

#71 Cultural tourism—including historic preservation—is an international growth industry.

Jiro Tokuyama, ... a senior advisor to the Mitsui Research Institute, heads a 15-nation study of what are called the "three T's": telecommunications, transportation, and tourism. Sponsored by the Pacific Economic Cooperation Conference, the study focuses on three key factors likely to accelerate the pace of economic processes in the region still further.

Alvin Toffler, *Powershift*

Cultural tourism and ecotourism are two other rapidly growing segments of the travel industry. According to a survey commissioned by the Irish Tourist Board, one quarter of all people visiting the [European Community] countries in 1990 were attracted there by the continent's art, architecture, and ambience.

John Naisbitt, *Global Paradox*

Foreign visitation to the United States will increase, as will the attractions dealing with cultural/heritage experiences.

Kotler, Haider, Rein, *Marketing Places*

A major trend in place revival is heritage development, the task of preserving the history of places, their buildings, their people and customs, the machinery, and other artifacts that portray history.

Kotler, Haider, Rein, *Marketing Places*

What can I possibly add?

#72 Historic resources are among the strongest community assets for attracting visitors.

While we may all share Dorothy's belief that "there's no place like home," finding a place exactly like home is not why we go on vacation. We go on vacation to get away from home...as far away as our time and bank account will allow.

But fewer and fewer of us are passive tourists, content to lie on the beach or sleep by the fire. We travel to see and to learn. For most of us even the learning is an active process—learning through experiencing. We truly want to experience a place—the streets of New York, the pueblos of New Mexico, or the small towns of Iowa. And how can one experience a place better than through its historic buildings?

The preservation and adaptive [use] of historic structures as hostels furthers the mission of Hostelling International-American Youth Hostels (HI-AYH), which is to help all, especially the young, gain a greater understanding of the world and its people through hostelling.... When developing a hostel on a historic site, HI-AYH strives to preserve historic and architectural features for future visitors. Historic hostels enhance HI-AYH's educational aims and provide a unique insight into America's past.

American Youth Hostels, *Historic Hostels*

We learn about places by hearing and seeing. We can hear about a place from a guide or by reading a guidebook out loud. We can see a place in a video or postcards. But those types of learning are nearly always second-hand. It is only with buildings that we can experience a place firsthand using all of our senses. We can see it in the brick, feel it in the banisters, smell it as we walk through corridors, hear it in the echoes of the lobbies, and taste it in the air. We can literally be where the history of that place occurred.

It is widely acknowledged in the travel industry that the character and charm of small cities is a major factor in [attracting] tourism to them, or to the state in which they are found. People travel in large part to visit the past, or to experience a form of rural or small-town life unavailable in their own home cities.... This is one of the reasons why the movement for historic preservation is so avidly supported by tourist bureaus and travel companies all over the country.

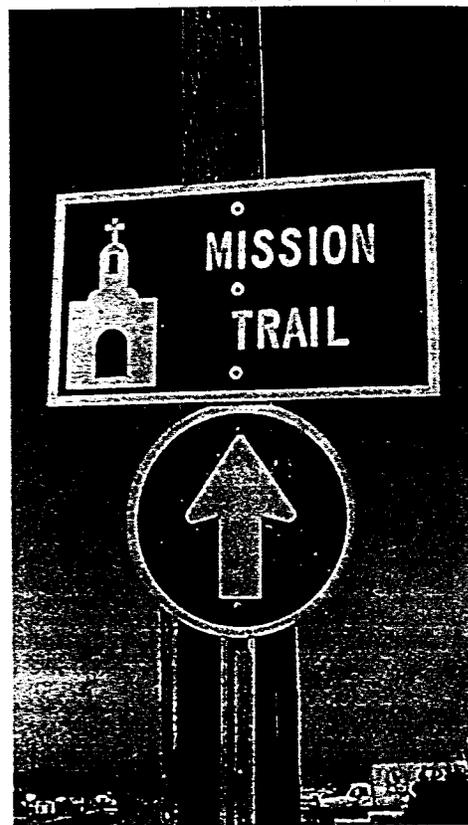
Arthur Frommer, Testimony before the State of Vermont
Environmental Board

Tourism and marketing studies for Georgia show historic attractions to be one of the principal drawing cards, and a recent survey shows them to be the number one reason tourists visit coastal Georgia. Similar observations have been made in the Georgia mountains area.

Report of the Joint Study Committee:
Economic Development Through Historic Preservation

#73 Preservation generated by historic attractions means dollars for state economies.

We travel and we spend money. Tourism is no longer seen by economic development professionals as peripheral to economic growth, but central to it.



