



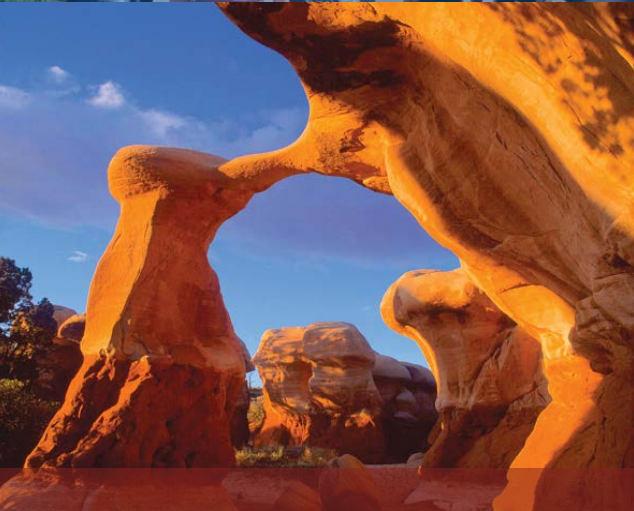
National Trust *for*
Historic Preservation



Preserving Route 66: Economic & Cultural Benefits

Tulsa, Oklahoma

AMY WEBB ♦ JUNE 14, 2016



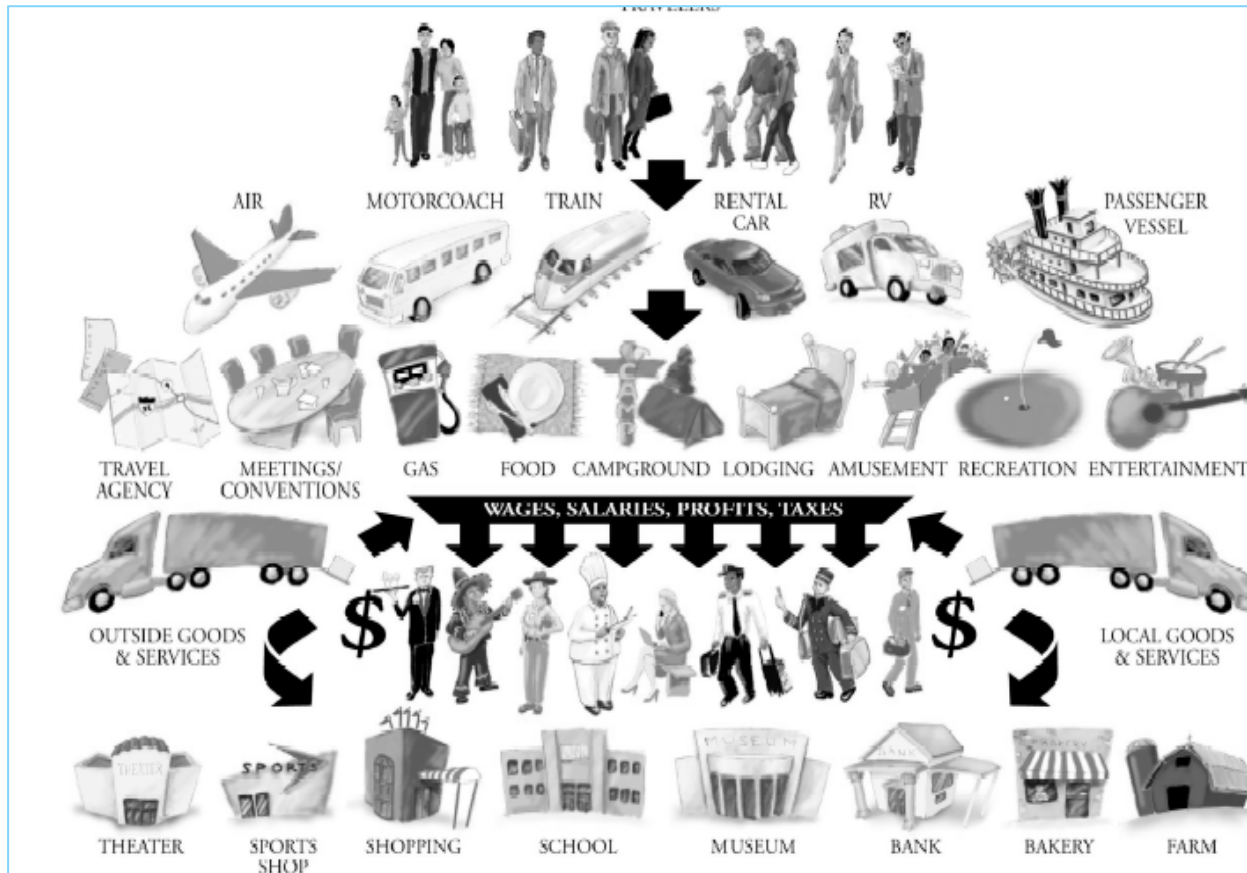
Tourism is Big Business

- Generated \$2.1 trillion in spending in the U.S. in 2015
- One in 9 American jobs is directly supported by travel
- Indirectly supports more 15.1 million jobs in the U.S.

U.S. Travel Association



The Trickle Down Effect...



Definition

“Cultural heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present”

—National Trust for Historic Preservation

Benefits of Cultural Heritage Tourism

- Economic Benefits
 - New Jobs & Businesses
 - Increased Tax Revenues
 - Diversifies local economy
- Quality of Life Benefits
 - Builds community pride
 - Preserve a community's unique character



Challenges of Cultural Heritage Tourism

- Demands on infrastructure
- Balancing residential life with tourism
- Tourism industry is competitive, sophisticated and fast-paced industry

How many cultural heritage travelers are there?

76% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling.



Photo Credit: National Trust for Historic Preservation

(The Cultural and Heritage Traveler, Mandala Research, 2013)

