



Summer 2011

Calendar of Events

August 3-6

[AAAM 2011 Annual Conference](#)
Tallahassee, FL

August 21-24

[2011 National Scenic Byways Conference](#)
Minneapolis, MN

August 28-30

[U.S. Travel Association's Educational Seminar for Tourism Organizations](#)
Salt Lake City, UT

September 13-14

[Technology, Interpretation and Education 2011](#)

September 14-17

[2011 AASLH Annual Meeting](#)
Richmond, VA

[Click here](#) for more events

Mission

Partners in Tourism: Culture and Commerce

is a coalition of cultural service organizations, the travel industry, and federal agencies that provide a forum for collaborative research, education, promotion and advocacy with the common goal of advancing the role of culture and heritage in the travel and tourism industry.

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First Cultural Heritage Tourism Exchange Generates Action List to Advance National Agenda

Over 100 delegates from 22 states and almost every discipline gathered in Washington D.C. on May 3, 2011 for the inaugural Cultural Heritage Tourism Exchange to network with federal agencies and national partners. In contrast to regular conferences with action-packed agendas, this event centered on delegate dialogues interspersed with a few informational updates (from the Travel & Tourism Caucus, Corporation for Travel Promotion, and Travel & Tourism Advisory Board).



Opening ceremony included remarks by (from the left) sponsor Helen Marano, Director of Office of Travel and Tourism Industries, U.S. Department of Commerce; Kimber Craine, Presidents Committee for Arts & Humanities and chair of Partners in Tourism; Tina Osceola, Seminole Tribe of Florida; and Exchange Founder/Organizer Cheryl Hargrove, HTC Partners.

Delegates reported they found “value in connecting with colleagues – new and known – from around the country to discuss issues” and “the synergy of goal setting” with “diverse perspectives.” Several delegates mentioned the value of meeting in Washington to gather with representatives from so many federal and national organizations – a “true learning and sharing event.”

At its conclusion, Exchange participants outlined a list of priority actions for Partners in Tourism to consider, and almost half of the delegates made specific pledges to continuing the conversation with actionable outcomes.

Two of the major observations from the dialogues identified the need for:

- a) unified leadership to increase recognition and validation of cultural heritage tourism’s contribution to community, state and national economies as well as the visitor experience;
- b) more consistent and comprehensive research data to help “make the case” for cultural heritage tourism with elected officials, residents and other decision-makers, along with comparison data to other tourism industry segments.



National Endowment for the Art’s Michael Killoren listens to discussions during the Federal Partners session.

Additional strategies and tasks were outlined by the delegation; the complete outcome report is available at www.chtexchange.com.

Results of the online survey – completed by more than 240 cultural heritage tourism practitioners prior to the Exchange – further validated the need for collaborative action and research. Respondents particularly encouraged use of social media and other new technology to communicate both among practitioners and with decision-makers. “We need to overcome elitist attitudes and that cultural heritage tourism isn’t economic development,” said one respondent. Others shared that it is increasingly difficult to vie for consumers’ attention, and a catalyst is needed to recognize the impact cultural heritage resources can have on a visitor experience. The survey process also identified more than 30 organizations and 210 individuals as cultural heritage tourism thought leaders. These individuals and groups will be invited to participate in future dialogues. For more information, download the complete analysis report from the [website](http://www.chtexchange.com).

Cultural Heritage Tourism Exchange

(continued from Page 1)

On June 15, Partners in Tourism – the host group of 29 federal agencies and national organizations – met to evaluate the Exchange and identify a preliminary list of actions and priorities from the Exchange for Partners. Among those actions are following:

- An executive committee of Partners will meet in early August to review the list of actions and priorities and develop a set of strategies to the further the engagement of public and private sector in cultural heritage tourism and broaden the impact of the Exchange.



Linda Harper, Cultural Tourism DC's Executive Director, facilitates a lively discussion with delegates at the Exchange; NEA's Tony Tighe is presenting.

