



TRAVEL  OREGON

**NORTH COAST
DESTINATION MANAGEMENT
STUDIO**

**CULTURAL HERITAGE TOURISM SESSIONS
DECEMBER 4 & 5, 2018**

INTRODUCTIONS

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CULTURAL HERITAGE TOURISM WORKSHOP OVERVIEW

- Deepen Traveler Connection with Place
- Target Shoulder Seasons
- Profile of the Cultural Heritage Traveler
- Economic Development
- Product Development
- Strategic Partnerships



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WHAT IS CULTURAL HERITAGE TRAVEL?

CELEBRATING PEOPLE AND PLACES: CULTURAL TOURISM DEFINED

Travel directed toward experiencing the arts, heritage, and special character of a place. America's rich heritage and culture, rooted in our history, our creativity and our diverse population, provides visitors to our communities with a wide variety of cultural opportunities, including museums, historic sites, dance, music, theater, book and other festivals, historic buildings, arts and crafts fairs, neighborhoods, and landscapes.

During the 1995 White House Conference on Travel and Tourism, a coalition representing America's arts, historic preservation, humanities organizations, and federal cultural agencies collaborated on the definition for cultural and heritage tourism.

NICHE MARKETS, THE "ISMS"

1. Ecotourism
2. Sustainable Tourism
3. Cultural Heritage Tourism
4. Geotourism
5. Civic Tourism
6. Culinary Tourism
7. Agritourism
8. Voluntourism



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PRINCIPLES OF SUCCESS

Utilize your Tangible and Intangible Assets to:

- Make Tourism Sites Come Alive
- Focus on Authenticity and Quality
- Preserve and Protect Your Resources
- Infuse all Experiences with Meaningfulness



TANGIBLE ASSETS



Photo courtesy of Seasideor.com



Astoria Cannery Pier Hotel & Spa



Astoria Pioneer Cemetery

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PRINCIPLES OF SUCCESS

INTANGIBLE ASSETS

- Knowledge & Practices concerning Nature & the Universe
- Oral Traditions
- Music & Performing Arts
- Social Practices Rituals & Festive Events
- Culinary Practices
- Handcrafts and Visual Arts