How many cultural heritage travelers are there in the U.S.?

- 129.6 million cultural heritage travelers
- \$171 billion annual cultural heritage travel expenditures

(Cultural & Heritage Traveler

2013 Edition, Mandala Research, LLC)



Photo Credit: National Trust for Historic Preservation

Travelers enjoy a variety of activities

70.3%	Dining in restaurants
39.4%	Sightsee in cities
33.6%	Visit historic places
31.8%	Visit small towns/villages
29.7%	Sightsee in rural areas
24.8%	Visit state or local parks
22.7%	Visit National Parks
20.2%	Art galleries or museums



Destination Analysts: State of the American Traveler, January 2013

Spending

Cultural heritage travelers spend, on average, \$1,319 per trip compared to \$820 for all U.S. travelers.

(The Cultural and Heritage Traveler Mandala Research, October 2013)



Cultural heritage travelers like to shop



Photo Credit: National Trust for Historic Preservation

- 44% include shopping compared to 33% of all other travelers.
- Shopping is one of the most popular activity for all U.S. travelers.

U S Travel Association)

SHOPPING

What do travelers want?

- Stores travelers do not have at home (73%)
- Items travelers cannot get at home (67%)
- Items that represent the destination (53%)
- A unique shopping atmosphere (52%)

(U.S. Travel Association)



