

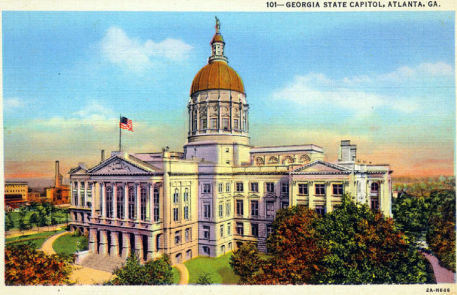


Balancing Promotion and Stewardship

© Ed McMahon

Shepherdstown, WV

December 12, 2018



Tourism is Big Business!

- Americans spend more than \$800 billion a year on travel and recreation away from home.
- Tourism is one of the 3 largest industries in every American state.
- Tourism generated over \$60 billion in Georgia in 2017.
- Tourism generated \$3.1 billion in state & local taxes in 2017.
- In Georgia, 450,200 people have jobs in tourism related businesses.

The Two Faces of Tourism



Tourism : A Double Edged Sword

Benefits of Tourism

- New jobs
- Expanded tax base
- Enhanced infrastructure
- Improved facilities
- Market for local products, arts, crafts, etc.

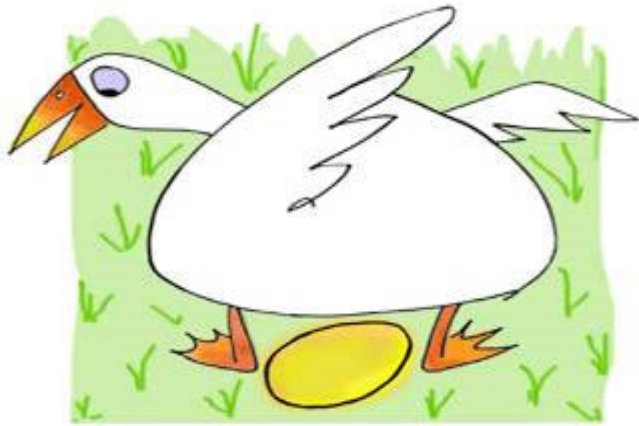
Burdens of Tourism

- Traffic congestion
- Crowds and noise
- Crime
- Haphazard development
- Cost of living increases
- Degraded resources



“The impacts of tourism on a community can be beneficial if planned and managed or extremely damaging if left without controls.”

**Michael Kelly, AICP
Chairman, Tourism Planning
American Planning Association**



How do you keep from harming the
goose that lays the golden egg?

Keys to Sustainable Tourism

- **Understand the difference between mass market and sustainable tourism**
- **Recognize that tourism is about more than marketing**
- **Protect the place & focus on the authentic**
- **Ensure that tourism support facilities fit in**
- **Interpret the resource & educate visitors**
- **Get tourists out of their cars**
- **Recognize limits & manage tourism**

Mass Market vs. Sustainable Tourism

Mass Market

- Artificial
- Homogenized
- Generic
- Formulaic
- It's about ***Quantity***



Sustainable

- Authentic
- Specialized
- Unique
- Home grown
- It's about ***Quality***



Mass Market Tourism



Mega- Hotels



Theme parks



Giant Cruise ships



Chain stores

Sustainable Tourism



Distinctive destinations



Historic buildings



Unspoiled scenery



Locally-owned businesses

Tourism

Mass Market

- High Volume
- High Impact
- **Low Yield**



Sustainable

- Low volume
- Low impact
- **High Yield**



All Tourists Are Not Created Equal!



The U.S. Cultural & Heritage Tourism Marketing Council is the Ticket for Innovative Marketing to Promote Cultural and Historic Destinations!

