



Making Connections: Heritage Tourism, Historic Preservation and the Texas Heritage Trails Program

Presented to: CLG Bootcamp

September 24, 2020

What Is Heritage Tourism?



Traveling to experience the places and activities that authentically represent the stories and people of the past.



Heritage Tourism Sites and Activities

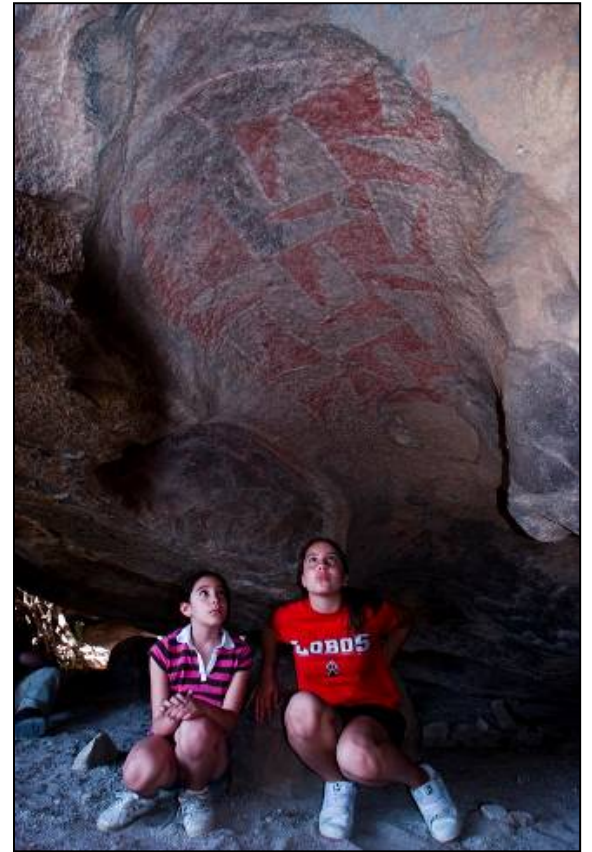


- Historic structures
- Museums
- Festivals & Events
- Landscapes
- *People, places, and things that tell the stories of community, state, and nation.*



Five Principles of Heritage Tourism

1. Preserve and protect resources.
2. Focus on authenticity and quality.
3. Make sites come alive with interpretation.
4. Find the fit between community and tourism.
5. Collaborate for sustainability.



What Is Historic Preservation?



The practice of maintaining the historic built environment, landscapes, stories, locally produced products, traditions and other historic characteristics that define a community or culture for future generations.

Why is Historic Preservation important?



- Rehabilitating an existing building is often cheaper than building a new structure.
- Historic and cultural sites attract visitors.
- Preservation helps establish and maintain the “sense of place” that gives a community its distinct character.

Economic Benefits of Heritage Tourism

- Creates new jobs, businesses and attractions.
- Increases retail sales.
- Increases property values.
- Generates new tax revenues.
- Helps support community amenities.
- Helps support small business.



Economic Benefits of Heritage Tourism

Texas tourism is a nearly \$83 billion annual industry, with visitor spending in the state directly supporting 700,000 jobs in 2019 and generating \$7.8 billion in state and local taxes.

- The THC's last economic impact study demonstrated that heritage travelers account for about 12.5 percent of direct travel spending in Texas.
- Of that amount, nearly \$2.3 billion can be attributed annually to heritage-related activities of visitors.
- Travelers in Texas who engage in heritage activities spend \$30 more each day, per person, than non-heritage travelers.
- This same study surveyed sites participating in the THTP and found that this participation increased revenues and visitation by nearly 14 percent.

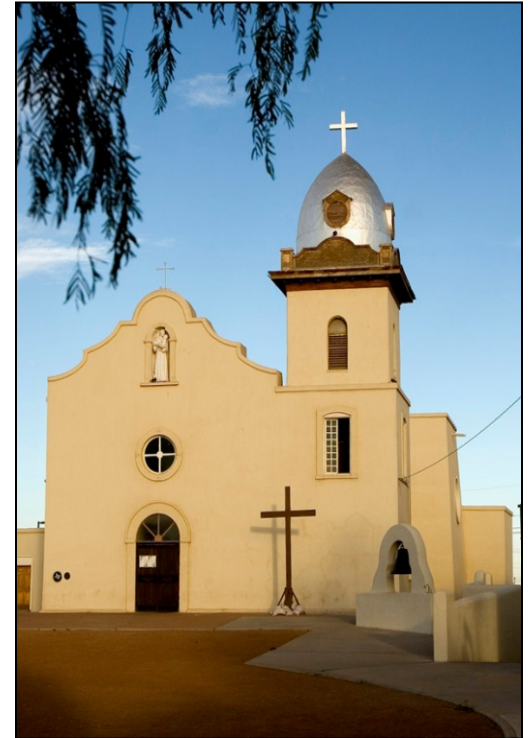
Community Benefits of Heritage Tourism

- Brings people together.
- Enhances community pride.
- Builds a stronger community overall.



