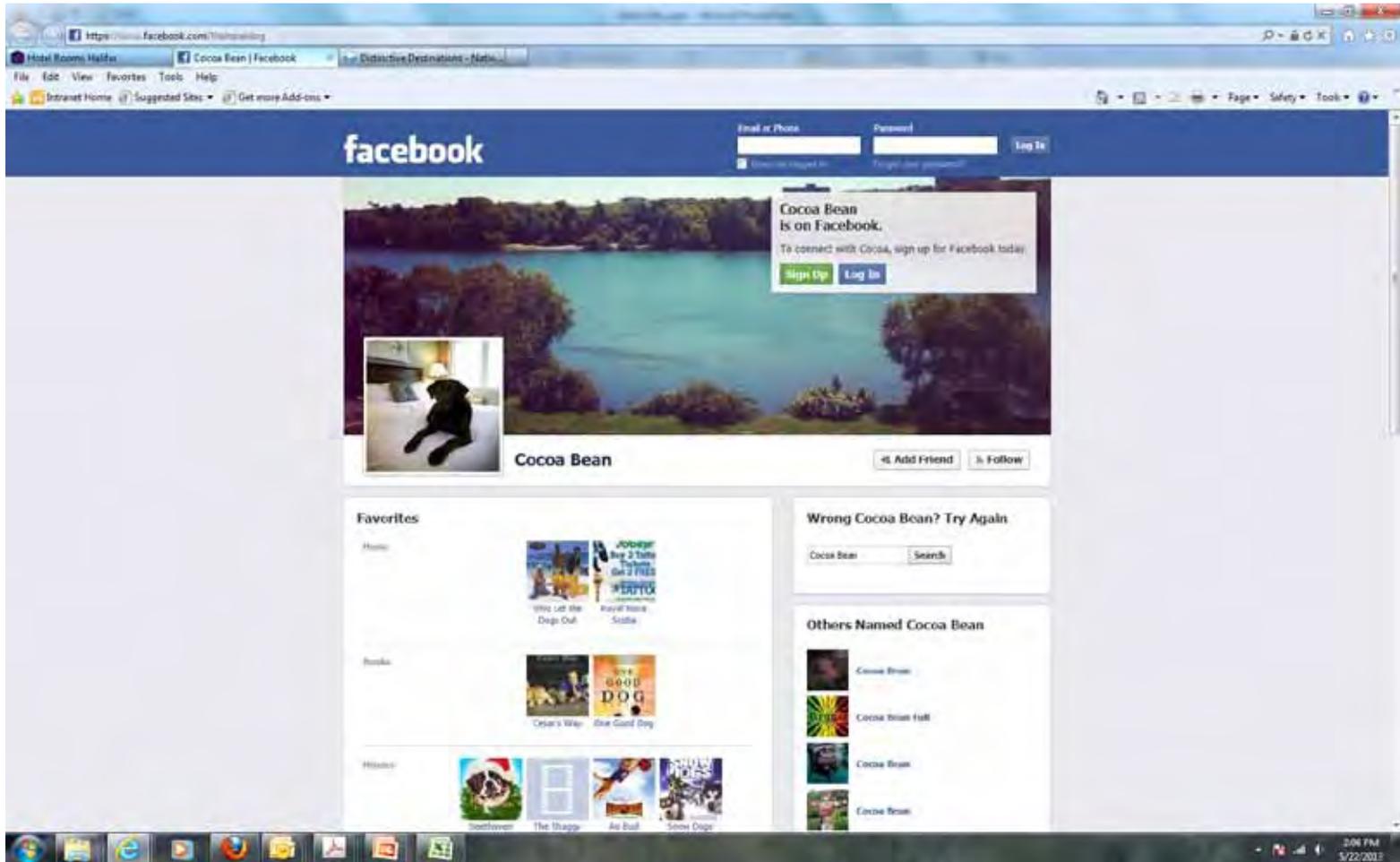
(Mandala Research, LLC 2013)

