

CULTURAL HERITAGE TOURISM 2011 FACT SHEET

What is cultural heritage tourism?

Cultural heritage tourism means traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes irreplaceable historic, cultural and natural resources. To learn more about cultural heritage tourism go to www.culturalheritagetourism.org.

What benefits does cultural heritage tourism offer?

Tourism is big business. In 2010, travel and tourism directly contributed \$759 billion to the U.S. economy. Travel and tourism is one of America's largest employers, directly employing more than 7.4 million people and creating a payroll income of \$188 billion, and \$118 billion in tax revenues for federal, state and local governments. (Source: U. S. Travel Association, 2011)

In addition to creating new jobs, new business and higher property values, well-managed tourism improves the quality of life and builds community pride. According to a 2009 national research study on U.S. Cultural and Heritage Travel by Mandela Research, 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling translating to 118.3 million adults each year. Cultural and heritage visitors spend, on average, \$994 per trip compared to \$611 for all U.S. travelers. Perhaps the biggest benefits of cultural heritage tourism, though, are diversification of local economies and preservation of a community's unique character. (Source: Cultural & Heritage Traveler Study, Mandela Research, LLC)

What challenges can cultural heritage tourism bring?

One challenge is ensuring that tourism does not destroy the very heritage that attracts visitors in the first place. Furthermore, tourism is a competitive, sophisticated, fast-changing industry that presents its own challenges. It is generally 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.

What makes cultural heritage tourism work?

By working in local communities across the country over the past decade, the National Trust has developed five guiding principles to create a sustainable cultural heritage tourism program.

- 1) Collaborate
- 2) Find the fit between a community and tourism
- 3) Make sites and programs come alive
- 4) Focus on quality and authenticity
- 5) Preserve and protect resources

What does the National Trust's Heritage Tourism Program do?

The Heritage Tourism Program provides technical assistance in strategic planning, preservation, tourism development, interpretation and marketing on a fee-for-service basis. The Heritage Tourism Program has also developed a series of "how-to" publications and programs to help individuals and organizations developing cultural heritage tourism programs. For more information check out www.preservationnation.org/issues/heritage-tourism/ and www.culturalheritagetourism.org

What's new in cultural heritage tourism in 2011?

There's no question that the entire tourism industry, including cultural heritage tourism, is still feeling the impacts of the economic downturn that began in 2008, though there are signs of improvement. The direct contribution of travel and tourism to the U.S. economy dropped from \$772.9 billion in 2008 to \$704.4 billion in 2009, bouncing back to \$759 billion in 2010. To help cultural and heritage tourism attractions survive in a down economy the Heritage Tourism Program has created a survival toolkit at www.preservationnation.org/survival-toolkit, and a new "Survival Boot Camp" has been added to the list of cultural heritage tourism workshops offered by the Heritage Tourism Program.

What publications does the National Trust offer about cultural heritage tourism?

To help communities, regions, and states develop or enhance cultural heritage tourism activities, the National Trust has publications and products, including:

Touring Historic Places

A 16-page guide for group tour operators and managers of historic sites to develop, market, and host group heritage tours. (\$10 plus \$4 S&H)

Share Your Heritage: Cultural Heritage Tourism Success Stories

An 80-page four-color publication featuring cultural heritage tourism success stories from across the country, plus *Stories Across America: Opportunities in Rural Tourism*: a companion 44-page publication of rural tourism success stories. (\$25/pair plus \$5 S&H)

To order:

Send a check to:

National Trust for Historic Preservation, Mountains/Plains Office
535 16th Street, Suite 750, Denver, CO 80202; (303) 623-1504

For credit card orders:

Preservation Books at 202-588-6296 or www.preservationbooks.org

Where can I find more information about the National Trust for Historic Preservation?

For more information about the National Trust for Historic Preservation, or for historic preservation assistance, call (202) 588-6000 or www.PreservationNation.org.

The National Trust headquarters office is located in **Washington, DC**. There are regional offices of the National Trust in **Chicago, IL; Denver, CO; Boston, MA; Charleston, SC; Fort Worth, TX and San Francisco, CA**.