## A Year Later (From page 5)

grant program of \$40,000 plus tech-Secretary of the Department of De- Kiesow at (414) 751-4770. velopment. The new round of heritage tourism activities generated over 150 requests for more information.

distributed over 75,000 heritage tour- past year: ism brochures! A special heritage tourism section is included in the 1994 spring-summer state recreation guide sent to all inquiries from the Wisconsin Travel information toll-free number. A heritage tourism video about Wisconsin was produced and telecast in 13 states. Copies are available for each project site. Heritage Tourism pins were designed and distributed to all advisory board and council members and other interested individuals who want to share information about Wisconsin's unique heritage. The heritage tourism staff has now initiated an African-American heritage task force to and inventory sites and events and develop a brochure for distribution statewide," says Sharon Folcey, heritage tourism director for the Wisconsin Division of Tourism, Department of Development.

Wisconsin's Ethnic Settlement Trails (W.E.S.T.) is still challenged by the massive task of communicating and coordinating the activities of over 20 communities along Lake Michigan; however, the quarterly newspaper -- the West Word Traveler -- has been a successful tool.

W.E.S.T. is now planning for the first annual National Trails Day event June 4th and will host the National Conference of State Legislators conference in Milwaukee in 1995. For more information about W.E.S.T, contact Alan Pape at (414) 467-0636.

The Fox-Wisconsin Rivers Heritage Corridor continues to

seek national corridor designation from the U.S. Congress, and is also nical assistance for each of two sites working to secure designation as a to be selected by the statewide heri- Wisconsin State Heritage Park. For tage tourism advisory council and the more information contact Harlan

> The Frank Lloyd Wright Heritage Tour Program has realized The state also printed and many measurable results during the

- Hosting the Charles Rennie Mackintosh Society of Scotland as they toured FLLW sites in Wisconsin last July.
- Coordinating the 'Frank Lloyd Wright Fly In Tour" with Midwest Express.
- Gaining media coverage of the FLLW Heritage Tourism Program in Architectural Digest. St. Louis Dispatch, Chicago Tribune, Milwaukee Journal and Historic Preservation magazine raised nearly \$40,000 from site contributions foundations, corporate sponsorships and the state of Wisconsin. In-kind donations include a computer, printer and fax machine.
- With assistance from the University of Wisconsin Tourism and Research Department, conducted surveys of visitors to Wright sites during summer of 1993.
- The March 1994 issue of House Beautiful features six pages on Frank Lloyd Wright in Wisconsin, a result of the program's work with travel journalist Farrell Grehan.

For more information on the numerous Frank Lloyd Wright Heritage Tour Program activities, contact Gail Kohl at (608) 238-1608.

Lac du Flambeau Chippewa Reservation has a new heritage tourism Information Center downtown. The focus for 1994 is developing new hiking and biking trails with interpretive signage. The tribe is also promoting the sale of commemorative decorative plates entitled "The New Life." The reservation is also planning a strategy to preserve Strawberry Island, a cultural and sacred island within the reservation, threatened by proposed inappropriate development.

For more information, contact Pat Hrabik at (715) 588-3303



No information was available from the Texas pilot areas. We will continue to profile activities and achievements from the pilot areas that participated in the Heritage Tourism Initiative. If you want more information, please contact the Heritage Tourism staff at (303) 623-1504.

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May 31	3rd Annual International Seminars on Tourism Development (includes section on cultural heritage preservation) Phoenix, Arizona Contact: Phil Pappas, Northern Arizona Univer- sity School of Hotel and Restaurant Manage- ment, (602) 523-1918; fax (602) 523-5233
June 19 - 22	Travel and Tourism Research Association 25th Annual Conference Bal Harbour, Florida Contact: TTRA (303) 940-6557
June 19 - 23	Association for Living Historical Farms and Agricultural Museums Annual Meeting Troy, New York, Contact: Eric Paige (607) 547-2586 or (317) 776-6000
September 12 - 16	Building a Sustainable World Through Tourism Montreal, Quebec Contact: International Institute for Peace Through Tourism; Louis D' Amore, Conference Chairman; 3680 Rue de la Montagne, Montreal, Quebec, Canada H3G 2A8 (514) 281-1822; fax (514) 848-1099
Sept. 29 - Oct. 1	American Association of State and Local History Annual Meeting Omaha, Nebraska Contact: AASLH (615) 255-2971
October 12- 16	Heritage Interpretation International IV Global Congress Barcelona, Spain Contact: Secretariat 1994 HII Congress: Viajes Iberia; Avada Diagonal 523 08029 Barcelona, Spain; fax (34) (3) 405-13-90
October 26 - 30	National Trust for Historic Preservation Annual Meeting Boston, Massachusetts Contact: NTHP (202) 293-1040
October 26 - 28	Travel Outlook Forum, National Tourism Conference Washington, DC Contact: Vernon Azucenas (202)293-1040
November 1 - 5	National Association for Interpretation Annual Meeting Cleveland, Ohio Contact: NAI (303) 491-6434
November 10 - 12	Quality Management in Urban Tourism: Balancing Business and Environment Victoria, British Columbia Contact: Peter Murphy, Tourism Management Program, University of Victoria, P.O. Box 3015, Victoria BC,

Membership in the National Trust Historic Hotels of America program has grown to 103 hotels and resorts across the U.S. A directory of member hotels can be purchased for \$3 by sending a check or money order to Historic Hotels of America, National Trust for Historic Preservation, 1785 Massachusetts Ave. NW, Washington, DC 20036. Rooms at any of the member hotels can be re-



served by calling toll-free 1-800-678-8946. When reservations are made through this number, a portion of the cost is returned to the National Trust.

## Research (from page 3)

A 1991 tourism study of the Chautauqua Institution estimates an annual impact of \$80 million on the surrounding economy. An estimated 2,000 jobs in the county are attributed to the visitor activity and income impacts generated by the Chautauqua Institution. The National Historic Landmark is a 750-acre complex on the shore of Chautauqua Lake in southwestern New York state. Nearly 7,500 people are in residence and more than 180,000 attend public events during the nine-week season at the internationally renowned center for the arts, education, religion and recreation. For more information contact Andrew J. Dickson, Director of Marketing and Community Relations, Chautauqua Institution, 6200 Chautauqua, NY 14722 (716) 357-6200; fax: (716) 357-9014.



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Canada V8W 3P1 (604) 721-8264; fax (604) 721-6067