CultureToursAndMore.com

US
CULTURAL & HERITAGE
TOURISM
MARKETING
COUNCIL

*An Exciting New
Opportunity for
Partnership*



Ft. Lauderdale – 1970's



Ft. Lauderdale – 2000's

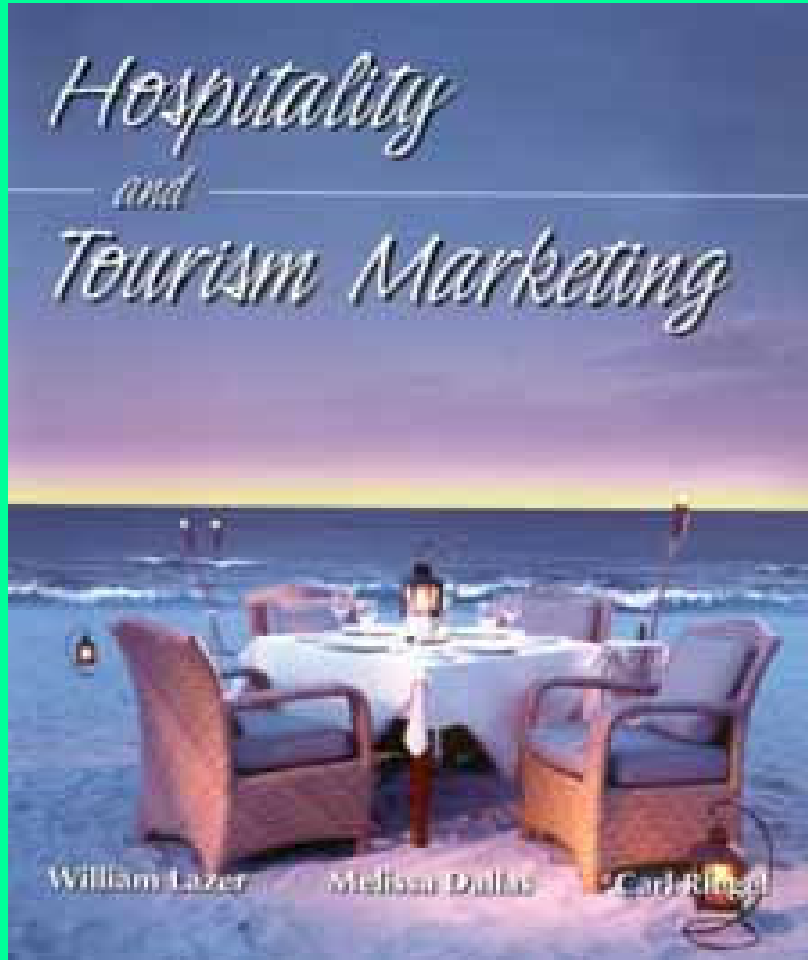


©Las Olas Restaurants.com

Tourism Marketing is Important



Tourism Marketing



- Positions a destination
- Promotes visitation
- Identifies and segments potential visitors
- Provides information about a place.
- The best marketing is word of mouth

The Image



The Reality





The Image

The Reality!





Protect the Place



- Tourism is about more than marketing. It also involves making the destination more appealing.
- This means identifying, preserving and enhancing a community's natural and cultural assets. In other words protecting its heritage and environment.
- It is after all, the unique architecture, culture, wildlife or natural beauty of a community or region that attracts tourists in the first place.

Every Community Has Places Worth Preserving



Lucy the Elephant, Margate , NJ



Wigwam Motel, Holbrook, AZ

Every Community Has a Story to Tell

- Sustainable tourism begins by inventorying assets.
- Some communities have more tourism assets than others.
- But every community has sites to save & stories to tell.



Historic Hotel – Kalgoorlie, WA



Downtown – Winterset, IA



“Among cities and towns with no particular recreational appeal, those that preserve the past continue to enjoy tourism. Those that haven’t receive almost no tourism at all.

