

Making the Most of Cultural and Heritage Tourism on Main Street

Timothy Bishop, CMSM

PO Box 861 Baker City Oregon 97814

541-523-1589

tbishopcmsm@gmail.com

www.linkedin.com/in/timothybishopcmsm

Why is Cultural and Heritage Tourism Important?

- 78% of U.S. leisure travelers (118 million adults) participate in some form of cultural and/or heritage activities when traveling, contributing \$192 billion annually to the U.S. economy.
- 40% of all leisure travelers in the U.S. can be classified as those who actively engage in cultural and heritage travel. They contribute nearly \$124 billion to the U.S. economy.

- Cultural/heritage travelers took an average of 5 trips in the past year, compared with slightly less than 4 trips for non-cultural/heritage travelers
- Cultural/heritage travelers spend more money on cultural/heritage trips (\$994 on average) than is spent on the average U.S. trip (\$611).

- 65% of cultural/heritage travelers seek travel experiences where the “destination, its buildings and surroundings have retained their historic character.”

Among cultural/heritage travelers:

- Two-thirds visited historic sites.- More than half visit museums/galleries.
- 58% want their travel to be educational and make an effort to explore and learn about the local arts, culture, environment and history.
- 45% spend more money on cultural/heritage activities than on other activities while on a trip.
- 37% would pay more for lodging that reflects the cultural/heritage destination they visit.

Cultural and Heritage Assets Include:

- Art
- Architecture
- Agriculture
- Food
- Ethnic groups
- Historic sites and museums
- The landscape
- Main Street



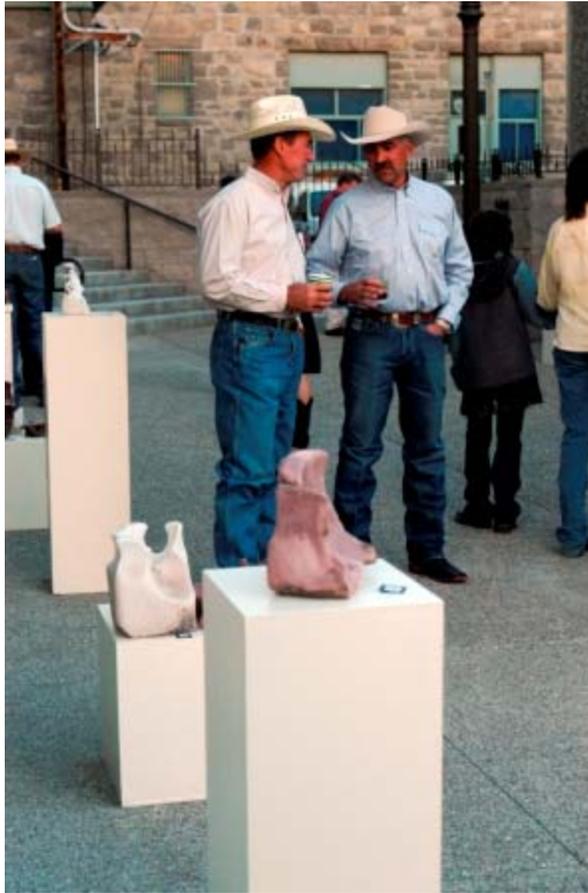
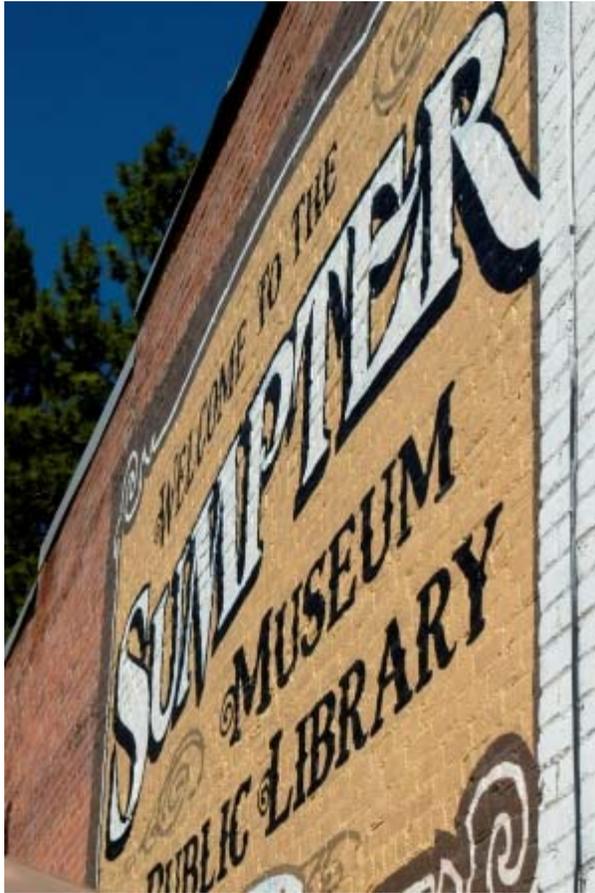
Developing A Cultural and Heritage Tourism Strategy

