American Express Funds Video

As a complement to the successful guide Getting Started: How to Succeed in Heritage Tourism, American Express Company has awarded a grant to the National Trust for Historic Preservation Heritage Tourism program for production of a video on the benefits of heritage tourism. The 10-minute video will tell why preserving historic sites and cultural attractions is important, not just for current visitors but also future generations.

"We are delighted to have sponsored the initial guide on heritage tourism," says Susan Bloom, Vice President of Cultural Affairs for American Express Company. "This video will help communities interested in promoting history and culture to understand why it is also important to preserve these rich resources," she continued. The 48-page Getting Started guide to heritage tourism has been widely distributed to provide the steps and principles recommended to develop and manage sustainable tourism programs.

The video will serve as a primer to help decision-makers, businesses and elected officials understand the economic benefits of preservation and how to focus on an area's unique heritage for the enjoyment of residents and visitors. The video will also share how tourism at historic sites contributes to the economic vitality of communities.

The National Trust Heritage Tourism staff will coordinate production of the video, using actual places and people to encourage sensitive and responsible tourism. The video will be distributed to state historic preservation and tourism offices, as well as American Express travel offices this fall.

VIDEOS REQUESTED: If you have existing video or film about your heritage site or community, please send a copy to the National Trust Heritage Tourism program office in Denver for reference and possible inclusion in the heritage tourism video.

