

Cultural Heritage Tourism Survival Tips

Wondering how to survive the current economic downturn? The National Trust for Historic Preservation's Heritage Tourism Program has been seeking out creative strategies that cultural and heritage attractions have been using to survive—and thrive—in a down economy. The strategies and case studies will be shared in an online "Survival Toolkit" that will be completed in Fall 2010.

1) Stay on Top of Tourism Trends

2) Know Your Customers and Your Product

3) Look for New Ways to Collaborate

4) Be Creative and Do More with Less

5) Emphasize Value

6) Market Closer to Home

7) Take Advantage of Social Networking

8) Don't Panic, and Don't Forget the Basics