More likely to stay in a hotel, motel or B&B



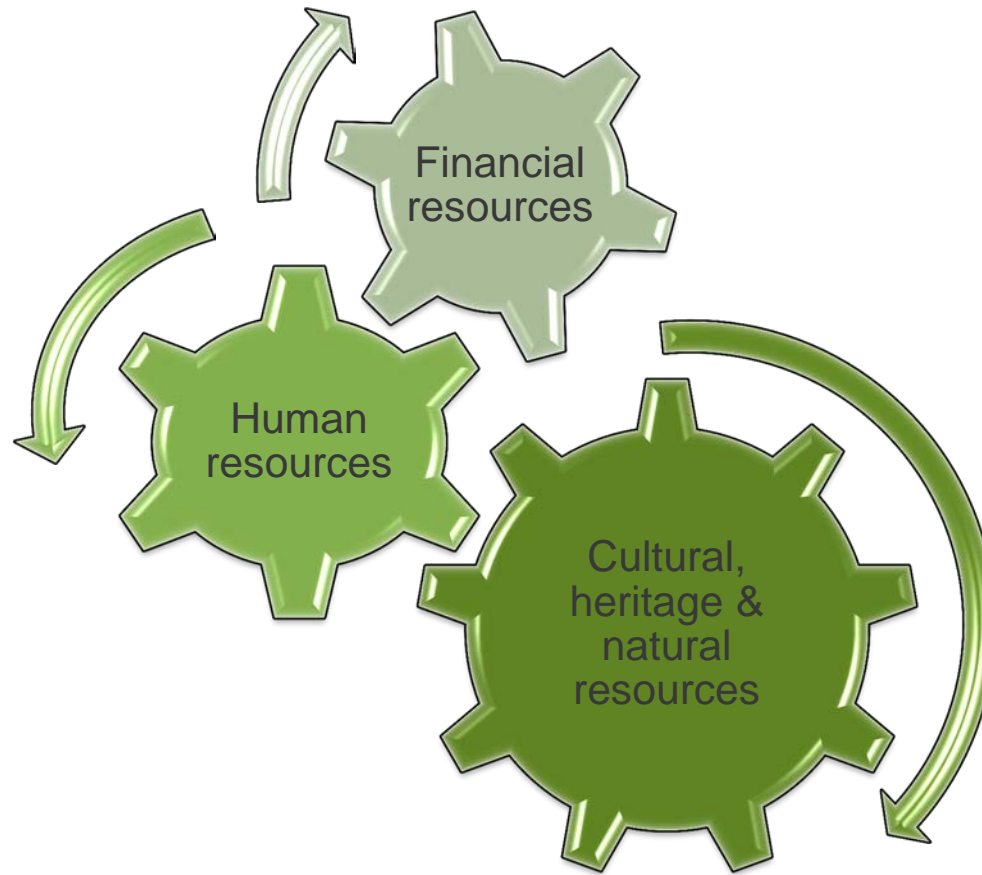
Photo Credit: National Trust for Historic Preservation

More likely to travel by car



Photo Credit: National Trust for Historic Preservation

What does it take to have success & sustainability?



Cultural Heritage Tourism Principles



#1 Collaboration



Types of Collaboration



- Community
 - Route 66 Experience
 - OKPOP
- State/Regional/National
 - Oklahoma Route 66 Association
 - Route 66 Alliance (Tulsa)
 - National Scenic Scenic Byway (FHWA)
 - Route 66 Corridor Preservation Program (NPS)
 - National Historic Trail



National Scenic Byways in Oklahoma

- Historic Route 66 (AZ, IL, NM and OK)
- Talimena Scenic Drive (AR, OK)
- Cherokee Hills Byway
- Wichita Mountains Byway



Historic Route 66 Scenic Byway Grants

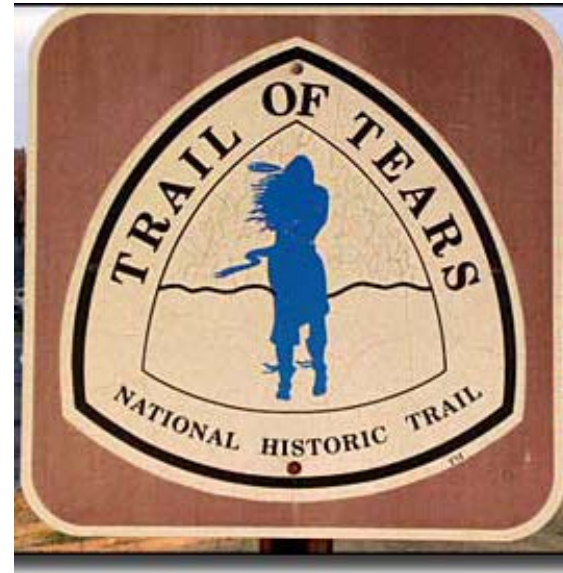
- Cultural Crossroads Interpretive Intersection (\$385,000)
- El Reno Route 66 Banners (\$43,520)
- Miami Interpretive Signage (\$120,000)
- Youngheim Centennial Plaza (\$105,600)
- Travel Guide: Carthage, MO to Vinita, OK (\$40,000)
- Oklahoma Route 66 Museum: Renovation of Exhibit Galleries (\$120,000)

Historic Route 66

National Historic Trail?

