



PLANNING FOR CULTURAL HERITAGE TOURISM

Today's Agenda

Review Progress to Date/ Survey Results

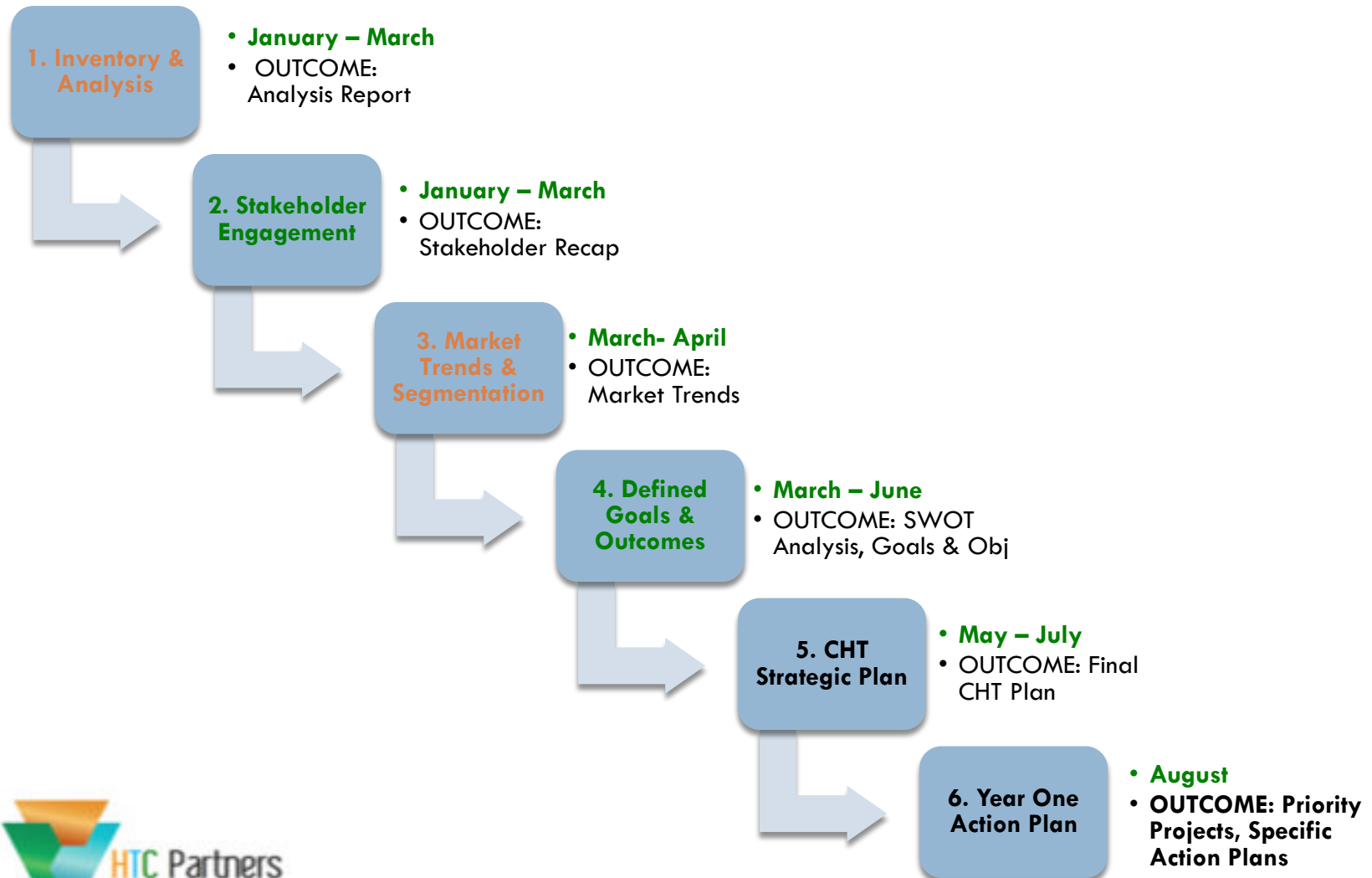
SWOT Analysis

Define Target Markets

Identify CHT Goals

How to Measure Impact

Bellingham Cultural Heritage Tourism Planning Process: January – August 2017



CHT: Bellingham/Whatcom County's Definition

- **Travel directed toward experiencing the history, art and culture of a place**
- **“Culture” in this context is broadly defined to include:**
 - ▣ All forms of traditional and contemporary arts such as sculpture, painting, photography, music, performance, dance and theatre
 - ▣ Heritage, which includes historic and prehistoric sites, architecture, native peoples, and traditional events
 - ▣ Culture and heritage may take the form of place-based activities and events unique to the area such as farmers' markets, Bellingham Highland Games, the Lummi Stommish, etc.