El Paso, Tex.

Tourism and the business hospitality market have emerged as viable place development strategies on a footing equal to business retention, business attraction, grow your own business, and export-development/reverse investment. In a service-driven economy of aging population, these two businesses are generally expected to grow at rates ahead of the national economy.

Kotler, Haider, Rein, *Marketing Places*

[T]he Rhode Island director of tourism estimates that half of the state's \$1.2 billion annual tourist industry is driven by travellers seeking cultural and historic attractions.

Edward F. Sanderson, *Preservation Forum*

State revenues generated from tourism are many and include: gasoline tax, sales tax, airport boarding fees, room tax, park admission fees, liquor and cigarette taxes, food and beverage taxes, amusement tax, and others. Depending on the state and the number of taxes levied, it is likely that somewhere between 10 and 20 percent of every dollar spent by visitors goes into the coffers of state and local governments.

#74 Historic architecture attracts visitors to large cities.

Few of us are ambivalent about large cities. We love them or we hate them. But even for those who hate them, cities have an attraction and provide a fascination that cannot be matched elsewhere. Ralph Waldo Emerson was in the latter category—he much preferred the tranquility of the country to the turmoil of the city. But even for Emerson, cities held a mysterious charm.

The enjoyment of travel is in the arrival at a new city, as Paris, or Florence, or Rome—the feeling of free adventure, you have no duties—nobody knows you, nobody has claims, you are like a boy on his first visit to the Common on Election Day. Old Civilization offers to you alone this huge city, all its wonders, architecture, gardens, ornaments, galleries, which had never cost you so much as a thought.

Yet today the old civilization of our cities and its wonders—architecture, gardens, ornaments, and galleries—still give one the feeling of free adventure. Boston, New York, Chicago, Washington—all cities that have at least made earnest attempts to save the best of their historic architecture—are reaping daily the benefit of visitor dollars.

Chicago's historic architecture is an important factor in attracting visitors to the city, encouraging them to [spend] extra time, taking tours, and contributing to an increase in visitor spending.... Surveys conducted for the Illinois Bureau of Tourism consistently show that one of the top components contributing to the city's image in the minds of visitors and Chicagoans alike is its "interesting buildings and architecture." According to a 1993 study by Market Facts, Inc., architecture and landmarks are one of the top three attributes that define Chicago to tourists.

Property Tax Incentives for Landmarks: An Analysis

Boston's historic character makes Boston a world class city, a leading attraction for tourists, visitors, business travellers, students, filmmakers, and future residents. In one year, for instance, the travel and tourism industry alone generated more dollars [for] Boston's economy than construction, manufacturing and wholesale trade industries combined.

Save Our City: A Case for Boston

Among cities with no particular recreational appeal, those that have substantially preserved their past continue to enjoy tourism. Those that haven't receive no tourism at all. It is as simple as that.

Arthur Frommer, Preservation Forum

#75 Historic character attracts visitors to small towns.

If large cities have grand buildings designed by famous architects, small towns have a historic character and charm that also attracts visitors. Dozens of small towns have made tourism based on their historic resources a profitable and effective economic development strategy.

But for heritage tourism to be sustainable those successful small towns have discovered that their strategy must be based on three principles: 1) it must be real—fake Old West towns or Bavarian villages may work for a while but they won't last; 2) it must have quality if it is to survive as a communal (as opposed to an individual) success; and 3) it needs to be differentiated. The unique qualities of a community need to be identified, preserved; enhanced, and marketed.

Beauty isn't things trying to look like something else.... Beauty is things being just what they are.

Robert Pirsig, Lila

Even more than general retailing, individual tourism-related businesses are not independent but highly interdependent. Targeting the customer, marketing to the customer, meeting the needs of the customer, and responding to changes in customer preferences require group, not individual, actions. The formal development of a local heritage tourism program helps a community and individual business owners understand that.

[T]he U.S. is enjoying a rapid increase in international arrivals. Foreign tourists want to see such major sites as the Grand Canyon and Disneyland on their first visit, but on subsequent visits they want to see the real America. This desire represents an opportunity for smaller communities and historic and cultural resources to compete in the international marketplace.

Peter Hawley in *Enhancing Rural Economies through Amenity Resources*

Viewed in this light, Vermont's historic structures, its charming downtown business districts, its strong sense of place, are not simply precious assets; their importance to tourism is so great that they become public utilities whose preservation is necessary to safeguard a chief source of its citizens' income.

