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.

(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)*
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

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

Photo Credit: National Trust for Historic Preservation
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 & natural resources
- Financial resources
- Human resources
Cultural Heritage Tourism Principles

- Find the Fit
- Collaborate
- Come Alive
- Preserve & Protect
- Quality & Authenticity
#1 Collaboration
Types of Collaboration

• Community
  – Route 66 Experience
  – OKPOP

• State/Regional/National
  – Oklahoma Route 66 Association
  – Route 66 Alliance (Tulsa)
  – National 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

Visitor Information

Shopping

Lodging

National Trust for Historic Preservation
Thank you!

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