Cultural heritage travelers use technology

- 75% of cultural heritage travelers use Facebook
- 40% use You Tube
- 10% plan travel on smart phones and tablets
- 25+% visit websites via a QR code or smart phone
- 3x more likely to use mobile devices for travel deals, recommendations and info

(Mandala Research, LLC 2013)

Chocolate Lake Hotel-Facebook



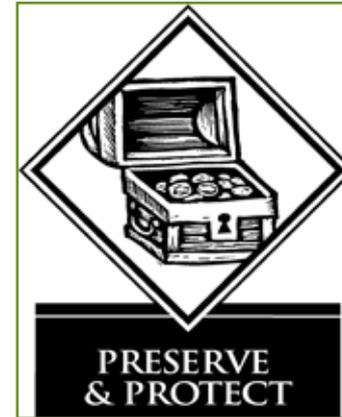
Chocolate Lake Hotel-Twitter



Four Steps of Cultural Heritage Tourism



Cultural Heritage Tourism Principles



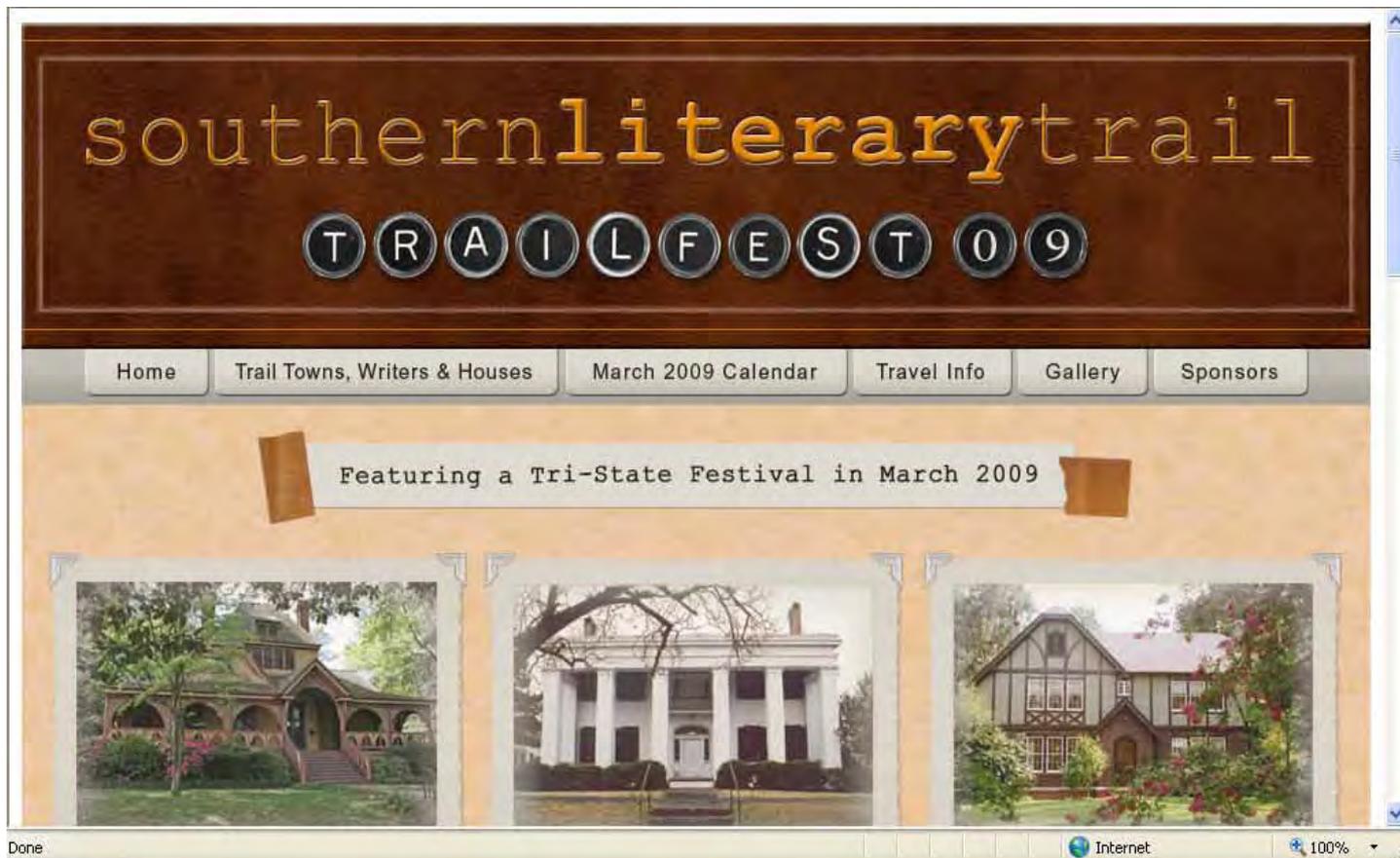
#1 Collaboration



Collaboration within a community...



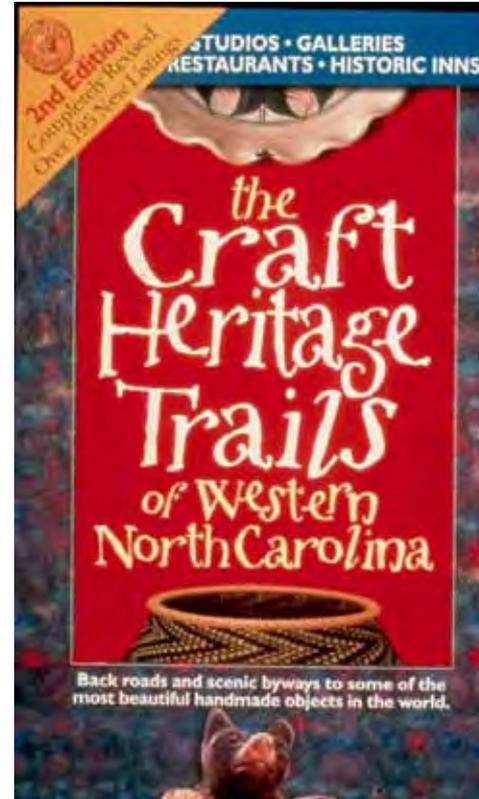
Collaboration... Between Communities



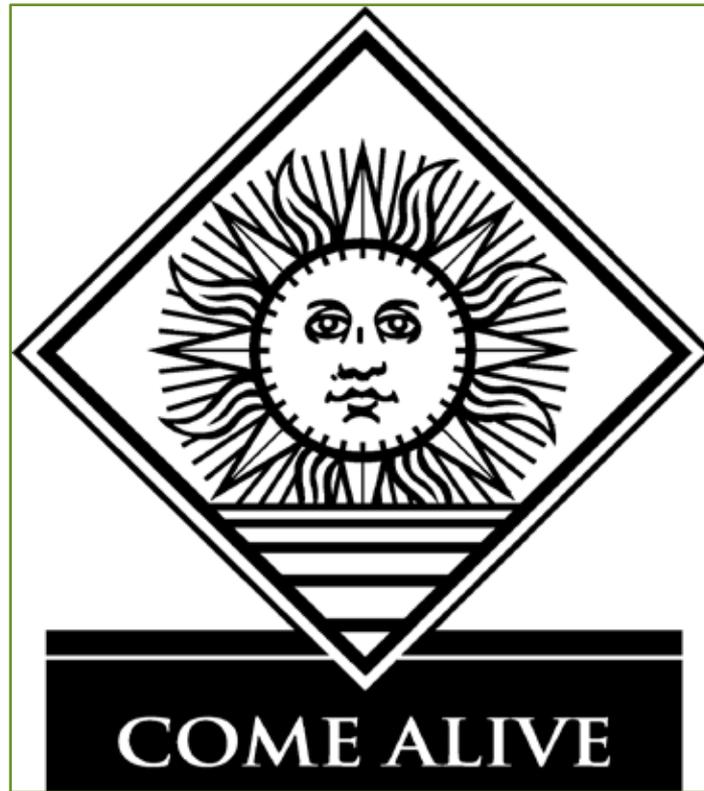
#2 Find the Fit Between the Community and Tourism



