

Innovation Lab Webinar Series

Presentation Log for

Why Tourists Shop: How to Become a Powerful Heritage Travel Destination

Presented February 5, 2009

Panelists:

- Barbara Wold, Wold International
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 - Kathy Adams, National Trust Heritage Travel Initiative
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Polling Transcript:

Question: Do you have a walking map of your downtown or main street?

- Yes: 71.25%
- No: 28.75%

Question: Do you promote cultural tourism in your community?

- Yes: 83.33%
- No: 16.67%

Question: Have any of your retailers or service providers done anything to attract tourists?

- Yes: 74.67%
- No: 25.33%

Question: Have you taken time to talk to your visitors?

- Yes: 75%
- No: 25%

Question: Have you seen your tourist market grow?

- Yes: 71.11%
- No: 28.89%

Attendee Question Transcript:

- Q. What is an ideal mix between retail and restaurants in downtowns.
- Q. In this economy and considering that we should be planning for walkable communities, wouldn't it be better to direct Main Street development toward useful shops and services for the nearby residents, rather than those that attract mostly tourists? (My own main street does not really serve the neighborhood; retail is too expensive; there is no hardware or grocery store. It attracts people from nearby suburbs who drive in.)
Follow-up comment: the more locally-oriented the retail, the more "authentic" the main street experience, no? As a traveler I appreciate the main street cafes where locals go.
- Q. Regarding focus groups, how do you gather a group of visitor-participants? Unlike residents, they typically do not want to take time out of their busy traveling schedule?
- Q. What the statistics mentioned earlier on: # of tourists who leave room in suitcase etc.?
- Q. Do you have some examples of how to get the businesses to participate?
- Q. How do you get retailers and restaurant folks to get on board and to commit by not only providing ideas and feedback but finances to help implement initiatives?
- Q. Does anyone have legislation for an arts & entertainment district they can share with me?
- A.
- Q. What about communities that are lean on retail but strong in historic assets and restaurants?
- Q. what is a good strategy for getting a city council to understand protecting historic sites?
- Q. what hours of operation do you recommend for downtowns seeking the tourism trade?
- Q. What kind of incentives can we implement to help downtown property owners (downtown) lease and fill up their space?
- Q. Are any other states experimenting with their creative economies like Georgia?

Local websites mentioned in the chat:

- www.gamadegagrownproducts.org
- www.thinkmonroecountyfirst.com
- www.HistoricNewAlbany.com