Survey Results

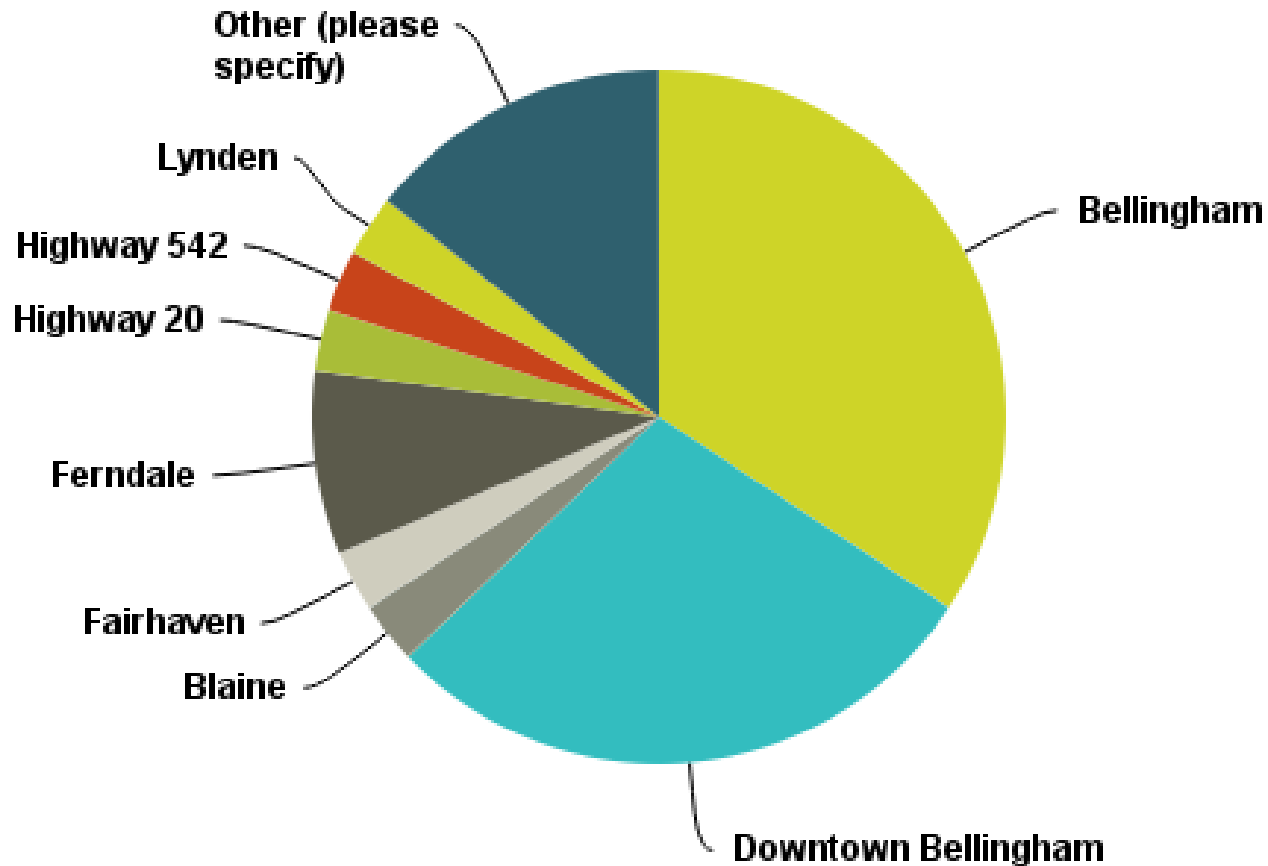
Answers from 35 respondents

Respondents

- Allied Arts of Whatcom County
- Bellingham/Whatcom County Tourism
- City of Bellingham
- City of Blaine
- Downtown Bellingham Partnership
- Ferndale Chamber of Commerce
- Ferndale Heritage Society
- Historic Fairhaven Association
- Lummi Indian Business Council
- Lynden Pioneer Museum
- Mount Baker Theatre
- Mt. Baker Foothills Chamber of Commerce
- North Cascades Institute
- Pickford Film Center
- Point Roberts Press
- SeaFeast
- Spark Museum
- Sylvia Center for the Arts
- Washington State Historical Society
- Whatcom County Parks
- Whatcom Maritime Association
- Whatcom Museum