FESTIVALS



Rockaway 4th of July Celebration



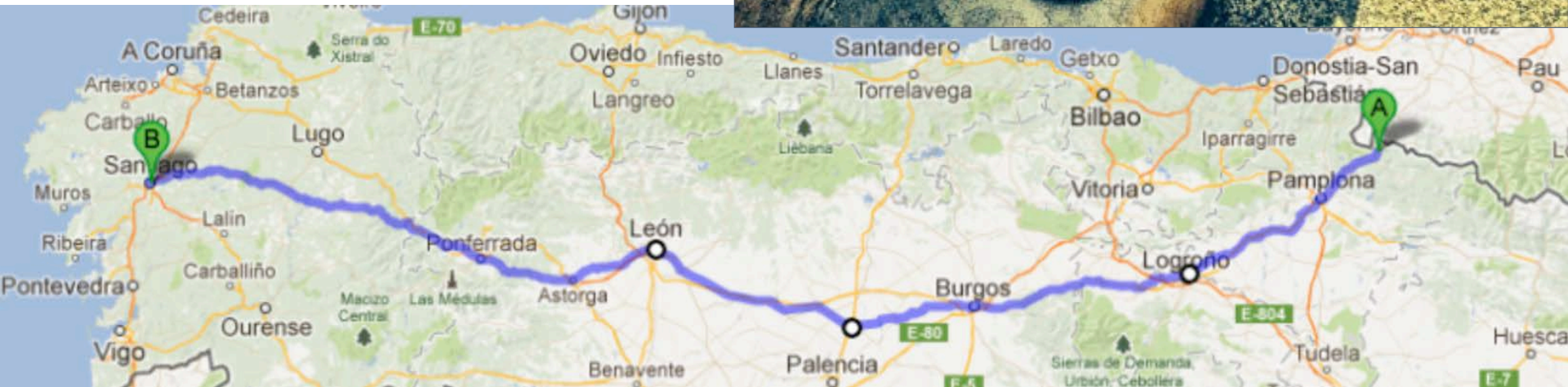
Crave the Coast Festival



Rockaway Beach Pirate Festival

QUESFOR FOR MEANINGFULNESS

El Camino de Santiago
Spain



THE PILGRIMAGE

Santiago de Compostela
Cathedral in Spain



CULTURAL HERITAGE TOURISM



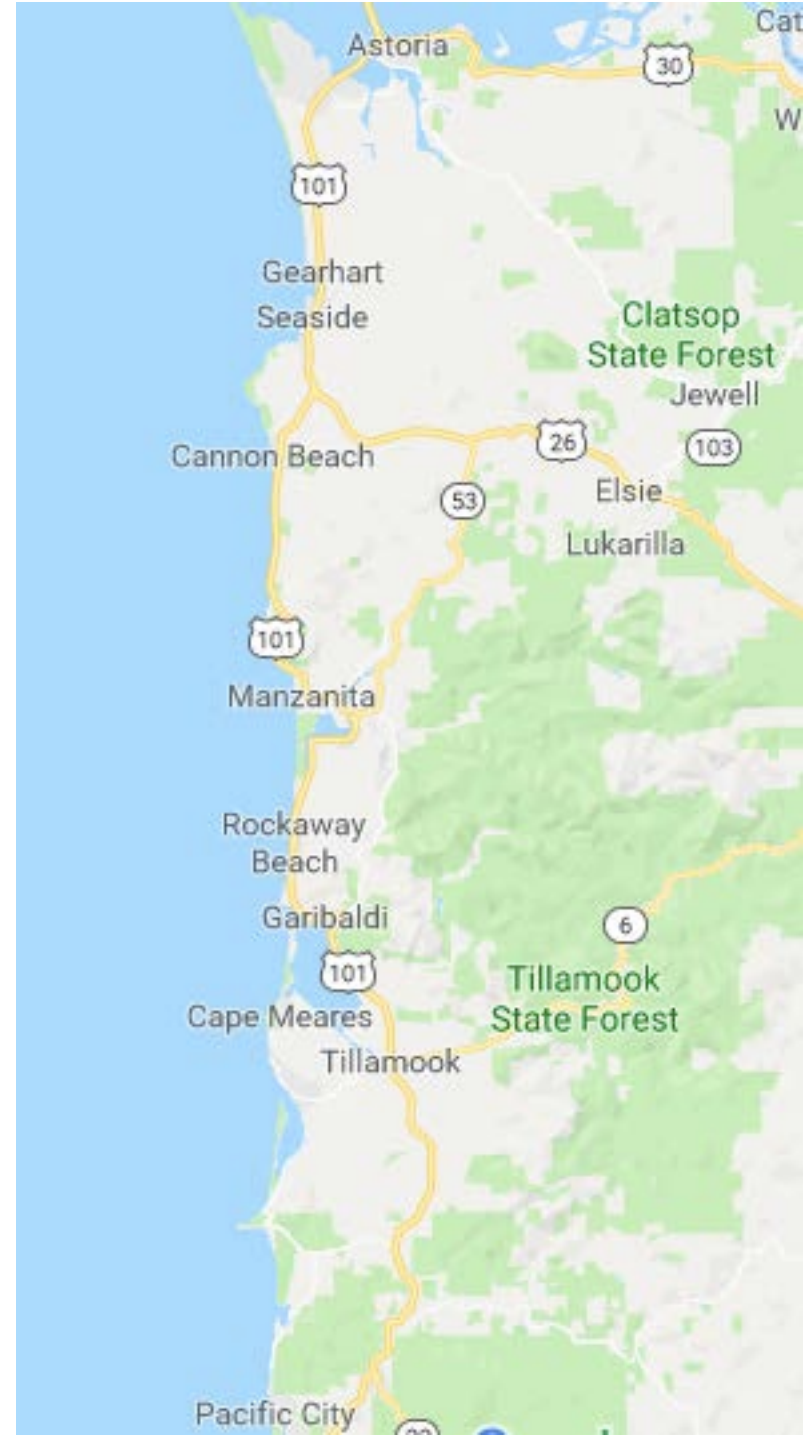
Photos courtesy of tillamookcoast.com



Pacific City
Farmers Market

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The business of cultural
heritage tourism



2018 CULTURAL HERITAGE TOURISM TRENDS

- Authenticity
- Immersion
- Multigenerational Travel
- Technology that Facilitates Local Encounters
- Personalization Served Electronically



NORTH COAST STUDIO APPLICATION THEMES

- Inspire a deeper connection to the local (regional) culture and history
- Seasonably variable visitor economy
- Desire to work collaboratively as a region to address complex issues



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The essence of place:

The search for
meaning



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PRINCIPLES OF SUCCESS

INTERPRETATION:

Presenting the Intangibles

USE 3-3-SLEEP MODEL TO:

- Undertake a gap analysis
- Identify local partnerships that are needed
- Build itineraries
- Establish travel industry partnerships

GAP ANALYSIS UTILIZING SLICES OF THE DAY

	List specific businesses that offer travelers these activities and products			
Breakfast				
AM Activities*				
Lunch				
PM Activities*				
Dinner				
Evening Activities*				
Sleep				

*Activities: Travelers recreate, shop, explore, drive, walk, learn, snack, drink, listen, read and are entertained during these activity periods.