Preservation Benefits of Heritage Tourism

- Promotes preservation and protection of resources.
- Develops underutilized resources.
- Educates residents and visitors about traditions
- Identifies the history of a community.



Heritage Tourists are unique!

- Slightly older
- More likely to have a college degree
- Tend to have higher household incomes
- Stay longer
- Spend more money per trip
- Pay for lodging more on overnight trips
- Come back more often



Texas Heritage Trails Program

A Regional Tourism Initiative



TxDOT's Travel Trails Revitalized



TEXAS HISTORICAL COMMISSION
TEXAS HERITAGE TRAILS PROGRAM



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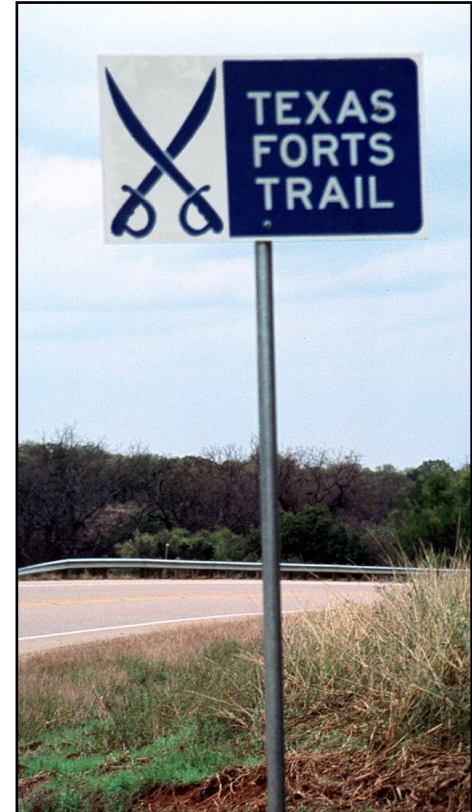
TEXAS HISTORICAL COMMISSION
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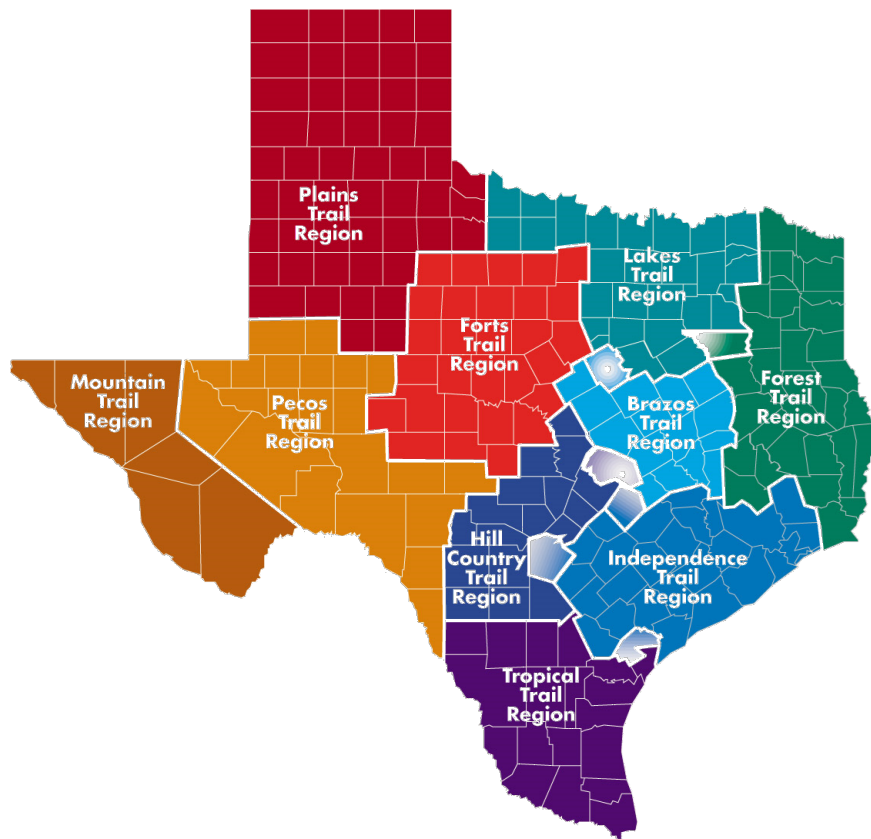
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Texas Heritage Trails Program