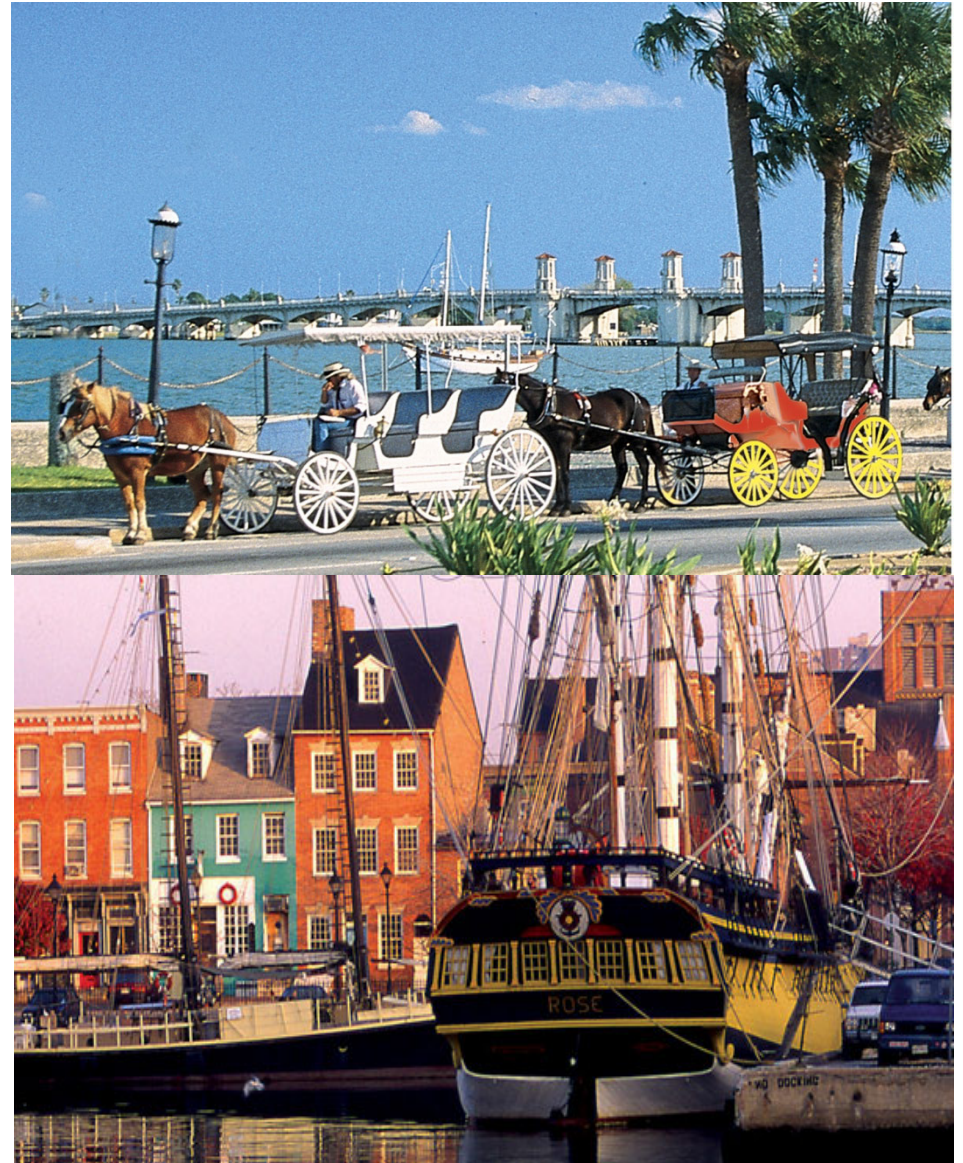
Tourists simply won’t go to a city or town that has lost its soul.”