- A 1995 NPS study determined that Route 66 does meet the National Historic Trail criteria
- NPS Rt 66 Corridor Preservation Program will sunset in 2019
- National Historic Trail designation has many similarities to Corridor Preservation Program
- National Historic Trail is a permanent federal designation
- Could become only National Historic Trail to commemorate modern automobile travel

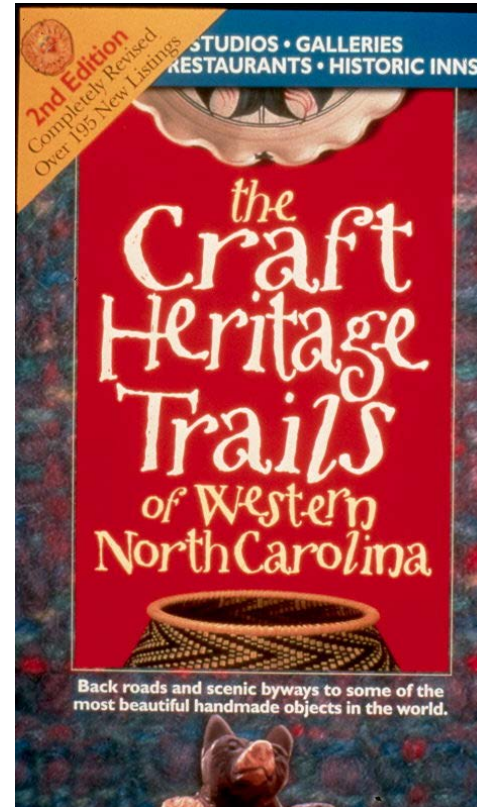
National Historic Trails in Oklahoma



#2 Find the Fit Between the Community and Tourism



Find the Fit Between the Community & Tourism

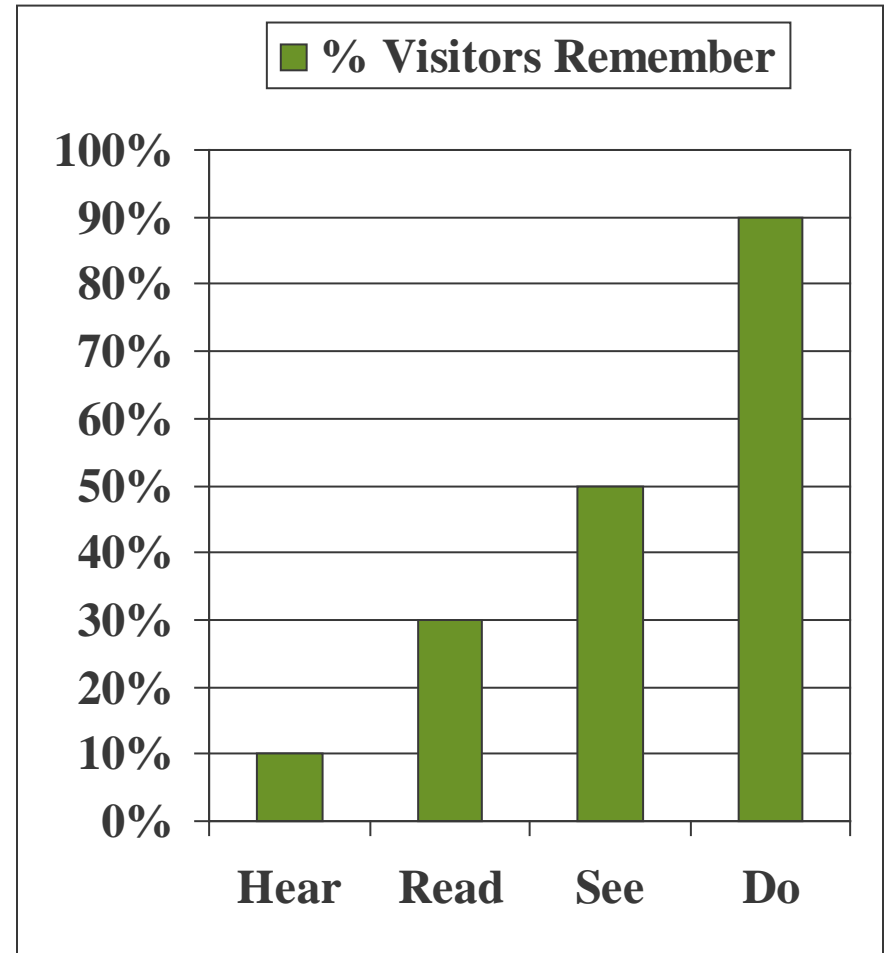


#3 Make Sites and Programs Come Alive



Visitors will remember...

