

The National Trust for Historic Preservation

The National Trust provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalize our communities.

[Community](#) » [Resources](#) » [Technical Assistance](#)

TECHNICAL ASSISTANCE

Regional Offices

National Trust's [regional and field offices](#) bring the programs and tools of the National Trust to local communities across the country. They offer technical assistance through consultations and field visits and financial assistance, primarily through small grants to help jump start local efforts. They convene educational programs for professional preservationists, and they work to foster preservation-friendly public policies which affect historic places. They also provide leadership on issues that concern entire regions, such as saving historic schools, fighting sprawl, and revitalizing cities through historic preservation.

Main Street™ Revitalization Consulting

The [National Trust Main Street Center](#) offers a range of consulting and training services to help communities identify and address revitalization issues and find solutions. We provide basic and advanced training, analysis, and consultation on commercial district revitalization topics – all customized to meet local needs and resources.

The National Trust Main Street Center staff has extensive experience in every aspect of commercial district revitalization in addition to having a specialized area of expertise. All Center field staff members work with a wide range of communities of different populations, demographics, economic conditions, and markets. By interacting directly with community members "on-site" in their neighborhood business districts, we understand their local needs and dynamics and can provide targeted, workable solutions for implementation.

Heritage Tourism

The [National Trust's Heritage Tourism](#) program helps communities develop successful and sustainable programs that will enhance cultural and heritage attractions for residents and visitors alike. Consulting services are available on a fee-for-service basis in strategic planning, preservation, tourism development, interpretation, and marketing.

The Heritage Tourism program offers a series of "how-to" materials to help individuals and organizations develop cultural and heritage tourism programs and is a national advocate for cultural heritage tourism issues. The Heritage Tourism program is an active participant in Partners in Tourism, a coalition of cultural and heritage tourism practitioners.

Center for Preservation Leadership

The [National Trust's Center for Preservation Leadership](#) strengthens and supports a network of committed and informed preservation leaders by providing the tools and resources needed to carry out preservation activities in their own states and communities. The Center accomplishes this mission by providing educational opportunities and information resources for preservation leaders and their organizations.

Focus On...

- [Chain Drugstores](#)
- [Heritage Tourism](#)
- [Historic Houses of Worship](#)
- [Historic Schools](#)
- [Housing](#)
- [Public Lands](#)
- [Smart Growth](#)
- [Teardowns](#)
- [Transportation](#)

Local Contacts

Please use the drop down list below to select a state:

State

Go

Regional Offices

Regional and field offices bring the programs and tools of the National Trust to local communities across the country

1785 Massachusetts Ave, NW, Washington, DC 20036-2117 • tel: 202.588.6000 • 800.944.6847 • fax: 202.588.6038
© 2006 National Trust for Historic Preservation. All rights reserved. [Privacy Statement](#) | [Terms of Use](#)

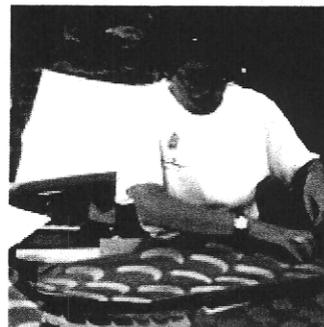
The National Trust for Historic Preservation

The National Trust provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalize our communities.

Focus On » Heritage Tourism

Heritage Tourism

Whether you are beginning a new program or enhancing an existing one, the Heritage Tourism Program knows what it takes to make a program succeed. The National Trust pioneered the process for heritage tourism programs in 1990 with a three-year initiative working with 16 pilot areas in four states—Indiana, Tennessee, Texas, and Wisconsin. This intensive effort resulted in the time-tested five guiding principles and four basic steps for getting started.



weaver in North Carolina.
Photo: Handmade in America.

Five Principles for Cultural Heritage Tourism

While cultural heritage tourism programs are all unique, successful and sustainable programs embody these five principles.

1. Collaborate

Cultural heritage tourism brings together many different perspectives—preservation, tourism, economic development, the arts, museums, main street, humanities, elected officials, public land managers and more. By working together, you can accomplish much more than by working alone.

2. Find the fit between the community and tourism

A good cultural heritage tourism program balances the needs of visitors and residents alike. Every community has a different capacity for tourism, and it is important to involve the community in shaping your tourism efforts.

3. Make sites and programs come alive

Find creative ways to engage visitors and provide them with a memorable experience. Provide interactive experiences that engage as many of the visitor's five senses as possible.

4. Focus on authenticity and quality

Today's travelers are more sophisticated and well traveled than the previous generation, and they expect both quality and authenticity in their heritage travel experiences.