Arthur Frommer

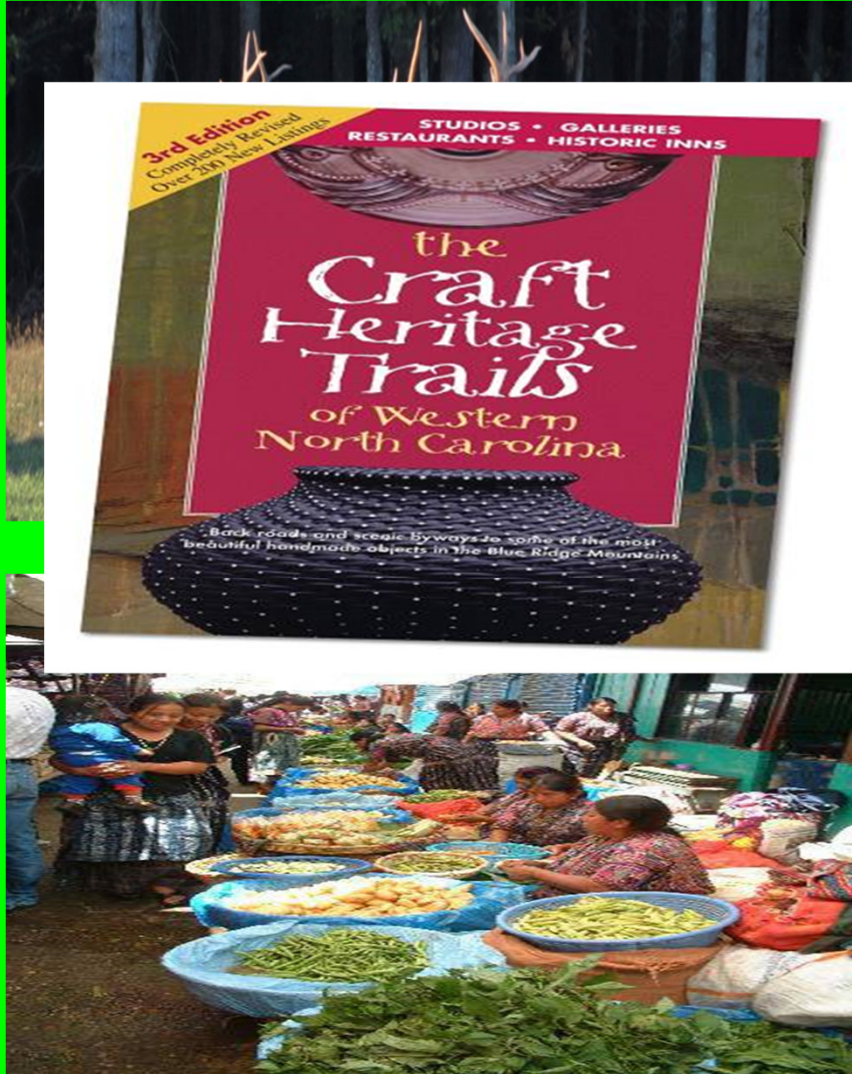
Heritage Tourism

- Heritage tourists stay longer, visit more places and spend more per day than other tourists.
- 2.6 million more international tourists visited a historic place than went to an amusement park.
- 4.1 million more international tourists visited a historic place than went to a beach.
- 4 times as many international tourists visited a historic place as went to casino.
- 14 international tourists visited a historic place for every one who played golf.

Source: Advisory Council on Historic Preservation, 2011



Focus on the Authentic



- Regional Food
- Music
- Arts and Crafts
- Vernacular Architecture
- Wildlife
- Landscape and Scenery
- Unique Ways of Life
- History & Heritage

Want To Experience The Real South?



South Carolina's National Heritage Corridor

For those in search of authenticity, South Carolina has put together two routes that run from the foot hills of the Appalachians to the historic port city of Charleston.

Traveling through the corridor, you will experience all the things that make the South the South; waterfalls and swamps, railroads and backroads, soul food and pig-pickins, spirituals and bluegrass.

If you want to experience the genuine South, the Heritage Corridor is for you. To begin to experience the richness that is South Carolina, call for your free brochure, (800) 617-4800. Or write Heritage Tourism, P.O. Box 71, Columbia SC 29202. www.sc-heritagecorridor.org

 **South Carolina**
Smiling Faces. Beautiful Places.™

Or the Unreal South?