Texas Heritage Trails Program Assistance



- Financial
- Technical
- Product development
- Marketing and promotion

Heritage Tourism Product Development

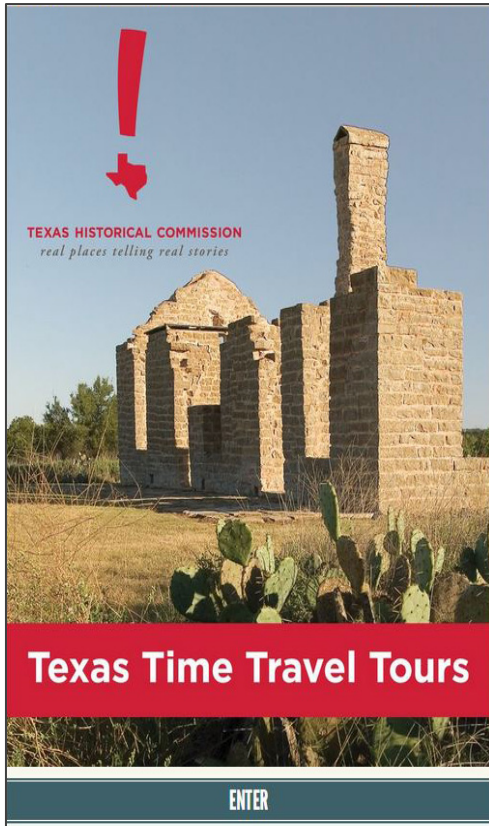
- Site evaluations
- Topic-specific programming
 - ✓ Preserve America workshops (2006/2007)
- Heritage tourism partnership grants
- Heritage Tourism Guidebook
- Website development (w/regional contributions)
- Web apps



texashistoryapp.com

Heritage Tourism Program, since 2015, has produced free web app tours on the following topics:

- African Americans in Texas
- Red River War
- World War II in Texas
- Hispanic Texans
- La Salle Odyssey
- Town Square Walk-Around
- Historic Bankhead Highway
- Chisholm Trail
- World War I
- German Texans
- The Independence Story



Texas Heritage Trail Regions

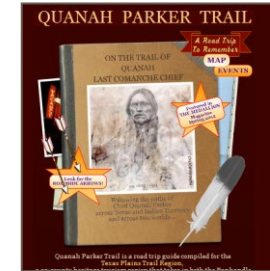
- Building regional awareness of historic resources
- Developing regional partnerships



Texas Heritage Trail Regions

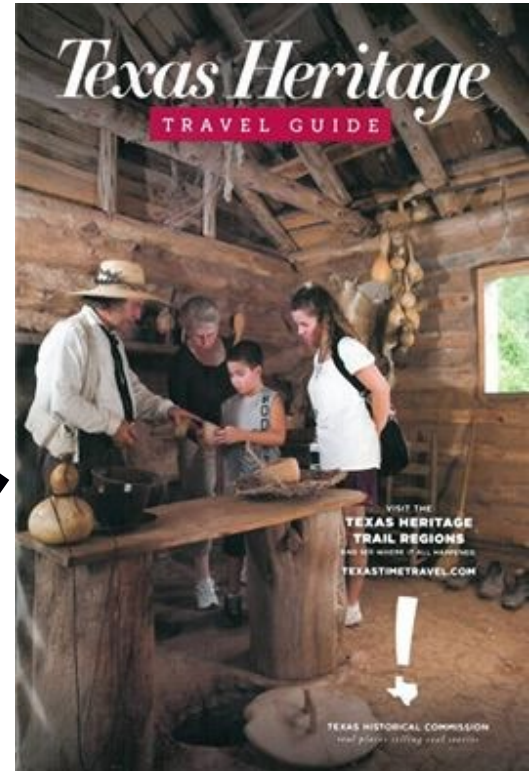
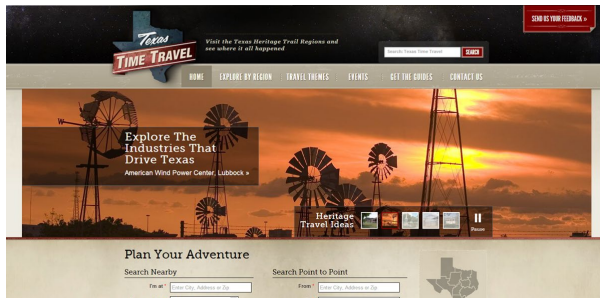
Develop regional tourism products based on authentic cultural and historic themes