Find the Fit Between the Community & Tourism

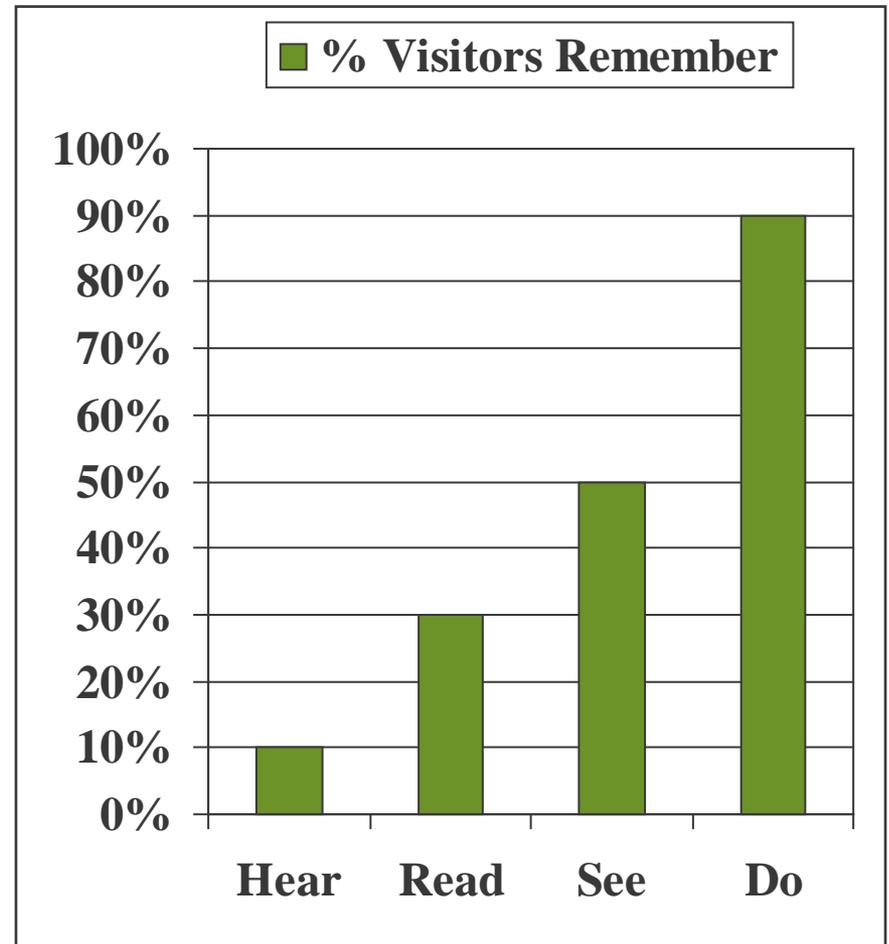


#3 Make Sites and Programs Come Alive



Visitors will remember...