Birmingham, Alabama - 1963



US Steel Blast Furnace



Civil Rights Demonstration

Birmingham, Alabama - Today



Sloss Furnace National Landmark



Civil Rights Museum & District

Freedom Riders

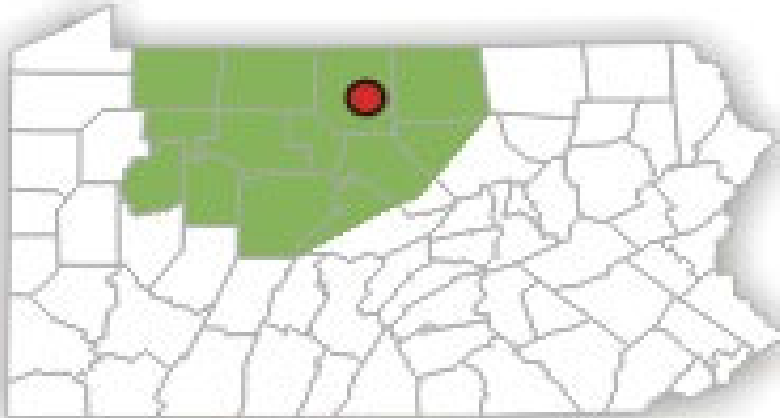


THEN

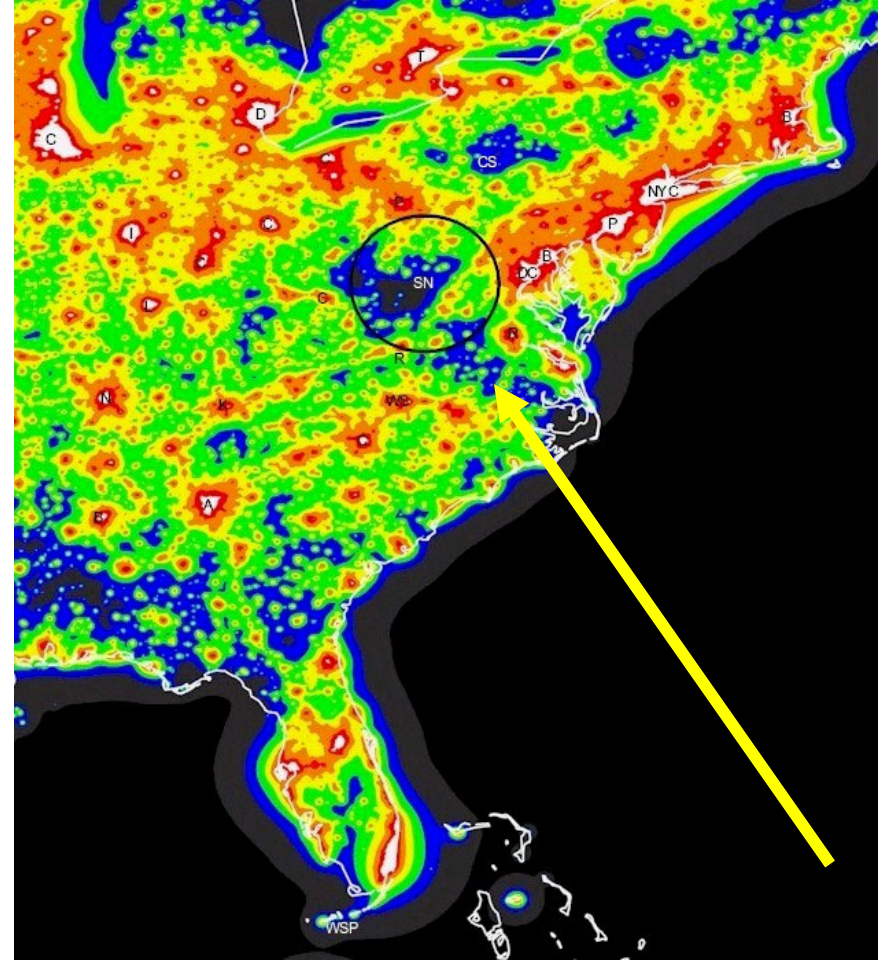


NOW

Cherry Springs State Park, PA



The Night Sky



America's No 1 Dark Skies Park



Hotels Should Fit-In



Environmentally



Architecturally

A CHAIN OF HOTELS SHOULD REFLECT A CITY, NOT EACH OTHER.

Stroll the streets of any city and you begin to distinguish its unique personality. You find it reflected in the shops, in the architecture and in the people who live there.



HOTEL NIKKO ATLANTA
In prestigious Buckhead.
Services include fully equipped
health club and business center.

So why should the personality of a city disappear when you reach the door of your hotel? We do not believe it should. Which is why we designed every Nikko hotel to be as distinct in style as the city of which it is a part.

Enter the Hotel Nikko Atlanta and you will find yourself in the midst of a grand Georgian salon. In Beverly Hills we offer you one of L.A.'s trendiest restaurants. The Hotel Nikko



HOTEL NIKKO CHICAGO
A wide choice of amenities in a convenient location along the Chicago River.