5. Preserve and protect resources

Be sure that the historic, cultural and natural resources which make up your cultural heritage tourism program are adequately protected for future generations to enjoy as well. If these irreplaceable resources are lost, you can never get them back.

Four Steps for Cultural Heritage Tourism

Cultural heritage tourism programs develop in stages, and these four steps should be repeated with each new phase.

1. Assess the potential

Evaluate what your community has to offer in attractions, visitor services, organizational capabilities, ability to

http://www.nationaltrust.org/heritage_tourism/5_principles.html_old.html

protect resources and marketing.

2. Plan and organize

Make good use of human and financial resources. They are keys that open the doors to sustainable heritage tourism. Set priorities and measurable goals.

3. Prepare for visitors; protect and manage resources

Look to the future as well as the present. Be sure that the choices you make now improve your community for the long term.

4. Market for success

Develop a multi-year, many tiered marketing plan that targets your market. Look for partners in local, regional, state or national groups.

Focus On...

- [Chain Drugstores](#)
- [Heritage Tourism](#)
- [Historic Houses of Worship](#)
- [Historic Schools](#)
- [Housing](#)
- [Public Lands](#)
- [Smart Growth](#)
- [Teardowns](#)
- [Transportation](#)

Local Contacts

Please use the drop down list below to select a state:

State

Go

Regional Offices

[Regional and field offices](#) bring the programs and tools of the National Trust to local communities across the country

1785 Massachusetts Ave, NW, Washington, DC 20036-2117 • tel: 202.588.6000 • 800.944.6847 • fax: 202.588.6038
© 2006 National Trust for Historic Preservation. All rights reserved. [Privacy Statement](#) | [Terms of Use](#)

The National Trust for Historic Preservation

The National Trust provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalize our communities.

Focus On » [Heritage Tourism](#) » How We Can Help

How We Can Help

The Heritage Tourism Program provides consulting assistance in heritage tourism development, management and marketing. The program has developed a nationwide network of partners and resources - an unparalleled benefit to anyone seeking to enhance or develop heritage tourism programs.

The program staff includes national leaders in the field of heritage tourism with extensive experience at the local, state and national level. In addition to our core staff, the Heritage Tourism Program taps into a network of specialized national experts to create project teams to match the needs of our clients. No other heritage tourism consulting firm offers our unique blend of extensive hands-on heritage tourism experience at the local level combined with a national perspective on cutting edge trends and insights into the latest funding opportunities for cultural heritage tourism.

Our goal is to work with clients, building local capacity and encouraging long term sustainability. Our staff works to complement local expertise and build from existing work rather than "reinventing the wheel." Among our services are—

- [Community assessment visits and recommendation reports](#)
- [Workshops on a variety of topics.](#)

Since the program began in 1989, we have assisted hundreds of heritage and cultural sites, communities, regions and states in assessing resources and creating plans for sustainable heritage tourism programs. Past clients have included state tourism offices, state preservation offices, state Main Street programs, scenic byway organizations and other clients at the regional and local level. The Heritage Tourism Program can provide cultural heritage tourism assessments, project coordination, planning, facilitation, presentations and training workshops.

Staff

Amy Jordan Webb, Heritage Tourism Program Director

Amy Webb has 20 years of hands-on experience in cultural heritage tourism. She joined the National Trust's Heritage Tourism Program in 1993 and has served as the program's director since 1995. She is an active advocate for heritage tourism at the national level through her work with Partners in Tourism. She is a sought after presenter and has spoken at conferences in 41 states, two U.S. territories and Canada on national trends, success stories, and the principles of successful heritage tourism. Ms. Webb began the Share Your Heritage initiative in 1999, completing two success story publications, developing training materials and designing the Share Your Heritage training workshops.

Prior to coming to the National Trust, she worked as the Director of Tourism and Education for the Providence Preservation Society (PPS) in Providence, Rhode Island. During her eight year tenure she developed heritage education programs, organized an annual tour of historic homes, coordinated walking and motorcoach tours of historic Providence and created packaged itineraries and other collaborative marketing initiatives showcasing Providence's historic and cultural attractions.

Amy Webb holds a Master's degree in Architectural History and Historic Preservation from the University of Virginia and a bachelor's degree in Architectural History from Wellesley College in Massachusetts. Her Masters thesis focused on the Interpretation of historic sites in America between 1850 and 1950.

Amy Webb is based in Boulder, Colorado. She can be contacted at amy_webb@nthp.org.

