

# Is Your Downtown Ready for Cultural Heritage Visitors?

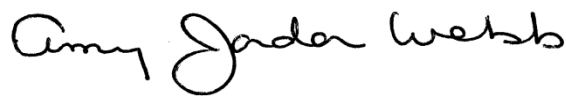
Not every community has what it takes to attract cultural heritage travelers. Use the self assessment below to find out to see what your community has—and what it needs to successfully attract cultural heritage travelers.

## Is Cultural Heritage Tourism Right for your downtown?

- € Do the residents of your area want tourism?
- € Does your community offer attractions and visitor services that will draw cultural heritage travelers to your community—and keep them coming back for return visits?
- € Are the historic resources protected for the long term?
- € Does your downtown have an organizational structure in place to ensure that you are offering experiences that cultural heritage travelers are looking for?
- € Is your downtown actively promoted to cultural heritage travelers?
- € Can your downtown accommodate group tours? (Do sites accommodate at least forty people at once with amenities such as restrooms, snacks and a seating area?)

Look at the checklist on the next two pages to see what you've already got—and what else you might want to do to ensure that you are making the most of your cultural heritage tourism potential. Every community has unique heritage and cultural assets as well as challenges, and while heritage tourism may look different in every community, the following list includes many of the resources that help to make heritage tourism programs successful.

Good luck!



Amy Webb, Heritage Tourism Director  
National Trust for Historic Preservation

# CULTURAL HERITAGE TOURISM CHECKLIST

## ATTRACTIONS

What kind of cultural and heritage attractions do you have in (or near) your downtown?

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Museums  | <input type="checkbox"/> Fountains, sculptures, monuments | <input type="checkbox"/> Unique landscapes/ vistas |
| <input type="checkbox"/> Historic buildings                             | <input type="checkbox"/> Artists & craftspeople           | <input type="checkbox"/> Scenic byways             |
| <input type="checkbox"/> Historic neighborhoods                         | <input type="checkbox"/> Folklorists                      | <input type="checkbox"/> Hiking trails             |
| <input type="checkbox"/> Historic landmarks                             | <input type="checkbox"/> Singers/storytellers             | <input type="checkbox"/> Rivers                    |
| <input type="checkbox"/> Historic bridges, barns, battlefields or parks | <input type="checkbox"/> Art galleries                    | <input type="checkbox"/> Cultural/heritage events  |
| <input type="checkbox"/> Walking/driving tours                          | <input type="checkbox"/> Theaters                         | <input type="checkbox"/> Other                     |

## VISITOR SERVICES & DOWNTOWN BUSINESSES

Do businesses in your downtown offer experiences/ merchandise that appeal to heritage travelers?

- |   |   |
|---|---|
| <input type="checkbox"/> Stores travelers do not have at home | <input type="checkbox"/> Items that are locally made  |
| <input type="checkbox"/> Items travelers cannot get at home   | <input type="checkbox"/> A unique shopping atmosphere |
| <input type="checkbox"/> Items that represent your community  |   |

Does your downtown offer unique dining options for travelers?

- |   |   |
|---|---|
| <input type="checkbox"/> Farmers market?                    | <input type="checkbox"/> Restaurants featuring local food/ local specialties? |
| <input type="checkbox"/> Variety of restaurants?            | <input type="checkbox"/> Restaurants offering fine dining?                    |
| <input type="checkbox"/> Restaurants in historic buildings? |   |

Where can visitors spend the night in or near your downtown?

- Do you have a historic inn or hotel in or near your downtown?
- Do you offer other lodging in or near your downtown area?
- Do lodging establishments reflect your history and character (even if they aren't historic)?

## ORGANIZATIONS

- Organizations to protect historic downtown?
- Organization to develop heritage tourism in/around downtown?
- Organizations to market historic downtown?
- Organization to provide leadership for heritage tourism efforts?

## PROTECTION

### Is your downtown:

- € Listed on the local/state register of historic places?
- € Listed on the National Register of Historic Places?
- € Designated as a local historic district?
- € Included as part of a comprehensive plan for downtown (or a preservation plan)?

### Do you offer incentives to encourage preservation downtown?

- € Easements
- € Design assistance
- € Sign ordinance
- € Revolving loan fund
- € Demolition review ordinance
- € Tax incentives

## MARKETING

### How do you promote your downtown to travelers?

- € Downtown Visitor Information Center

### Public relations

- € Press kit
- € Familiarization tours
- € Contests
- € Photo library
- € Public Service Announcements
- € Press releases
- € Speaker's Bureau

### Advertising

- € Print advertisements
- € Radio/TV ads
- € Co-op advertising

### Graphic Materials

- € Logo
- € Map
- € Listed in travel guides
- € Brochure
- € Special itineraries
- € Downtown directory
- € Signage

### Electronic Promotions

- € Website
- € Twitter
- € You Tube
- € Facebook
- € Google
- € Blog