- 10% of what they hear
- 30% of what they read
- 50% of what they see
- 90% of what they do



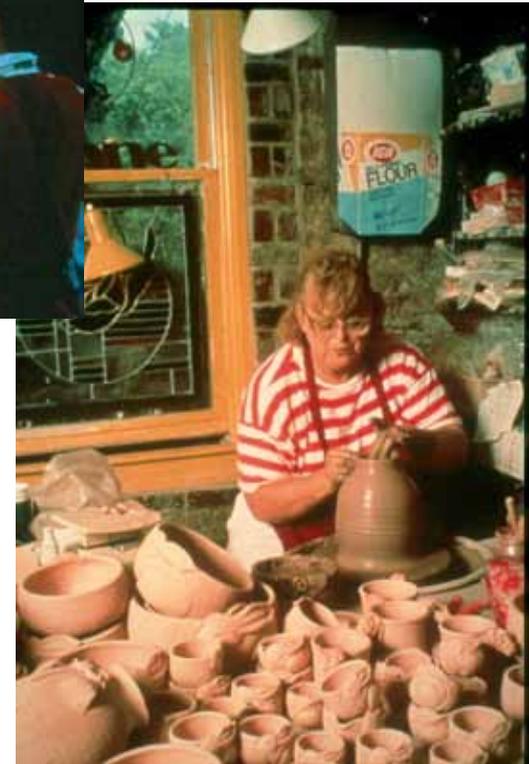
Exhibits in Downtown Businesses



Butte, Montana



Make Sites & Programs Come Alive



Freedom's Run – (*Shepherdstown, West Virginia*)

- Ø Combined NHA awareness and Healthy Kids/Healthy Communities
- Ø 4 national parks
- Ø Website map/info on historic sites along race route
- Ø 1,500 in 2009/1,700+ in 2010
- Ø Profits used for walking trails
- Ø New businesses attracted to downtown Shepherdstown



Make Sites & Programs Come Alive



Letterboxes



#4 Focus on Quality & Authenticity



Focus on Quality & Authenticity



Focus on Quality & Authenticity



- Local Historians
- Regional Panel
- Statewide Committee
- Civil War Trails
- Local Historians

Focus on Quality & Authenticity



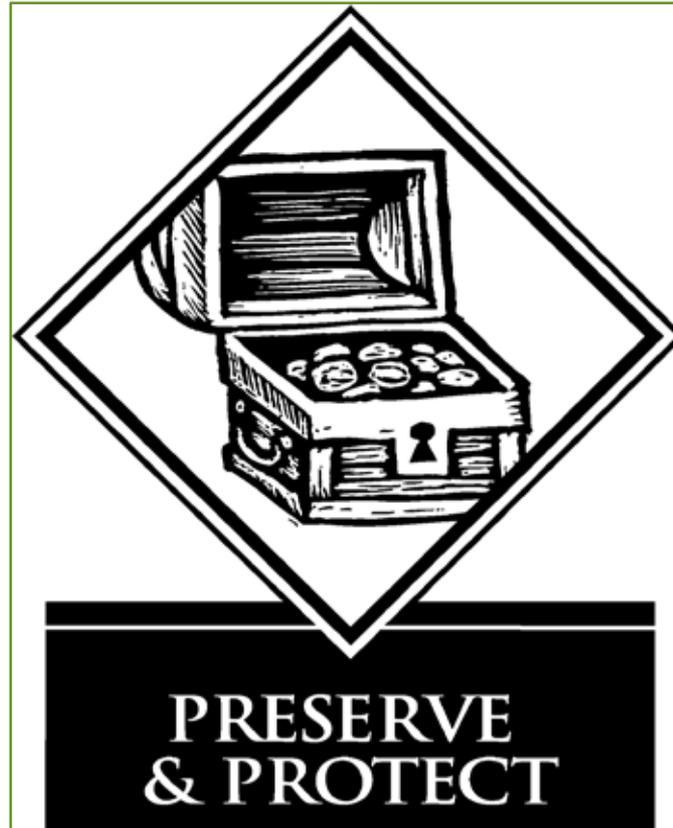
Focus on Quality & Authenticity



Tamarack, West Virginia



#5 Preserve & Protect Resources



Preserve & Protect Resources



Thank you!

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www.preservationnation.org
www.culturalheritagetourism.org