Carolyn Brackett, Senior Program Associate, Heritage Tourism Program

Carolyn Brackett has been a Senior Program Associate for the Heritage Tourism Program since 2002, providing

http://www.nationaltrust.org/heritage_tourism/how_we_help.html



weaver in North Carolina.
Photo: Handmade in America.

heritage tourism consulting services to clients across the country.

Her involvement in the tourism industry began in 1988 when she joined the Tennessee Department of Tourist Development as Assistant Director of Information. From 1990-1992, Ms. Brackett served as the department's State Coordinator for the National Trust for Historic Preservation's Heritage Tourism Initiative.

In 1993, Ms. Brackett served as Executive Director of Historic Nashville Inc., Nashville's nonprofit preservation organization. From 1994-1996, Ms. Brackett served as Director of Statewide Projects for Tennessee 200, Inc., the state's bicentennial organization. From 1997-2001, Ms. Brackett served as Director of Marketing for The Hermitage, Home of President Andrew Jackson.

Ms. Brackett has a Bachelor of Science degree in historic preservation from Middle Tennessee State University in Murfreesboro.

Carolyn Brackett is based in Nashville, Tennessee. She can be contacted at carolyn_brackett@nthp.org.

Past Clients

Since 1989, the National Trust's Heritage Tourism Program has worked with a range of clients including state tourism offices, state preservation offices, state Main Street programs, scenic byway organizations and other clients at the national, regional and local level. A partial list of past clients includes:

- Alaska Department of Transportation and Public Facilities
- American Express
- Colorado Scenic and Historic Byways Program
- Duluth, Minnesota Heritage Tourism Committee
- Federal Highway Administration
- City of Harrisburg, Pennsylvania
- Historic Southern Indiana
- Indiana Department of Tourism
- Indiana National Road Association
- Iowa Department of Travel
- Lancaster County Planning Office
- Kentucky Department of Travel
- National Endowment for the Arts
- National Main Street Center
- North Carolina Cultural Heritage Tourism Partnership
- Ohio River Scenic Route
- Oil Heritage Region, Pennsylvania
- Panama City, Florida Downtown Improvement Board
- Pennsylvania Historical and Museum Commission
- Philadelphia Multicultural Affairs Council
- Preservation Development Initiative
- Rural Heritage Program
- Tracks Across Wyoming
- USDA Forest Service
- USDA Rural Development, Office of Community Development

What People Are Saying

"The National Trust's Heritage Tourism Program was the first national effort to focus on developing the potential of heritage and culture as tourism attractions. The Tennessee Overhill was fortunate to be part of the original pilot program. Today, we know with certainty that the Trust's program was the key to our success as a cultural tourism destination." Linda Caldwell, Executive Director, Tennessee Overhill Heritage Association, Etowah, Tennessee "We owe many thanks to the National Trust for Historic Preservation for first introducing us to the concept of heritage tourism. And more importantly, we greatly appreciated the Trust's professional guidance and technical support that ultimately guaranteed the overall success of our program here in Lancaster County."

Scott W. Standish
Director for Heritage Planning, Lancaster County Planning Commission, Lancaster, Pennsylvania

"As an original participant of the National Trust's Heritage Tourism Initiative, I continue to marvel at the impact this program has had on the travel industry. Not only was Columbus one of the demonstration projects, but I served as a consultant for the program. The Trust created this market segment, positioned it, and set the standards for providing an authentic visitor experience. Communities that felt they could not be a part of the travel industry because they

didn't have traditional "tourist" attractions began to realize that they could draw upon their history and culture to bring visitors, and their economic impact, into their community. This initiative has been a true success story for communities and the Trust must take pride in another area where they have been a leader."

Rene Campbell
Executive Director, Columbus Visitors Center, Columbus, Indiana

"The National Trust's Heritage Tourism Program was the first to articulate the who, what, how and where of Heritage Tourism. Many of us were nurtured on their step-by-step guide, 'Getting Started: How to Succeed in Heritage Tourism,' published more than a decade ago. No longer an infant, attempting to distinguish itself from the general Travel & Tourism Industry, Heritage Tourism is a national force today, crossing cultural and geographical borders with tangible, lasting results."

Mitch Bowman Executive Director, Virginia Civil War Trails, Inc.,
Richmond, Virginia

"The National Trust's Heritage Tourism Program has literally written the book on heritage tourism. Their five guiding principles and four steps are the definitive parameters for successful programs."