Arthur Frommer, Testimony before the State of Vermont
Environmental Board

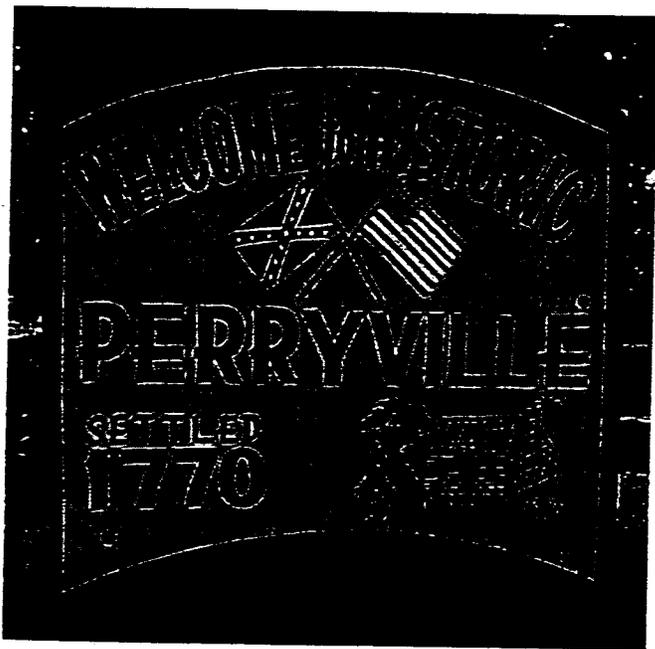
#76 Investment in historic resources and political will are critical to successful cultural tourism.

Tourism is often sold as a cost-free form of economic development: "They come spend their money and leave. We don't have to build new schools, water lines, or add sewer capacity. It's all gravy." Those who truly understand tourism, especially heritage tourism, know that statement simply isn't so. Tourism has real costs, and they are measured in both money and political will. Unfortunately, not every aspiring tourist destination understands those costs.

Many small towns are reluctant to invest public funds in restoration projects with no guarantee of tourist/tax yield. But such investment, public or private, is far more important than marketing.

Jonathan Walters, *Governing*

For successful, sustainable heritage tourism to last, choices have to be made, even if it means forgoing short-term profits. A 7-Eleven store in the heart of the downtown historic district might serve many needs: gasoline for visitors, early morning coffee for construction workers, tax revenues for the city, and a way to fill an empty lot that has been on the market for 15 years. But to the extent the 7-Eleven adversely affects the character of the historic downtown, it will be too expensive in the long run to allow.



Perryville, Ky.

Tourist places have become more sensitive to zoning, density, land use, and the problems of overbuilding.

Kotler, Haider, Rein, *Marketing Places*

#77 Visitors to historic sites not only bring dollars but other opportunities as well.

The economic rewards that tourism can mean to state government coffers were discussed earlier. Visitors to historic attractions also can have a significant impact on a region.

The nine Heritage visitor centers represent a unique cultural and historical aspect of this region and nation....During 1993, the nine Heritage centers contributed \$43.8 million in total sales and \$25.0 million in value added to the nine-county region.

Charles H. Strauss, Bruce E. Lord, Stephen C. Grado,
Economic Impacts and User Expenditures from Selected Heritage Visitor Centers

To measure the impact of heritage tourism only on such a short-term basis forgoes a larger opportunity. The ultimate test of successful tourism occurs when the visitor decides to return to that place. It probably doesn't matter whether the visitor desires to revisit, relocate, or retire there; the wish to return someday is the test of success. It surely cannot be a coincidence that many of the places in high demand as tourist destinations are also in high demand as retirement locations—the Black Hills of South Dakota, the Gulf Coast of Florida, the low country of South Carolina, the mountains of North Carolina, the small towns of New England, the Ozarks, or the foothills in Wyoming.

A new trend is emerging among urban Americans toward nostalgic rediscovery of America's small towns and countryside as preferred vacation destinations....Small towns and rural areas throughout the Southeast could become home to all these people.

Robert Becker in *Enhancing Rural Economies through Amenity Resources*

Because retirement migration boosts spending and broadens the tax base, place planners view this phenomenon as a new growth industry for small towns.

Kotler, Haider, Rein, *Marketing Places*

#78 Individual historic properties have substantial economic impact.

Some historic properties are so significant that by themselves they have the capacity to attract visitors. The National Trust's collection of historic properties certainly meets that test. The executive director of one of those properties, the Frank Lloyd Wright Home and Studio, evaluated the economic impact on her community of that single property.