Chicago's state-of-the-art business facilities fit perfectly in the heart of one of the country's great commercial centers. While the Essex House/Hotel Nikko New York takes you back 60 years to an age of art deco elegance. And the quiet elegance of the Hotel Nikko San Francisco reflects the character of one of the world's most picturesque cities.



ESSEX HOUSE/HOTEL NIKKO NEW YORK
Hi-tech business facilities conveniently located on Central Park South.

In fact, no matter which Nikko you choose as your business base, one thing you will not find is the ordinary. Every accent, every detail, every amenity will surprise you as pleasantly as the charms of the city itself.

HOTEL NIKKO AT BEVERLY HILLS
Convenient Westside location. Hi-tech work environment in each room includes voicemail and work station desk.



And because all of our properties are located near business and entertainment centers, you will also be pleasantly surprised to see how quickly and conveniently you can get where you're going.

For reservations at any Nikko hotel including convenient business locations in Honolulu, \$110 and Mexico City, \$160, call your travel professional or 1-800-NIKKO-US.

Or simply fax your reservation to 1-800-544-4455.

At Nikko Hotels International, we believe the city should be as much a part of your hotel as your hotel is a part of the city.

HOTEL NIKKO SAN FRANCISCO
Just west of Union Square. Features the city's only glass-enclosed pool.



nikko hotels international
SIMPLY EVERYTHING. SIMPLY.

All rates are per room, per night, plus tax. Prices valid to 6/30/93. All rates are subject to availability.

Typical Hampton Inn



Hampton Inn, Lexington, VA



Hampton Inn – Sedona, AZ



Hampton Inn – Jackson, WY



Hotel Chains are Reusing Historic Buildings



Fairfield Inn & Suites – Keene, NH



Hampton Inn – Lexington, VA

- Millennials say that “authenticity” and “interesting” are more important than “comfortable” or “predictable” in lodging facilities.
- Millennials also say that they would rather stay in “walkable neighborhoods” rather than locations that require a car.
- In many communities, renovated historic hotels have been a driver in larger community revitalization efforts.

Get Tourists Out of Their Cars



- Walking is America's most popular form of outdoor recreation.
- Today there are over 1700 open rail trails in the USA totaling over 22,000 miles.
- Bicycling is America's fastest growing form of transportation.

Design Around Cars = More Cars



Design Around People = More People



And Better Places!

Community Amenities Sought by Homebuyers

- Walking trails/bike paths - 36%
- Parks/natural areas - 26%
- Playgrounds - 21%
- Daycare - 14%
- Soccer Fields - 9%
- Golf Course - 6%



- April 2004
National Association of Realtors
National Assn. of Homebuilders

Zion National Park



Zion – Before Shuttle Bus System



Zion – After Shuttle Bus System

Springdale, UT



- Walkable neighborhoods create value and vitality.



- Pedestrians spend more time and money shopping than do motorists.

Shared Use Mobility



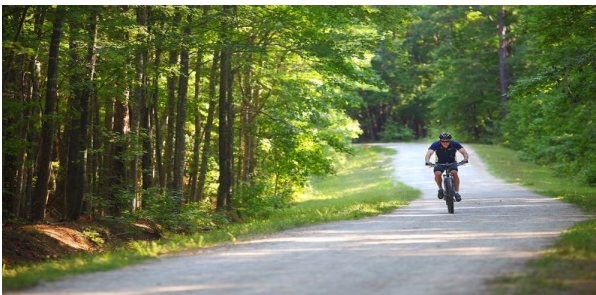
- Ride Sharing
- Car Sharing
- Bike Sharing
- Uber/Lyft
- Taxis /Limos
- Autonomous vehicles



“Like the smartphone, which you lived without until about a decade ago and now can’t imagine living without, future mobility innovations will quickly change from unanticipated to indispensable.”

George Will – March 23, 2016

Bicycle Infrastructure Provides More Bang for the Buck



- **Bicycle infrastructure is relatively inexpensive.**
- Portland, OR has developed a 300 mile network of bike trails, bike lanes and bike boulevards for about the same cost as 1 mile of urban freeway).
- **Investments in bicycle infrastructure have high levels of return on investment.**
- Dare County, NC (i.e. the Outer Banks) says that a one-time investment of \$6.7 million on bike infrastructure has resulted in a 9-to-1 annual return.

