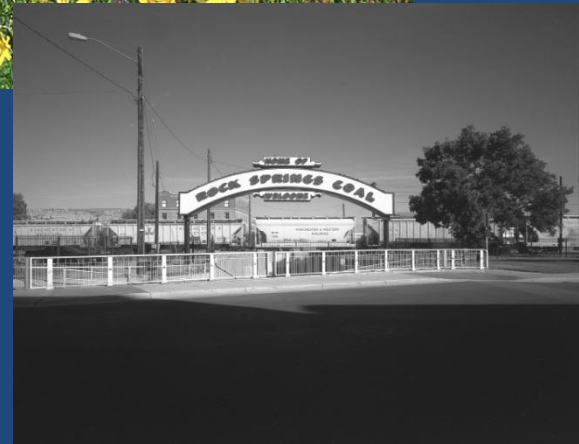


Heritage Tourism & Economic Development



Definition of Heritage Tourism

Cultural heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural attractions.



Four Steps of Heritage Tourism



Four Steps of Heritage Tourism

- **Step One: Assess the Potential**
 - Evaluate what your community has to offer in attractions, visitor services, organizational capabilities, ability to protect resources, and marketing.
- **Step Two: Plan and Organize**
 - Make good use of human and financial resources. They are the keys that open the doors to sustainable heritage tourism. Set priorities and measurable goals.
- **Step Three: Prepare for Visitors; Protect and Manage Your Resources**
 - Look to the future as well as the present. Be sure that the choices you make now improve your community for the long term.
- **Step Four: Market for Success**
 - Develop a multi-year, many-tiered marketing plan that targets your market. Look for partners in local, regional, state or national groups.

Five Principles of Successful and Sustainable Cultural Heritage Tourism

- Principle One: Collaborate
 - By its very nature, cultural heritage tourism requires effective partnerships. Much more can be accomplished by working together than by working alone.
- Principle Two: Find the Fit
 - Between the Community and Tourism, cultural heritage tourism should make a community a better place to live as well as a better place to visit. Respect carrying capacity so everyone benefits.
- Principle Three: Make Sites and Programs Come Alive
 - Look for ways to make visitor experiences exciting, engaging and interactive.
- Principle Four: Focus on Quality and Authenticity
 - Today's cultural heritage traveler is more sophisticated and will expect a high level of quality and an authentic experience.
- Principle Five: Preserve and Protect Resources
 - Many of your community's cultural, historic, and natural resources are irreplaceable. Take good care of them, if they are lost you can never get them back.

Economic Benefits

- Tourism is big business!
 - In 2005, the travel and tourism industry contributed \$650 billion to the U.S. economy.
 - Travel and tourism directly employs more than 8 million people and creates a payroll income of \$171.4 billion and tax revenues of \$104.9 billion for federal, state and local governments. Well-managed tourism improves the quality of life and builds community pride.



Continued...

- 81% (118 million) U.S. adults who traveled in 2002 were considered cultural heritage travelers.
- Visitors to historic sites and cultural attractions stay longer and spend more money than other kinds of tourists. On average, \$623 per trip compared to \$457.
- Diversification of local economies and preservation of a community's unique character.



What challenges can cultural heritage tourism bring?

- Ensuring that tourism **does not destroy** the very heritage that attracts visitors in the first place.



Lajud Site in Western Sahara

Challenges...

- A clean industry: no smokestacks or dangerous chemicals.
- But it does put demands on the **infrastructure** - on roads, airport, water supplies and public services like police and fire protection.



Baby Boomers

- Boomers consider travel a necessity, not a luxury
- Boomers see themselves as forever young
- Boomers demand immediate gratification
- Boomers are not passive
- Boomers will pay for luxury, expertise and convenience



Benefits of Rehabilitation

- Old buildings, needing work, often can be acquired for low prices.
- Rehabilitation is labor intensive and thus is less influenced by rising costs of new construction materials.
- Rehabilitation may require less time than new construction.
- Rehabilitation can take place in stages.
- Rehabilitation often uses local labor, keeping salary dollars in the community longer.