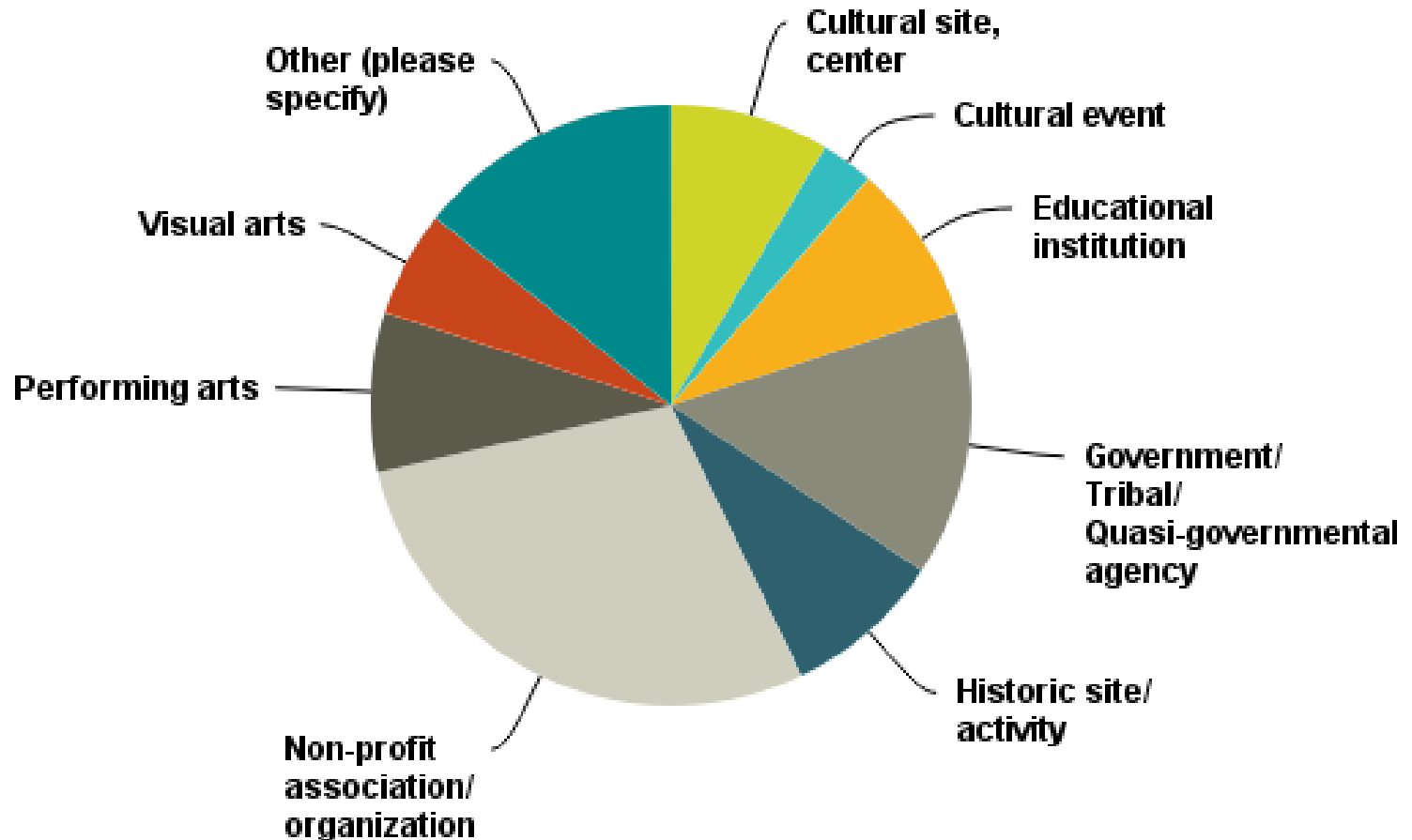
Q2 Where is your organization or business located?

Answered: 35 Skipped: 0



Q3 What category best describes the entity you represent?