- Forts Trail Ride
- Bicycle Friendly Initiative
- Horse Country Tour
- Quanah Parker Trail



Texas Historical Commission

- Promotes all regions equally
- 10 regional travel guides and thematic guides, Texas Heritage Travel Guide
- Web Portal (texasitimetravel.com) and 10 regional sites
- Advertising in Texas destination publications (when funds are available)



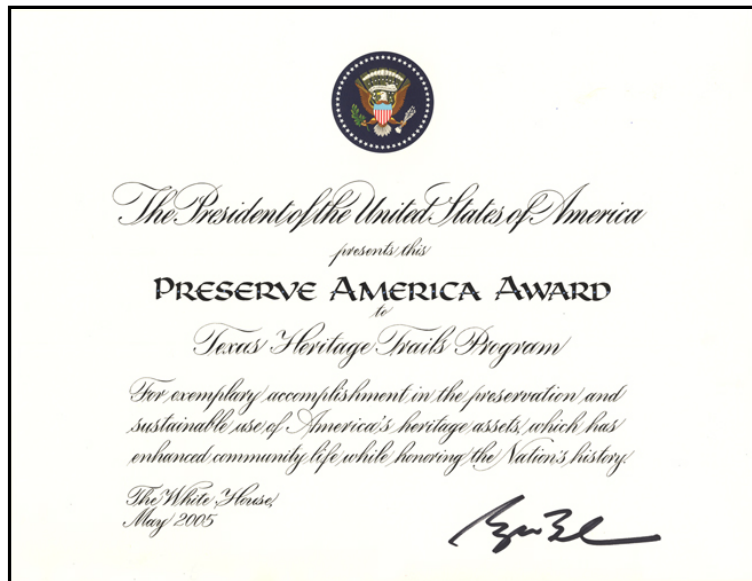
Texas Heritage Trail Regions

- Print pieces – targeted brochures, rack cards, maps
- Co-op and full regional advertising
- Social media – Facebook, Twitter, Instagram, etc.
- Regional blogs
- Trade show/State Fair participation



Texas Heritage Trails Program History

Preserve America Award



2005 Preserve America
Presidential Award Winner



Texas Heritage Trails Program History

Governor's Award for Historic Preservation



2018 Governor's Award for Historic Preservation



Texas Heritage Trails Program History



50TH
Anniversary
1968 - 2018

Help us Celebrate
**The Texas Heritage Trails
Golden Anniversary**
with the Historic

Texas Mountain Trail Caravan!
March 27 & 28, 2018

Alpine
Study Butte/Terlingua • Lajitas • Rio Grande Wild and Scenic River
Big Bend Ranch State Park
Fort Leaton State Historic Site • Presidio • Shafter • Marfa • Valentine
Van Horn • Sierra Blanca • Fort Hancock • San Elizario • Socorro

El Paso
Guadalupe Mountains National Park
Fort Davis National Historic Site • Davis Mountains State Park
Fort Davis

Overnights include Alpine, El Paso and Fort Davis
with a

*Grand Finale Dinner Celebration
at The Audrey and Tyrone Kelly Outdoor Pavilion*

for more info:
TEXASHERITAGETRAILREGIONS.COM

TEXAS MOUNTAIN TRAIL
VISIT EL PASO

50th Anniversary Celebration

- “50 years of Texas Travel Trails” panel at *Real Places 2018*
- Texas Mountain, Forts, and Pecos Trail Regions Caravans
(www.texasheritagetrailregions.com)
- Stay an Extra Day Sweepstakes
(www.extradayintexas.com)
- Regional passport programs
- 2018 State Fair Recognition

Ten Paths to One Goal

To increase visitation to cultural and heritage sites and bring more dollars to Texas communities through successful local preservation efforts, combined with statewide marketing of heritage regions as tourism destinations.



How Can you Participate in the THTP?



- Contact your regional executive director
- Join the heritage tourism listserv
- Sign up for the Heritage Traveler e-newsletter
- Sign up for the *Medallion*
- Attend THC's *Real Places* conference
- Share information & resources
- Contribute to your regional web site
- Be an advocate for heritage tourism



thc.texas.gov



texastimetravel.com

Need Additional Information?



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