- Lizzeth Montejano, a CHT Exchange Volunteer and currently an intern with the National Trust for Historic Preservation's Heritage Tourism Program, is compiling an expanded National Cultural Heritage Tourism Resource Directory to include more agencies and specific categories of funding, technical assistance and marketing. The information will also be cross-referenced by categories. The existing National Resource Directory, featuring profiles of 47 national organizations, is available at www.culturalheritagetourism.org/resources.



Delegates learn about national policies and initiatives from Dawn Drew, Travel & Tourism Advisory Board Member, and David Lim, Amtrak and Board member of the newly formed Corporation for Travel Promotion.

- A market research group is meeting late June to discuss specific ways to enhance or secure new data on cultural heritage tourism. This working group – comprised initially of representatives from U.S. Department of Commerce, Americans for the Arts, Mandala Research, NEA and NPS - will also create a calendar for updates and schedule further dialogue to address research concerns and needs.



Delegates enjoyed networking throughout the day. (above)

Desmond Lee, NPS (at right), shares information with Alfonso White, Emmett Till Historic Intrepid Center. (below)



- Regional "Exchanges" – specifically in New England, the South and West – are under consideration to encourage geographic-specific dialogues and identify partners and methods to implement the national recommendations.

A decision about hosting the next CHT Exchange with an enhanced format in either 2012 or 2013 will be made by end of July. Updates and announcements will be posted on www.chtexchange.com.



Piedmont Blues artist Rick Franklin entertains delegates.



2012 ONE Travel Conference Set for January 15-17, 2012

The 2012 ONE Travel Conference on Shopping, Dining and Cultural Tourism will be held at the Hilton Bonnet Creek Hotel in Orlando, Florida from January 15-17. The conference is presented by the Shop America Alliance and U.S. Cultural & Heritage Tourism Marketing Council in partnership with Visit Orlando, VISIT FLORIDA and American Express.

Keynote presenters Roger Dow, CEO of the U.S. Travel Association, Helen Marano, Executive Director, U.S. Department of Commerce/OTTI, Chris Thompson of VISIT FLORIDA and Beverly Anderson of American Express will be joined by more than 35 influential presenters for executive level idea exchanges and partnership development.

With the recent passage of the Travel Promotion Act, growth in international inbound travel, along with the ongoing economic recovery fueling domestic travel, the conference will focus on addressing new opportunities for business development and growth for the travel industry. Delegates will also enjoy VIP Mobile Experiential Tours featuring shopping, dining and cultural destinations in the Orlando area.

"The ONE Travel Conference is a win/win for all involved," states Rosemary McCormick, president of Shop America Alliance and co-producer of the ONE Travel Conference. "Experiential travel is what consumers want today, more than just 'heads in beds.' Several research studies will be presented at the conference to underscore the synergy between shopping, dining and cultural heritage travel and how to market to these lucrative visitors.

"Our goal is to continue to unify these powerful travel industry segments so we can speak with one voice on the importance of promoting these top travel experiences. They are the key economic drivers and job providers," states Sheila Armstrong, executive director of the US Cultural & Heritage Tourism Marketing Council and co-producer of the ONE Travel Conference.

Registration for the conference will open in July 2011 at OneTravelConference.com. The Conference delegate fee is \$495 per person through August 31, 2011 and \$595 from September 1 through December 31, 2011, subject to availability.

For more information, contact [Rosemary McCormick](mailto:Rosemary.McCormick@shopamerica.com) at 707-224-3795, or [Sheila Armstrong](mailto:Sheila.Armstrong@shopamerica.com) at 843-341-6392, or visit ONETravelConference.com.