Answered: 35 Skipped: 0



SWOT Analysis - INTERNAL

STRENGTHS

- Geographic location, features
- Quantity, diversity of events, orgs, experiences
- Trail systems
- Water, mountains, nature
- Maritime, fishing, heritage
- Native American

WEAKNESSES

- Lack of cohesive theme
- Lack of communication, coordination
- Heritage undervalued
- Limited hours
- Lack of marketing/identity
- Lack of CH leadership
- Wayfinding

SWOT Analysis - EXTERNAL

OPPORTUNITIES

- Use waterfront for events
- Showcase maritime heritage, Native American history
- Collaborative partnerships
- Align attractions (food or beer destination)
- Promote variety

THREATS

- Lack of funding
- Homeless, crime, drug use
- Increased border issues
- Lack of leadership, local interest
- Competition between organizations
- Online entertainment
- Weather

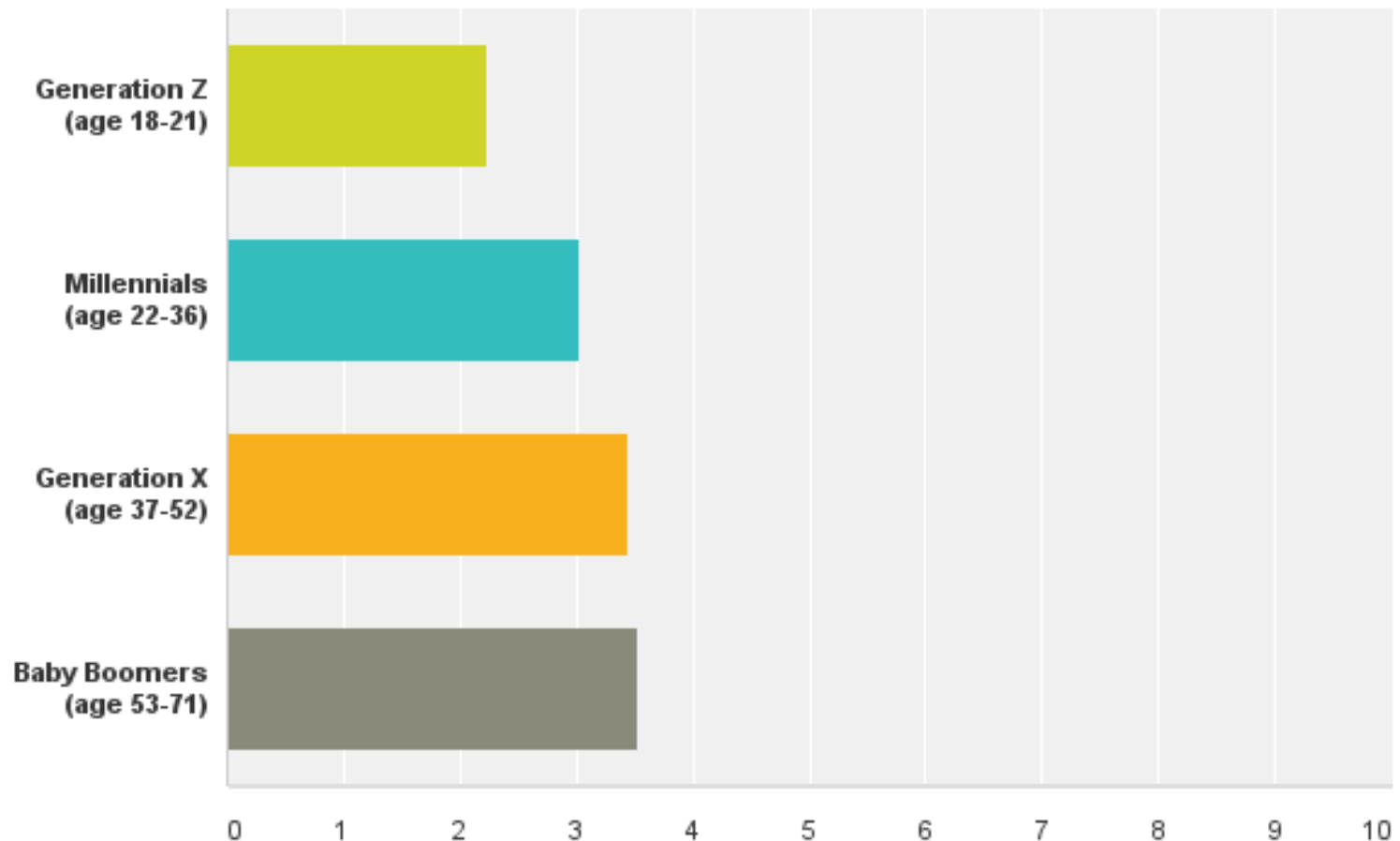
Defining Target Markets

Who is desired?