VISITOR PROFILES OF CULTURAL HERITAGE TRAVELER (NATIONAL SAMPLE)

According to a 2009 study, seventy-eight percent of all leisure travelers in the US participate in cultural and/or heritage activities while traveling (that translates in 118.3 million adults each year, spending an average of \$994 per trip.¹

Research shows that cultural and heritage tourists:²

- Spend more than other travelers (\$623 vs. \$457)
- Are more likely to spend \$1,000 (19% vs. 12%)
- Are more likely to stay in a hotel, motel, or B&B (62% vs. 55%)
- Take longer trips (5.2 nights vs. 3.4 nights)

Source: ¹ Mandala Research for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce.

² Travel Industry Association of America and Smithsonian Magazine, The Historic/Cultural Traveler, 2003 Edition

PARTICIPATION IN CULTURAL HERITAGE TOURISM ACTIVITIES (NATIONAL SAMPLE)

(% participating at least once in past 12 months while on a leisure trip)

- Visit an historical attraction 40.3%
- Visit a state or local park 29.1%
- Drive a designated scenic byway 24.1%
- Visit an art gallery or museum 21.8%
- Visit a national park 21.2%
- Attend a concert, play or musical 20.4%
- Visit a national forest 12.6%
- Visit an ethnic heritage site 9.8%
- Visit an ecological site 8.0%

State of the American Traveler Survey, July 2008

OREGON TRAVELERS (OREGON SAMPLE)

Cultural Heritage Travelers Explore Small Towns, Historic Sites*

Top 25 Activities Done in the Past 3 Years CH	(%)	Non-CH (%)
Visited State/National Parks	48	13
Visited Beaches/Waterfronts	47	23
Took a Scenic Drive	47	21
Shopped at an outlet mall	45	15
Visited art museums/galleries	44	9
Visited historic sites	44	7
Explored small towns	43	17
Shopped (general, not locally made crafts/memorabilia)	43	24
Visited a local farmers market	43	16
Visited zoos	43	9
Visited heritage buildings/historical buildings	42	7
Attended an art/craft fair or festival	42	11
Visited theme or amusement parks	41	11
Camped	41	15
Shopped for items made by local artisans and craftspeople	40	16
Went to a fine dining restaurant for a chique and memorable experience	40	15
Visited aquariums	40	12
Visited history museums/centers	40	2
Attended a live music performance	39	9
Visited science museums/centers	39	4
Participated in sports (golf, hiking, biking, birding, boating/sailing, hunting, fishing, snow sports, etc.)	37	12
Self-guided walking tour	37	10
Attended sporting events (professional, minor league, college, recreational leagues)	36	8
Experienced local or regional cuisine for a unique and memorable experience (Oregon fine dining)	36	7
Sampled traditional artisan products (e.g. cheeses, candies, jams, etc.)	36	4

*Oregon Cultural and Heritage Travelers Study (2012) by Mandala Research, LLC.

FUNDING AND TECHNICAL ASSISTANCE RESOURCES FOR CULTURAL HERITAGE TOURISM

Travel Oregon

Information, marketing and grants

www.traveloregon.com

Oregon Arts Commission

Grants, information and technical assistance

www.oregonartscommission.org

Oregon Cultural Trust

Information and grants

www.culturaltrust.org

Oregon State Parks and Recreation Heritage Division

Resources for historic preservation and other cultural resources

Includes grant opportunities

www.oregon.gov/OPRD/HCD

National Assembly of State Art Agencies—Cultural Tourism

Articles on policy, practice, trends, funding and links to additional resources.

<http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/Cultural-Tourism-Resources.php>

Cultural Heritage Tourism

Information and toolkits

www.culturalheritagetourism.org

Travel Industry of America

National clearinghouse of information on tourism

www.tia.org

Cultural Heritage Tourism

Strengths and Weaknesses