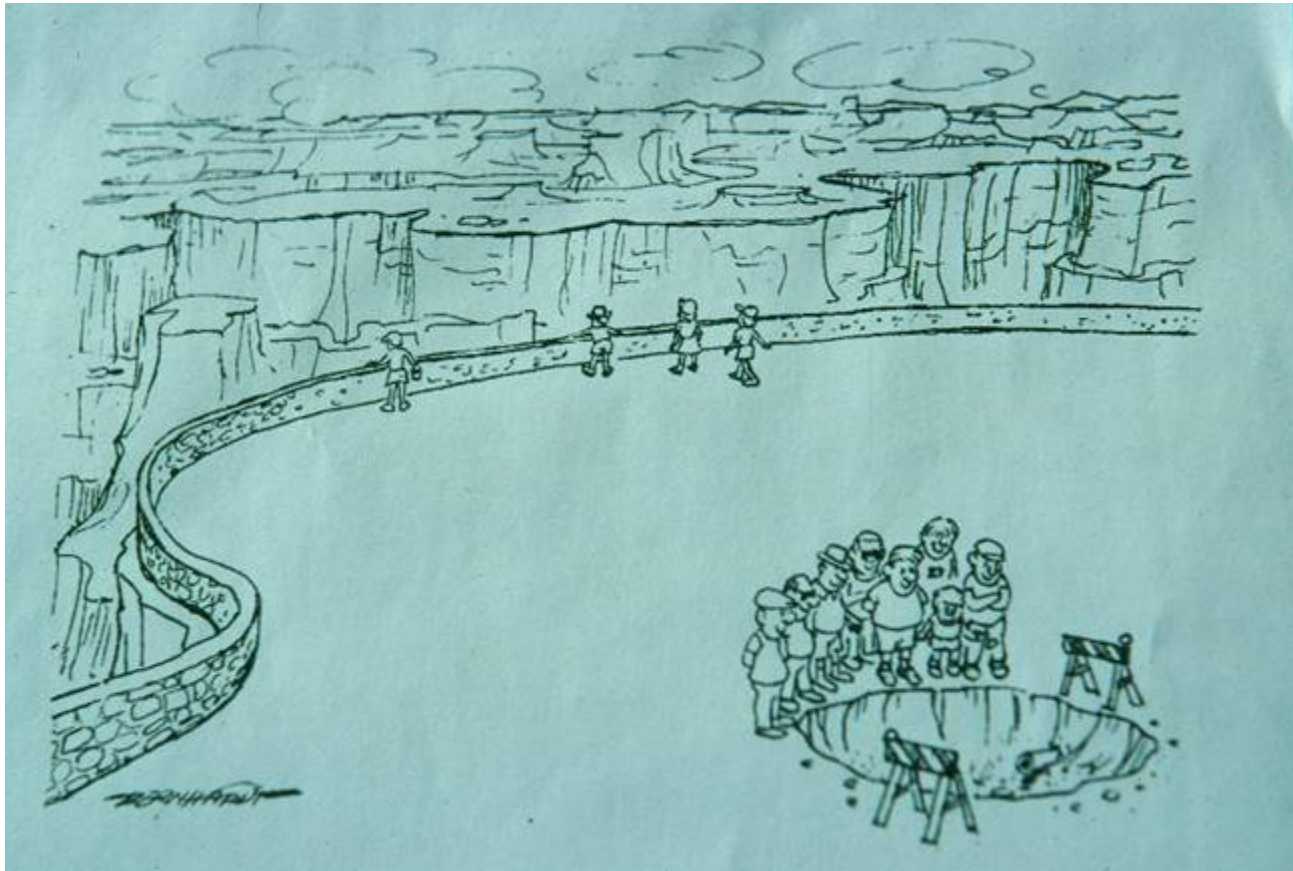
- * 10% of what they hear
- * 30% of what they read
- * 50% of what they see
- * 90% of what they do



Make Sites & Programs Come Alive



What will interest visitors?