- Authentic
- Local
- Interactive and interpretive
- Educational
- Unique
- Accessible
- Two sides to every story

Authentic



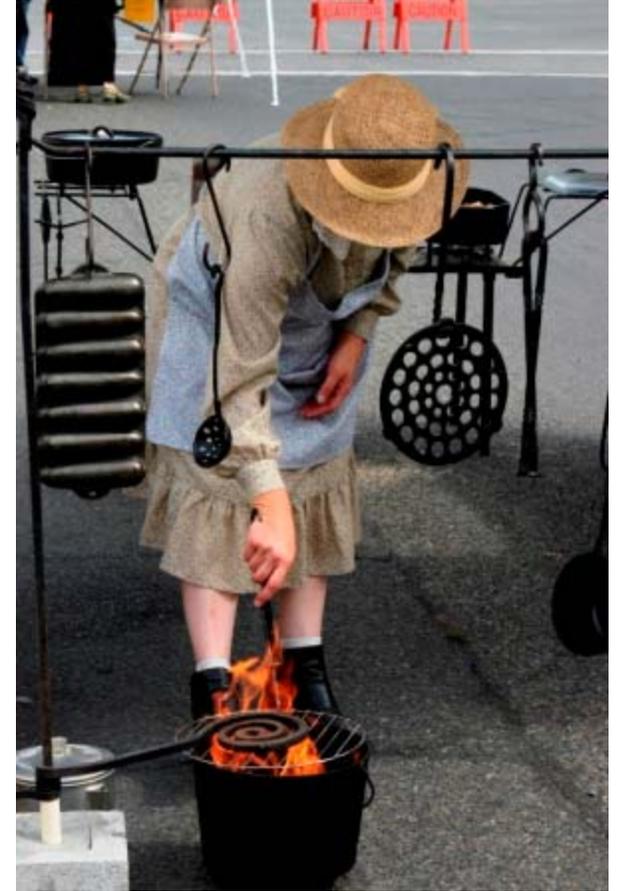
Local



Interactive and Interpretive



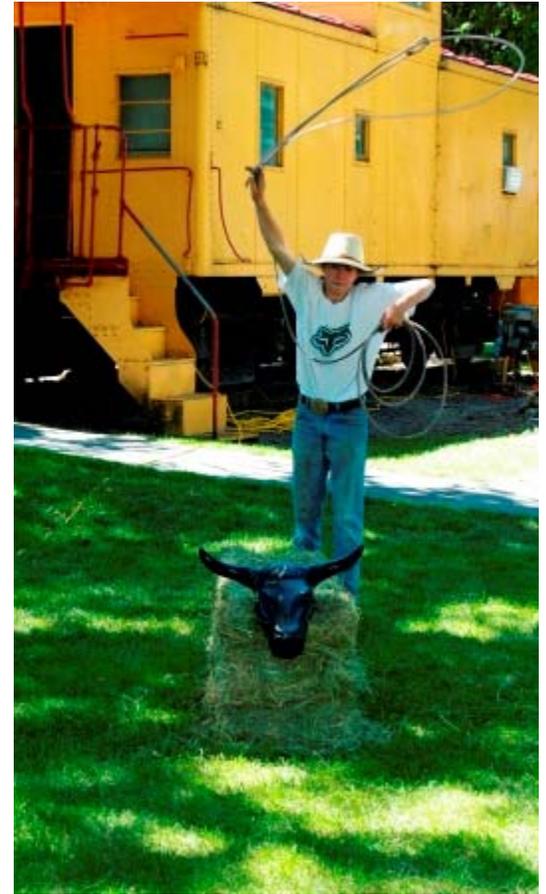
Educational

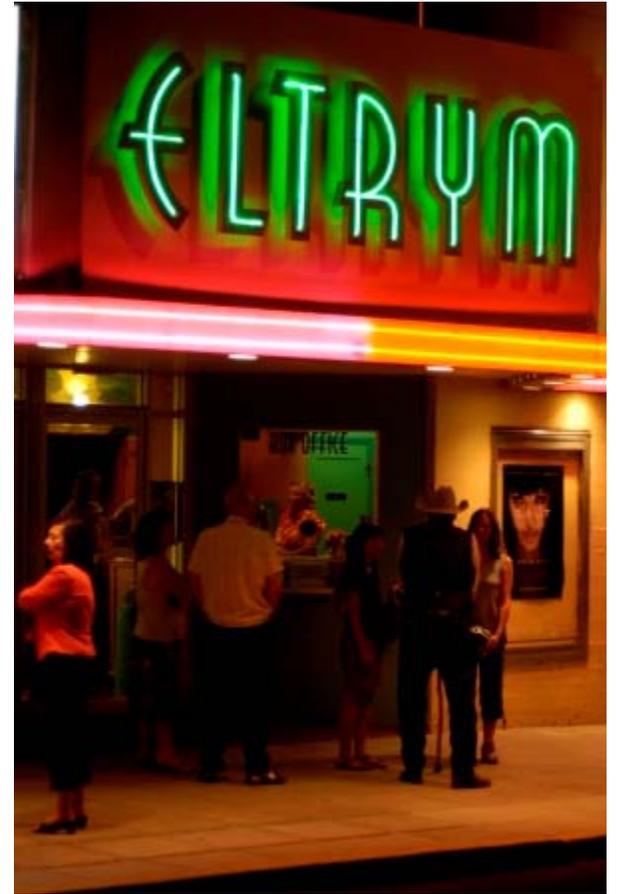


Unique

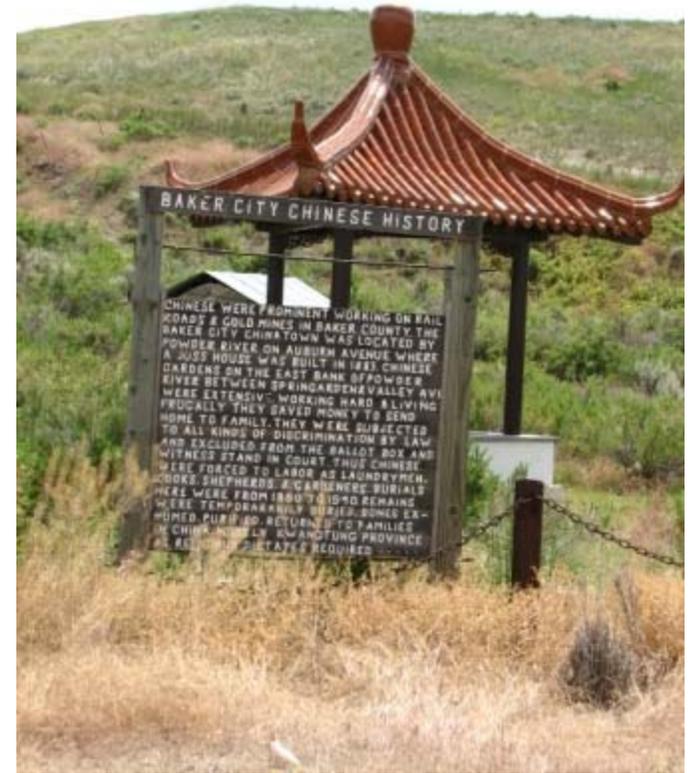


Accessible





Two Sides to Every Story





Festivals and Events

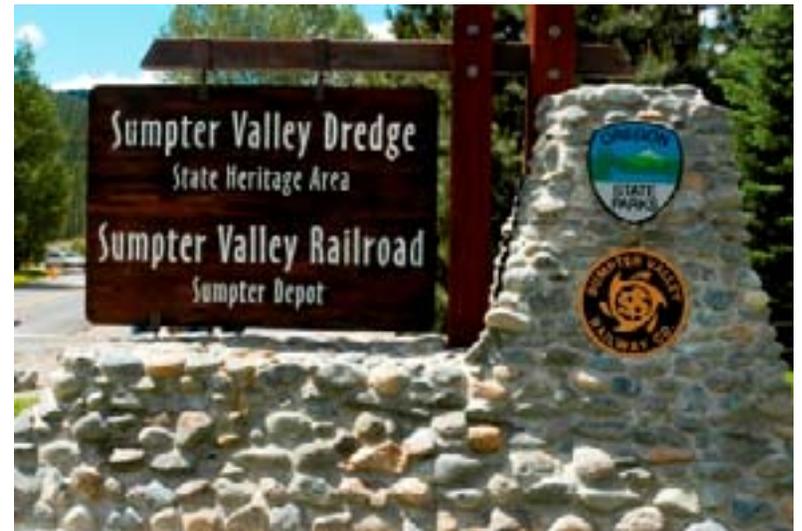




Holidays



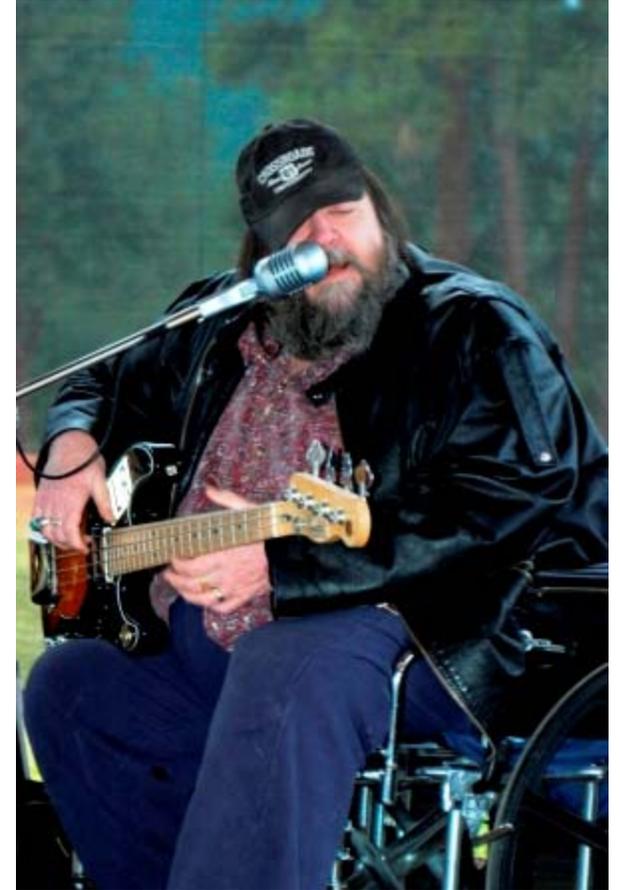
Museums and Historic Sites



Tours



The Arts Community



Preservationists



Business Community



Spreading the Word

- Press Releases
- Who, What, Where, When
- Why it's newsworthy or unique
- Cost or ticket information

- Contact info including cell phone, websites and email

Local PR Partners

- Chambers of Commerce
- Visitor and Convention Centers
- Local and regional media
- Travel writers
- Regional lifestyle and entertainment publications
- Related niche publications, websites

Additional PR Partners

- Oregon Main Street Program
- AAA
- State Historic Preservation Office
- Historic Preservation League of Oregon
- National Trust for Historic Preservation and Gozaic
- Lifestyle magazines and periodicals like Sunset, American West, and Country Living
- Regional and national heritage groups

Social Media as a Marketing Tool

- Your website
- Your blog
- Your email list or e-newsletter
- Online calendars
- Web links where you advertise

Facebook



Your Organization's Page

- Post to your page with website links
- Create a facebook event page
- Post notes and discussions
- Photos and video