IN THE NEWS

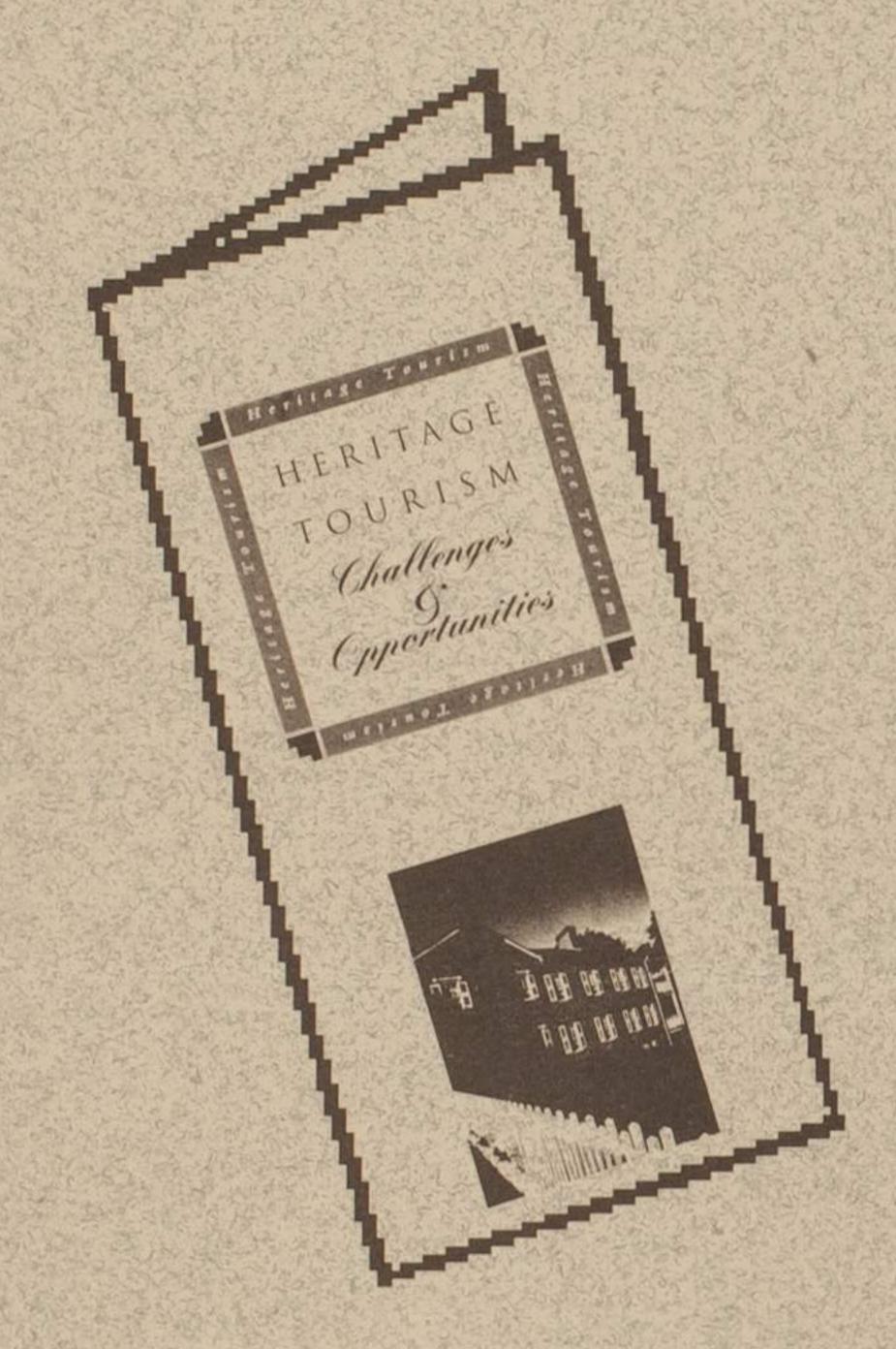


On November 30, the *Wall Street Journal* featured the National Trust heritage tourism program in its "Tracking Travel" section about how "history contributes to the here and now."

NTHP Heritage Tourism Director's keynote address at the Kaua'i Eco-Tourism Conference was covered in the January 9 *Kaua'i Times*, the January 11 *Garden Island*, January 11 and 13 *Honolulu Advertiser*.

New Brochure Available

A\$13,000 gift from the Ludwick Family Foundation has enabled the National Trust to produce a brochure on the challenges and opportunities of Heritage Tourism. The brochure includes excerpts from the *Getting Started* guide produced by the heritage tourism staff last year.



This gift funded printing of 10,000 brochures for distribution at conferences, to groups, individuals or journalists interested in learning more about heritage tourism. The brochure also outlines the tourism-related products and services available from the National Trust. Copies of the free brochure are available by contacting the National Trust Heritage Tourism program office in Denver, 910 16th Street, Suite 1100, Denver CO 80202 (303) 623-1504.

Research Report

As the last issue of UPDATE reported, the Fall Travelometer prepared by the U.S. Travel Data Center for the Travel Industry Association of America detailed motivations for travel to historic sites and cultural attractions. The Winter Travelometer, released in January, repeated the survey cycle. Motivations for travel to historic sites were prioritized as follows: entertainment (41%); personal education (25%); educate children (12%), authenticity (11% - an increase of 3% over fall 1993), heard about it from others (7%), and to support preservation efforts (6%). Entertainment was once again the number one motivation to attend a cultural event (73%); personal education was noted by 8%; to support cultural organizations (7%); word of mouth (5%); education of children (4%); authenticity (2%). Visiting friends and family is the primary activity for winter travelers (72%). Other popular activities planned include: visiting cities (62%); going to the beach or lake (43%); visiting historic places (27%), attending cultural events (24%); camping, hiking, climbing (20%); and snow skiing (20%).

The National Trust has funded the motivation study for the Spring Travelometer to provide a seasonal comparison. Just released, the Spring Travelometer records a jump in travelers desire to visit historical sites from 27% in winter to 40% this spring. Entertainment continues to be the number one reason to visit historic sites (41%). Entertainment was also chosen as the number one reason (70%) to attend a cultural event.



The 1993 Annual Edition of "The Tourism Works for America Report" published by the National Travel and Tourism Awareness Council, includes the following heritage-tourism related information:

- 33% of the over 17 million international visitors to the U.S. visited historical places, making this the sixth most popular activity. The other most popular activities include: shopping (85%); dining in restaurants (71%); sightseeing in cities (64%); water sports/sunbathing (37%); touring countryside (35%); and visiting national parks (26%).
- In its "Trends in Travel & Tourism" section, the report cites a *Better Homes and Gardens* study where 35% of the family travelers visited a city, 34% visited historic sites and 33% went to the beach in 1992. According to this same study, the demographic profile of 75% of family vacationers who traveled during 1992 were married and 53% were between the ages of 25 and 44. Over half (55%) had an annual family income of \$40,000 or more.
- Domestic travel expenditures rose by 4% to total \$740.5 billion, while travel and tourism payroll earnings increased by 7% to \$210.5 billion for 1992. Employment remained stable for the travel industry at 10.4 million jobs in 1992.
- The bed and breakfast industry generated gross revenues of \$750 million, according to the Professional Association of Innkeepers International. The organization also doubled its membership in the last year to 1,600 members.

Copies of the report are available for \$10.00 from the National Travel and Tourism Awareness Council, 1133 21st Street, NW, Suite 800, Washington, DC 20036 (202) 293-1433; fax (202) 293-3155.