100th Story added to the Cultural Heritage Tourism Survival Toolkit

To provide sparks of inspiration in the midst of tough economic times, the Heritage Tourism Program at the National Trust for Historic Preservation launched an online "[Cultural Heritage Tourism Survival Toolkit](#)" with funding from the National Endowment for the Arts. In June, the 100th survival story was added, featuring the innovative traveling exhibit that [Pennsylvania Civil War 150](#) is taking around the state in celebration of the Sesquicentennial of the Civil War. All 100 survival stories are searchable by region of the country, type of attraction or organization, or by any of the eleven survival strategies developed as part of the toolkit. For more information, contact the Heritage Tourism Program at amy_webb@nthp.org.



A traveling Road Show will make stops in every county as part of the Pennsylvania Civil War 150 celebration.
Credit: Courtesy of Natalie DeRiso for the Heinz History Center

11 Survival Strategies

1. **Be Ready** to Make Your Case
2. **Collaborate** in New Ways
3. **Know** Your Customer and Your Product
4. **Enhance** Your Product to Increase Its Appeal
5. **Leverage** Anniversaries and Other Celebrations
6. **Balance** Your Budget
7. **Be Creative** and Do More With Less
8. **Take Advantage** of Technology & Social Networking
9. **Focus** on Customers with the Greatest Potential
10. **Serve** the Local Community
11. **Emphasize** Value

New Book on Marketing Cultural and Heritage Tourism Released

Marketing Cultural & Heritage Tourism, an in-depth book on the many facets of marketing to the cultural and heritage tourist, is scheduled to be released August 1, 2011. Written by Rosemary McCormick, president of Shop America Alliance and co-founder of the U.S. Cultural and Heritage Tourism Marketing Council, the book gives a step-by-step guide to developing an organization’s tourism marketing plan and outlines how partnership strategies can be leveraged with local tourism partners with a minimum investment. The guide is highlighted by case studies and insights from industry leaders. The book also includes the cultural and heritage traveler research, giving insight on how to capture the travel market.

The book is offered by Museum Store Association and Shop America Alliance. The retail price \$39.95 and \$29.95 for Museum Store Association members. An advance order price of \$29.95 is offered through June 30, 2011. To order, go to the Knowledge Center at museumstoreassociation.org or call 303-504-9223.

National Preservation Conference in Buffalo, NY—October 19-22



Plan to attend the National Preservation Conference and experience the energy behind one of the most creative urban revitalizations in America today.

Buffalo’s history reads like an architectural who’s who. Frank Lloyd Wright. Louis Sullivan. H.H. Richardson. Richard Upjohn. Daniel Burnham. Frederick Law Olmsted. It’s the birthplace of the American Arts and Crafts movement. A town built by steel, hydropower and industry. And, given this history, the perfect place to explore preservation’s *Alternating Currents*. To register online, visit the website: www.preservationnation.org/conference.

AAM Study Shows Museums Continue to Serve Despite Economic Stresses

For the second year in a row, museums in the United States expanded their service to visitors despite fewer resources and significant economic stress according to an April 2011 report by the American Association of Museum. The report found museum leaders are optimistic that economic conditions will improve in 2011, while identifying challenging long-term trends that are likely to affect the economic condition of museums in the future.

Key findings from the survey of the American Association of Museum institutional members include:

- American museums experienced increased attendance in 2010 compared to recent years. Fully half of the museums indicated some increase in attendance, with a significant increase at 32% of museums. Just 30% of museums experienced a decline in attendance.
- Asked to explain the changes in attendance, many respondents noted that “people are staying closer to home, and are taking advantage of parks, historic sites and museums nearby.” Other common reasons offered for the boost in attendance include new “blockbuster” exhibits and better marketing. Declining attendance was attributed to a general decrease in tourism, budget reductions, fewer visits by school groups, or local circumstances such as natural disasters or museum closures for renovations.

Read the complete study, [Service Despite Stress: Museum Attendance and Funding in a Year of Recession](#) (American Association of Museums, February 2010).