Facebook Friends and Fans

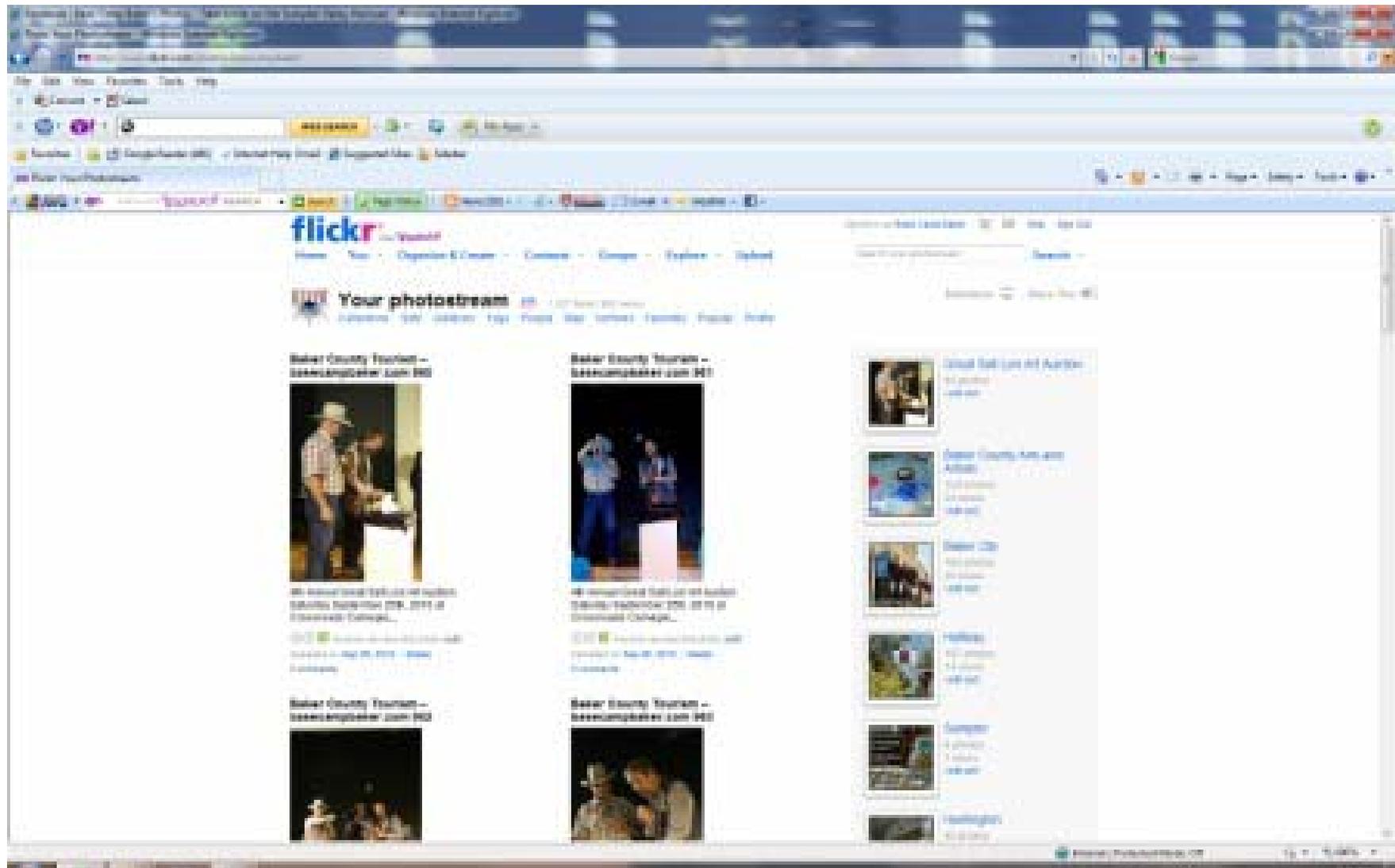
- Add partners to your page's "favorites" list
- Tag friends in photos
- Tag fans, businesses, and partners pages in posts
- Post links to albums rather than just photos
- Post to related pages like Travel Oregon, Sunset magazine, Chamber of Commerce etc..

Make the Most of Facebook Photos



- Create and label albums
- Include description of event including websites
- Tag people you know Invite them to tag their friends
- Share albums
- Respond to comments

Flickr



Your Organization's Page

- Online photo archive
- Publicly accessible high resolution photos
- Create albums for different events
- Connect to other Flickr members and groups

Flickr Groups

- You can create and administer
- Group administrators can invite others to contribute photos
- You can contribute photos to groups you join

Making the Most of Flickr Photos

- Name photos with your organizations URL
- Tag photos with key search words
- Include a photo description with links to website
- Geo tag or “map” photos
- Post photos to other flickr groups including media and niche groups related to events
- Share album links via email and social networks

Twitter

- Great for posting updates and sharing links to website and social media posts
- Follow people that you want to follow you
- Searchable in real time by keyword or location
<http://search.twitter.com> click advanced search

Using Twitter Lists

- Create lists for media contacts, travel writers, etc..
- Create lists by relevant key word or subject such as Celtic, Italian American, American West etc...
- Explore which lists your followers are included in or that they follow
- Tweet directly to list members @thatdowntownguy

Heritage and Cultural Tourism

Is your opportunity to share your story

about your community

and the people, places and events that make it

a unique and wonderful place to visit