When do you want them to visit?

Q6 Please rank, in order of preference, the importance of these demographic audiences to your organization and/or site in the next three years

Answered: 30 Skipped: 5

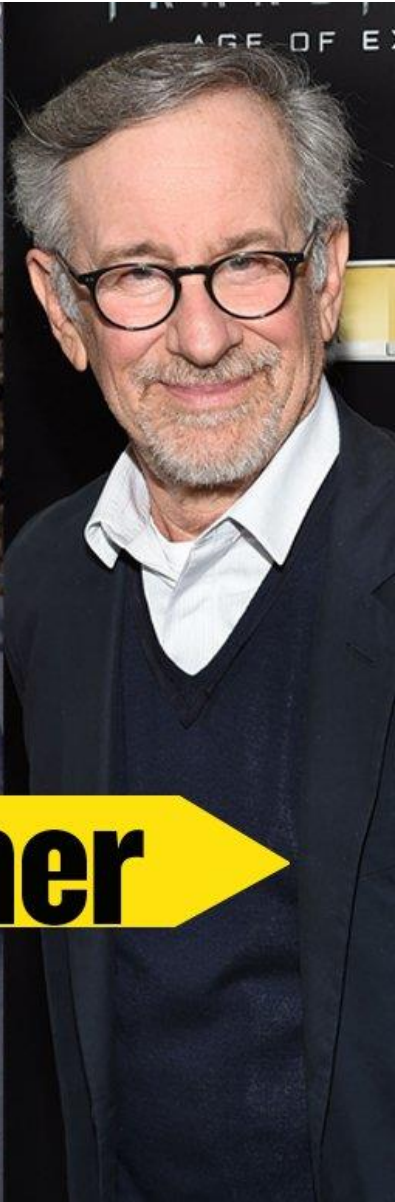




Boomers!

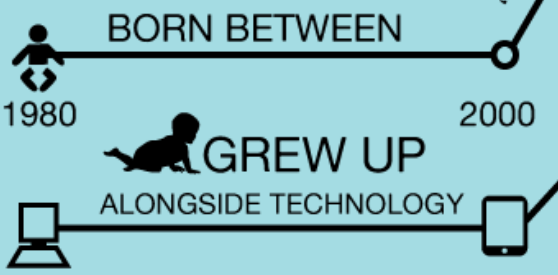
Baby

We Are



Millennial vs. Boomer

WHO ARE MILLENNIALS?



"GEN Y"

80 MILLION IN THE U.S



LARGEST GENERATION YET

2.5 BILLION WORLDWIDE

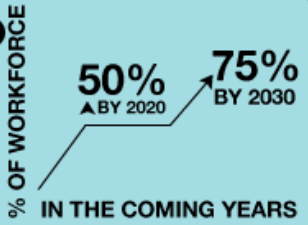
MOST ETHNICALLY & RACIALLY DIVERSE



DOMINANCE OF SOCIAL NETWORKS



DO THEY MATTER?



MAKE A DIFFERENCE W/ THEIR WORK

- CONFIDENT
- HAVE HIGH EXPECTATIONS
- ACHIEVEMENT ORIENTED

Image from Why Millennials Matter (www.whymillennialsmatter.com)



Matures visit
historic sites
and want
scenic drives
and local
crafts



Gen X and Y
are more
into night
life



All age
groups want
to
experience
the local
cuisine

Source : *The Culinary Traveler Study, 2013*

The Cultural Heritage Traveler (cont.)