Visitors to the Frank Lloyd Wright Home and Studio generate: \$26 million in economic activity in the greater Chicago area, with \$5.5 million in economic activity in Oak Park alone. The survey also shows: \$1.6 million is spent in hotels, restaurants and retail shops; 45 percent of visitors will dine in the area before or after tours; 66 percent of visitors travel from outside the Chicago area; 19 percent have visited the Home and Studio more than once....Using standard employment multipliers, it is estimated that the Foundation's activity generates approximately 200 jobs in the Chicago area, including its own employees.

Sandra K. Wilcoxon, *Economics of an Architectural Legacy*

#79 Museums have major local economic impact.

At one time historic preservation was primarily embodied in museums. Certainly that is no longer true. Preservation is now a central element in housing programs, economic development strategies, downtown revitalization efforts, tourism initiatives, and arts facilities. For preservationists to turn their backs on their museum roots would be a mistake, however. Those museums play a major role in local economies across the country.

There are 8,200 museums in the United States and its territories.... More than half of American museums are history museums and historic sites...the historic house museum or historic site is the single most common type of museum in America. This preponderance testifies to Americans' well-known interest in their history, both national and local.

American Association of Museums, *Museums Count*

Together historic sites and history museums served 212 million individuals.

American Association of Museums, *Museums Count*

Here are some additional findings of the American Association of Museums study:

- Historic museums and sites employ 27,300 full-time workers and another 18,700 part-time workers.
- They have a total operating budget of over \$971,000,000.
- The value of their endowments exceeds \$1 billion.

This composite economic picture is even more impressive considering that 90 percent of these museums have individual budgets of less than \$350,000. We all sing praises of our community's small businesses—as well we should. But we probably too often overlook the small business represented by the local history museum and its impact on the local

economy. These facilities are also doing more than their share in molding the preservationists of tomorrow—more than 15,000,000 children learn about the history of their communities in these museums each year.

#80 Preservation and the arts are partners in the quality of life of communities, and the arts have a major economic impact.

Of all the activities housed in historic structures, perhaps none are more mutually reinforcing than the arts and historic preservation. There has never been an exact count of how many arts facilities are located in historic buildings, but the percentage must be overwhelming. Many arts facilities that are national landmarks are also landmark buildings—Carnegie Hall, the Metropolitan Museum of Art, the Chicago Institute of Art, the National Gallery of Art, the Pennsylvania Academy of Fine Arts, the Hollywood Bowl, and on and on.

Those committed to the arts face the same hurdles as those committed to historic preservation. They must demonstrate that the arts are not a frill to be discarded in difficult economic times but an enterprise that has economic as well as cultural impact. Here are some highlights of an analysis done in the New York metropolitan region.

In 1992, the total economic impact of the arts on the New York-New Jersey metropolitan region was \$9.8 billion. Adjusted for inflation, the arts grew by a robust 14 percent in the past decade. Almost \$3.5 billion in wages, salaries and royalties were generated by the arts in the metropolitan region....Employment, both direct and indirect, totaled 107,000....Capital investment in the arts grew significantly during the past decade, a total of \$1.5 billion for nonprofit institutions, art galleries and auction houses and commercial theaters.

The Arts as an Industry: Their Economic Importance to the New York-New Jersey Metropolitan Region

Exactly how much of that sizable economic impact also applied to historic preservation is unknown, but surely it was significant.

But of course that is New York, home of Broadway, the cultural capital of America. Obviously the arts have a major impact there, but what about where I live?

The arts are a vital and important part of life in Montana. Not only do they enrich the lives of our people, but the arts and cultural activities are big contributors to our state's economy as well.

Congressman Pat Williams in Jobs, The Arts and the Economy

The National Assembly of Local Arts Agencies commissioned its own study of the economic impact of the arts. Here is what it discovered:

- Expenditures of nonprofit arts organizations \$36.8 billion
- Personal income paid \$25.2 billion
- Local government revenue \$790 million
- State government revenue \$1.2 billion
- Federal government revenue \$3.4 billion
- Total full-time-equivalent jobs supported 1.3 million

Jobs, The Arts and the Economy

In most communities the arts and historic preservation are creating hand-in-hand the quality of life necessary for the economy of the next century and making a significant impact on the economy of today.

Scientific and cultural organizations provide a positive amenity to any community. Because of limited funding, scientific and cultural organizations seek locations in less expensive and often underdeveloped sections of town. As a positive amenity, the presence of scientific and cultural organizations often attracts new businesses and leads to redevelopment. For metropolitan Denver, the arts have been instrumental in the development of Lower Downtown Denver and the South Broadway neighborhoods.

The Economic Impact of the Arts in Metropolitan Denver



Perryville, Ky.