Trail Categories

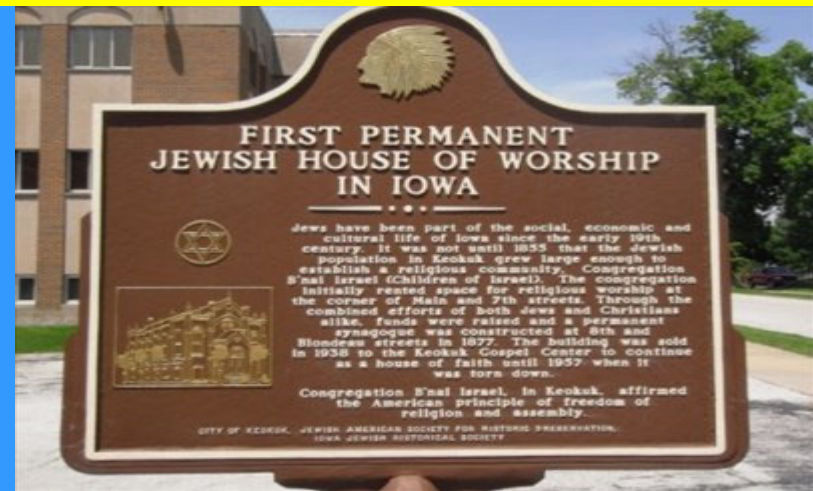
- Scenic – Blue Ridge Parkway, Natchez Trace
- Culinary – BBQ, Home Cooking, Diners
- Recreational – Rail Trails, River Walks
- Architectural/Historic – Civil War Trail
- Cultural – Blues Highway, Selma-Montgomery
- Wildlife – Coastal Birding Trail, Elk Scenic Drive
- Craft – Western NC Craft Trail, TN Quilt Trail
- Literary – Mississippi Literary Heritage Trail
- Water Trails – John Smith Trail