Ed McMahon
Vice President, The Conservation Fund, Arlington, Virginia

"Working with the National Trust's Heritage Tourism Program allowed my communities to take advantage of expertise they could not find, nor afford anywhere else. Working together, the Trust, the state Tourism office, and our communities, we were able to provide the most effective and expert assistance that met all our needs. Besides, Amy Webb is the bes!! And Carolyn too!"

Marianna Weinzapfel
former Director, Indiana Division of Tourism, Indianapolis, Indiana

"Carolyn Brackett and Amy Webb really helped us develop The Mississippi Delta National Heritage Area concept. Their Share Your Heritage Workshop was a stimulating and fact filled program that really moved our efforts forward. They have subsequently provided encouragement and helped link our local grass roots group to national organizations and advisors. They have an excellent program, and I highly recommend that anyone interested in heritage tourism contact them."

Luther Brown
Delta State University, Cleveland, Mississippi

"We were able to bring together 30 participants across a 4-state region to concentrate on the specific organizational and marketing challenges for HandMade in the Northern Forest. The expert guidance provided during our "Share Your Heritage" workshop allowed us to benefit from the experiences of HandMade in America and other heritage tourism programs while examining our unique local attractions and markets."

Anna Downes Handmade in the Northern
Forest, Montpelier, Vermont

Focus On...

- [Chain Drugstores](#)
- [Heritage Tourism](#)
- [Historic Houses of Worship](#)
- [Historic Schools](#)
- [Housing](#)
- [Public Lands](#)
- [Smart Growth](#)
- [Teardowns](#)
- [Transportation](#)

Local Contacts

Please use the drop down list below to select a state:

State

Go

Regional Offices

Regional and field offices bring the programs and tools of the National Trust to local communities across the country

1785 Massachusetts Ave, NW, Washington, DC 20036-2117 • tel: 202.588.6000 • 800.944.6847 • fax: 202.588.6038
© 2006 National Trust for Historic Preservation. All rights reserved. [Privacy Statement](#) | [Terms of Use](#)

The National Trust for Historic Preservation

The National Trust provides leadership, education, advocacy, and resources to save America's diverse historic places and revitalize our communities.

Focus On » Heritage Tourism

Heritage Tourism

The National Trust defines cultural heritage tourism as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources.

The Heritage Tourism Program provides assistance ranging from [how-to cultural heritage tourism publications](#) to consulting services tailored to meet the needs of individual clients. [The National Trust's Heritage Tourism Program's experienced staff](#) provides fee-for-service assistance in heritage tourism development, management and marketing. The staff also works at the national level to track national trends, provide how-to training tools and programs and advocate for increased national support for heritage tourism.

Through years of experience the National Trust's Heritage Tourism Program has developed [five guiding principles](#) for successful and sustainable cultural heritage tourism development as well as [four steps for getting started](#). These principles and steps have been adopted broadly across the United States and are also being used in Canada and several other international destinations. These principles and steps serve as the foundation of all of the work of the Heritage Tourism Program.

What are the [benefits of cultural heritage tourism](#)? Studies have consistently shown that cultural heritage travelers stay longer and spend more money than other kinds of travelers. A good cultural heritage tourism improves the quality of life for residents as well as serving visitors.

- [Heritage tourism success stories.](#)
- [The latest Cultural Heritage Tourism Fact Sheet \(pdf\).](#)
- [Toolkit](#) for the National Trust's Dozen Distinctive Destinations communities.
- [The Heritage Tourism program's Assessment and Recommendations for St. Augustine, Florida \(pdf\).](#)
- Learn more about successfully developing, promoting, and managing cultural heritage tourism at culturalheritagetourism.org—a website managed by the National Trust's Heritage Tourism Program on behalf of Partners in Tourism. (pdf)
- [Community assessment visits and recommendation reports](#)
- [Workshops on a variety of cultural heritage tourism topics.](#)



Travelers

enjoy learning about different cultures by attending events such as this Native American Pow Wow in Wisconsin. *Photo: Wisconsin Department of Tourism*

Focus On...

- [Chain Drugstores](#)
- [Heritage Tourism](#)
- [Historic Houses of Worship](#)
- [Historic Schools](#)
- [Housing](#)
- [Public Lands](#)
- [Smart Growth](#)
- [Teardowns](#)
- [Transportation](#)

Local Contacts

Please use the drop down list below to select a state:

State

Regional Offices

Regional and field offices bring the programs and tools of the National Trust to local communities across the country

1785 Massachusetts Ave, NW, Washington, DC 20036-2117 • tel: 202.588.6000 • 800.944.6847 • fax: 202.588.6038
© 2006 National Trust for Historic Preservation. All rights reserved. [Privacy Statement](#) | [Terms of Use](#)