#4 Focus on Quality & Authenticity



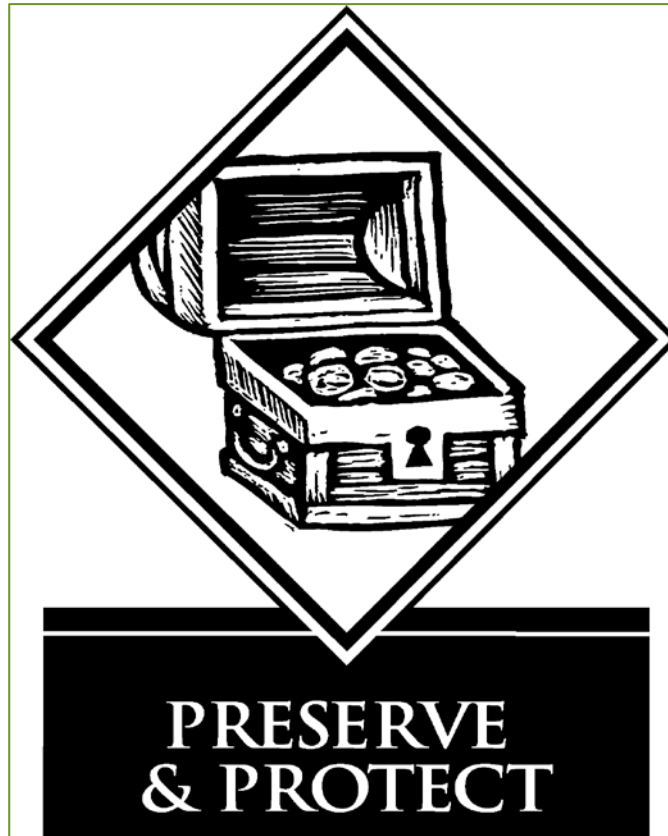
Focus on Quality & Authenticity



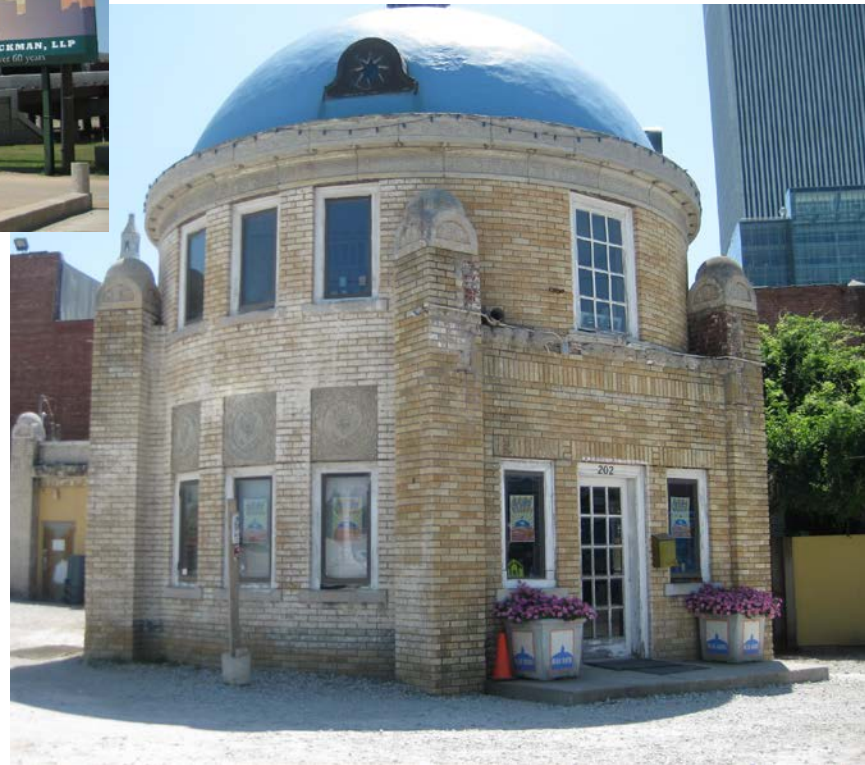
Focus on Quality & Authenticity



#5 Preserve & Protect Resources



Preserve and Protect Resources



Preserve and Protect Resources



Dining



Shopping



Visitor Information



Lodging

Thank you!



Amy Webb, Senior Field Director
National Trust for Historic Preservation
Awebb@savingplaces.org
www.preservationnation.org