Interpret the Resource



Tour guides and Interpreters



Historic Markers



Interpretative signage

Educate Visitors

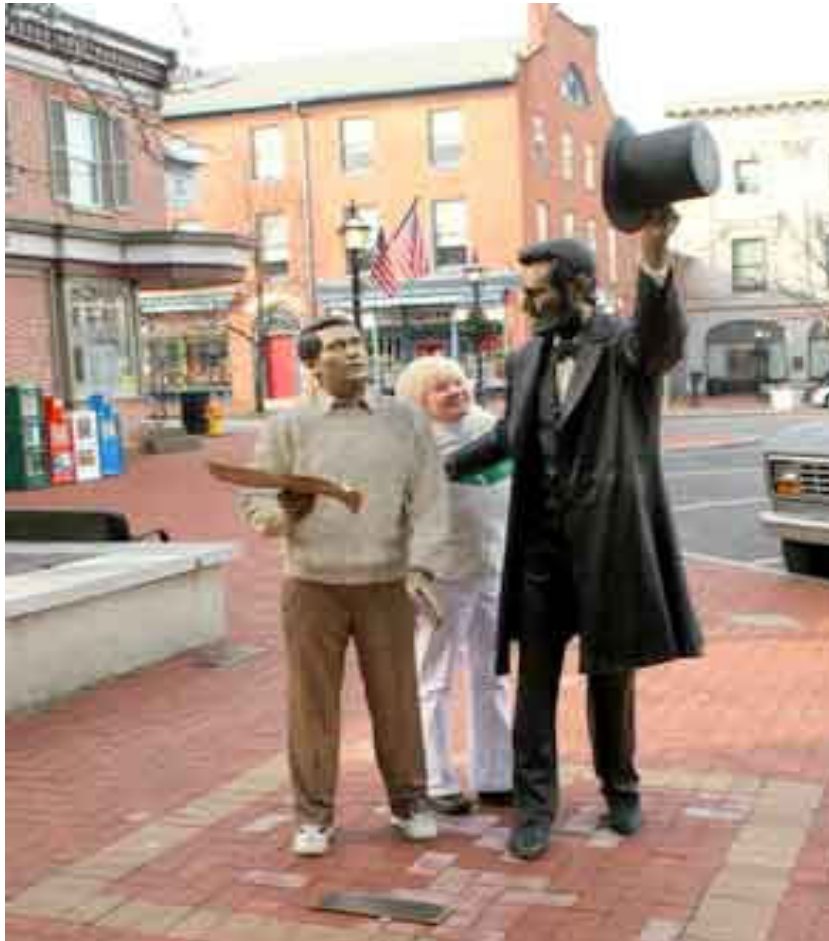


- Educate and inform visitors to minimize negative impacts.
- Educating visitors about cultural heritage and natural environment helps promote understanding and respect.



- Communicating expected codes of conduct can reduce conflicts with residents.
- Displays, brochures, signs, information centers and street ambassadors can all help.

Interpretation in Gettysburg



Tell Your Story



Dolly Parton Statue, Sevierville, TN



Alabama Historical Markers

Celebrate Famous People



Babe Ruth – Baltimore, MD



William Faulkner – Oxford, MS



Buddy Holly – Lubbock, TX

Celebrate Famous Events



Great Depression – Washington, DC



Lunch Counter Sit-In's – Greensboro, NC

Celebrate Ordinary People



Waterman – Massachusetts



Ranchers – Wyoming



Coal Miners – Pennsylvania



Commuters - Washington

Tell Your Story!





Big Postcard Orlando, FL

Tourism Must Be Managed



- Communities should always evaluate how many tourists are too many tourists?
- Communities that don't manage tourism run the risk of harming the place and breeding backlash and resentment.
- The goal should be to maximize the benefits of tourism while minimizing the burdens.



How many tourists are too many tourists?



How much congestion is too much?



How many RV's are too many?



How many fisherman are too many?



© Ron Niebrugge / WildNatureImages.com

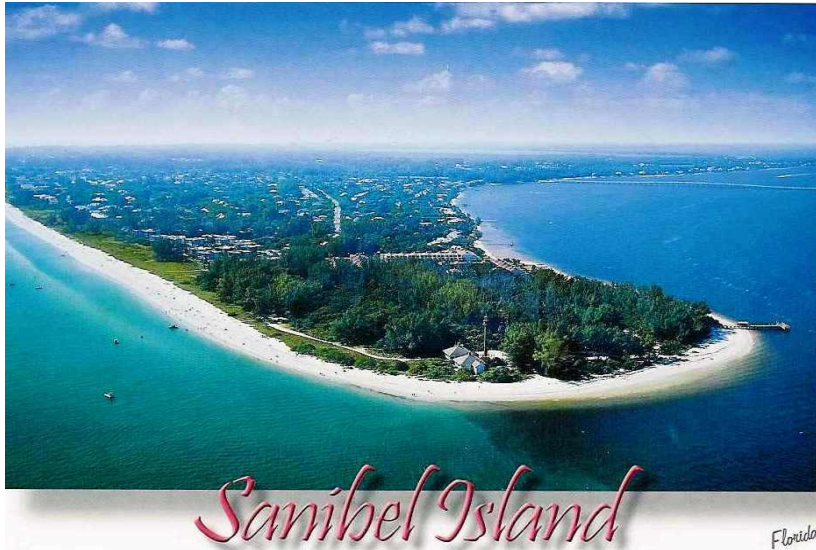
To Be Successful - Tourism Must Be Managed



“Tourism can help the economy and preserve the environment, but only when local governments control development. Otherwise poorly planned development can harm the area, leading to environmental damage, low paying service jobs and chains of hotels and fast food joints wiping out local business.”

Source: *Ecotourism in Appalachia: Marketing the Mountains*, 2004

Sanibel, Florida



- Sanibel has managed to protect its, beaches, wildlife and charm while also accommodating high levels of visitation.
- It did this by developing a comprehensive plan based on a “carrying capacity” analysis.
- It set a limit on houses and population consistent with its ability to evacuate during storms, protect its drinking water, wildlife, landscape and other resources.

Thank You

©Ed McMahon
Urban Land Institute
emcmahon@uli.org