Downtown Laramie

Rehab vs. New Construction

- Rehab costs are roughly the same as new construction.
- If no demolition is required, a major rehabilitation will cost between 12% less and 9% more than new construction.
- If constructing a new building requires demolition of a significant existing structure, the cost savings from rehabilitation will be between 3% and 16%.

-- National Trust for Historic Preservation



Old Burns High School, Demolished in 2005

Rehab vs. New Construction

Dollars spent on materials circulate through your community only once...



Rehab vs. New Construction

While dollars spent on labor circulate through
your community up to six times! -- Donovan Rypkema



Preservation Creates Jobs

- A California study found that rehabilitation resulted in 10% greater wholesale purchases and 43% greater retail purchases from suppliers than the same amount spent on new construction activity. -- National Trust for Historic Preservation
- Rehabilitation creates new jobs during construction and later in new offices, shops, restaurants, and tourism activities.



Downtown Buffalo

Preservation Creates Jobs

\$1M spent on building rehabilitation creates:

- 12 more jobs than \$1M spent on manufacturing in Michigan
 - 20 more jobs than \$1M spent mining coal in West Virginia
 - 29 more jobs than \$1M spent pumping oil in Oklahoma
 - 22 more jobs than \$1M spent cutting timber in Oregon
- National Trust for Historic Preservation



Cost of Sprawl

- 1997 Sprawl Study
 - In Virginia, for every \$1 counties received in tax revenue, they spent \$.19 to **\$2.56** on infrastructure and services in new developments.



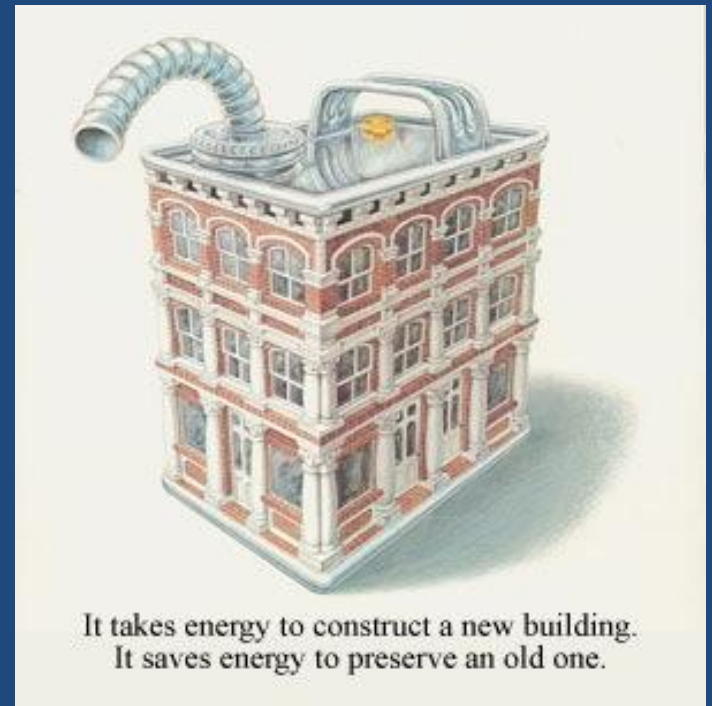
Cost of Sprawl

- Saving historic buildings and keeping our towns and cities healthy reduces the pressure to pave the countryside.
- In 1970, Maine spent **\$8.7 million** to bus students to and from school. By 1995, with fewer students enrolled, the cost had risen to **\$54 million**. -- National Trust for Historic Preservation



Environmental Benefits of Preservation

- The greenest building is one that's already built.
- Life spans for new buildings are often 30-40 years vs. more than 100 years for most historic structures.
- Less energy and resources are required to rehabilitate existing buildings than to demolish and replace them with comparable new construction.
- Rehabilitation is environmentally responsible as it conserves more than it consumes or tosses in the landfill.



Environmental Benefits of Preservation

- 25-40% of the material being added to landfills is demolition and construction waste.
- Demolishing a typical two-story commercial building eliminates all of the environmental benefits of recycling 1,344,000 aluminum cans. – National Trust for Historic Preservation