Research Study on African American Travelers Released Webinar to Highlight Findings

A webinar highlighting a new research study on African American travelers will be offered at 4 p.m. Eastern time on July 14 by Mandala Research. The study examines African American traveler preferences, motivations, attitudes, spending patterns and behaviors on leisure trips in the United States and shows how these diverge from the total leisure travel population. This study also identifies the print, online and broad-cast media sources that are influential in African American individuals’ leisure travel planning, and examines topics of interest, awareness and attraction to African American culture and heritage destinations, lodging and other travel service providers. Registration for the webinar is \$199. For more information and to register, visit: [Webinar Registration](#). Copies of the study are available for \$800. For more information visit: [Mandala Research](#).

Washington State Tourism Office to Close Budgets Cut for Other State Agencies

As part of the response to an estimated five-plus billion dollar budget shortfall, Washington's Governor Chris Gregoire and the Washington State Legislature elected to close the Washington State Tourism Office as of June 30, 2011.

The state's tourism industry leaders have mobilized to form the Washington Tourism Alliance (WTA), a consortium of industry professionals committed to destination marketing for the state, with a mission to advocate, promote, develop and sustain the economic well-being of the Washington tourism industry. The WTA was created in February 2011, and the alliance immediately worked to protect and preserve a number of ongoing state tourism programs. In addition, the WTA has begun to create a long-term strategy for funding, development and marketing of a new, industry-driven state destination tourism program.

The adopted state budget retains reduced funding for the Washington State Arts Commission, which was also imperiled, and continues its status as an independent agency. Despite a proposed budget that would have forced the closure of significant historic institutions, reduced funding was also provided for the Washington State Historical Society, the Eastern Washington State Historical Society, the Department of Archaeology and Historic Preservation and the State Library, although this funding was taken from the Washington State Heritage Center account, so not only will it have a negative impact on that proposed project, but it will not be a viable long-term funding source.

The Capital Heritage Grant program had identified \$10 million in grants for the biennium for local projects including improvements to historical properties and museums. The vast majority of that funding was not forthcoming, with only nine out of 29 included. The total was \$1.168 million in matching grants. A few projects received funding elsewhere in the budget.

In King County, after concerted lobbying from cultural advocates, legislation was passed after years of effort to continue funding for 4Culture, the county's cultural services agency which directly supports hundreds of arts and heritage organizations from an existing hotel-motel tax. Those taxes currently fund 4Culture, but were previously directed by the Legislature to other uses from 2013 to 2020. They will return to 4Culture in 2020, and in the interim the bill allows 4Culture the authority to spend down an endowment to support their continued operation.

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The King County Executive, Dow Constantine, was a staunch supporter and provided key leadership to support this bill. For more information visit: [Washington Tourism Alliance](#); [Tourism Matters](#); [4Culture](#); [Crosscut.com](#); [Blog4Culture](#); [Seattlepi.com](#)

Transitions

Bobbie Greene McCarthy Departs National Trust

Bobbie Greene McCarthy, director of Save America's Treasures (SAT) at the National Trust for Historic Preservation, will depart at the end of June. The SAT program was not included in the federal FY11 or FY12 budget requests. As a result, the National Trust SAT office will close. As the First Lady's Deputy Chief of Staff, Bobbie helped Hillary Clinton create the program in 1998 to mark the new Millennium, and has directed the program since bringing it to the National Trust in 2000.

Lenwood O. Sloan Appointed Pennsylvania Film Commissioner

After seven years of leadership in the Commonwealth of Pennsylvania serving as Director of Cultural and Heritage Tourism, Lenwood O. Sloan has been elevated to the position of Pennsylvania Film Commissioner and Director of the Pennsylvania Film Office. He serves as principle liaison between Pennsylvania and the Film Industry and directs the administration of the Pennsylvania Film Tax Credit - a legislatively mandated economic development incentive program.



In the past seven years, his cultural and heritage portfolio included the development of interagency programs for cultural and heritage initiatives including :
Pennsylvania

Festivals, The Artists and Artisans Trails, Pennsylvania Civil War Trails, Pa Quest For Freedom, The Appalachian Trails initiative and the Pennsylvania Homecoming project.

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A Partners in Tourism Member
and CHT News Editor