- ❑ Older (49 vs. 47); Affluent
- ❑ Educated: Graduate +
- ❑ Baby Boomers still dominate
- ❑ Increase in Gen X (up to 33%)
- ❑ Multi-generational also on rise

*Families: 1 / 3 of U.S. population but make **half** of all visits to attractions. Priorities are: togetherness, fun, variety, unique experiences, learn something new, go someplace new*

Source: PGAV Destinations 2013

Top activities of Cultural Heritage Travelers:

1. Visiting historic sites (66%)
2. Participating in historical re-enactments (64%)
3. Visiting art museums/galleries (54%)
4. Attending an art/craft fair or festival (45%)
5. Attending a professional dance performance (44%)
6. Visiting state/national parks (41%)
7. Shopping in museum stores (32%)
8. Exploring urban neighborhoods (30%)



Source: Mandala Research 2009

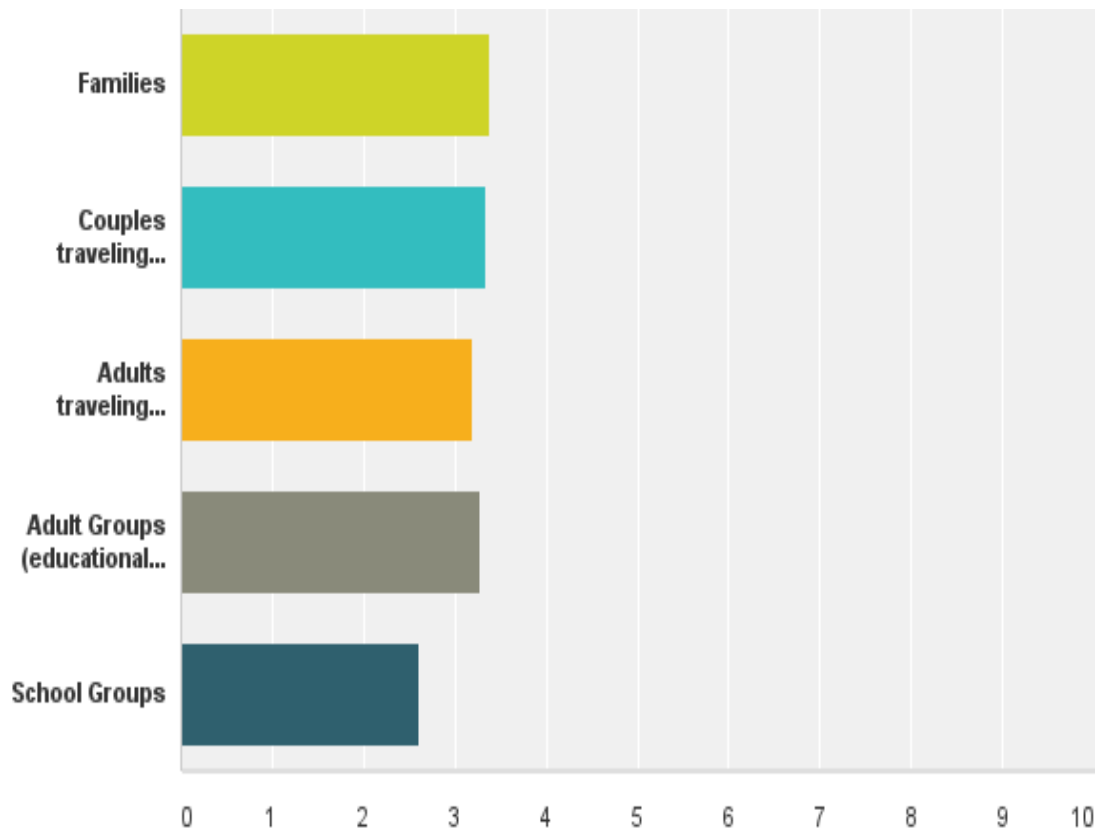
Cultural Heritage behaviors of General Leisure Travelers

While culture or heritage activities may not be the **MOTIVATOR** for the trip, travelers often engage in culture and heritage as part of their visit to a destination.

- ❑ Visited heritage buildings/historical buildings (42%)
- ❑ Attended cultural/heritage fair, festival (40%)
- ❑ Attended historical reenactments (38%)
- ❑ Participated in an organized tour of local history or culture (37%)
- ❑ Visited living history museums (37%)
- ❑ Took a tour focusing on local architecture (34%)
- ❑ Researched family history (32%)
- ❑ Shopped for items made by local artisans, craftspeople (31%)
- ❑ Visited farms and ranches (25%)
- ❑ Explored small towns (24%)
- ❑ Experienced local or regional cuisine for a unique and memorable experience (23%)
- ❑ Self guided walking tour (22%)

Q7: Please rank, in order of preference, the importance of these audience profiles to your organization and/or site in the next three years

□ Answered: 30 Skipped: 5



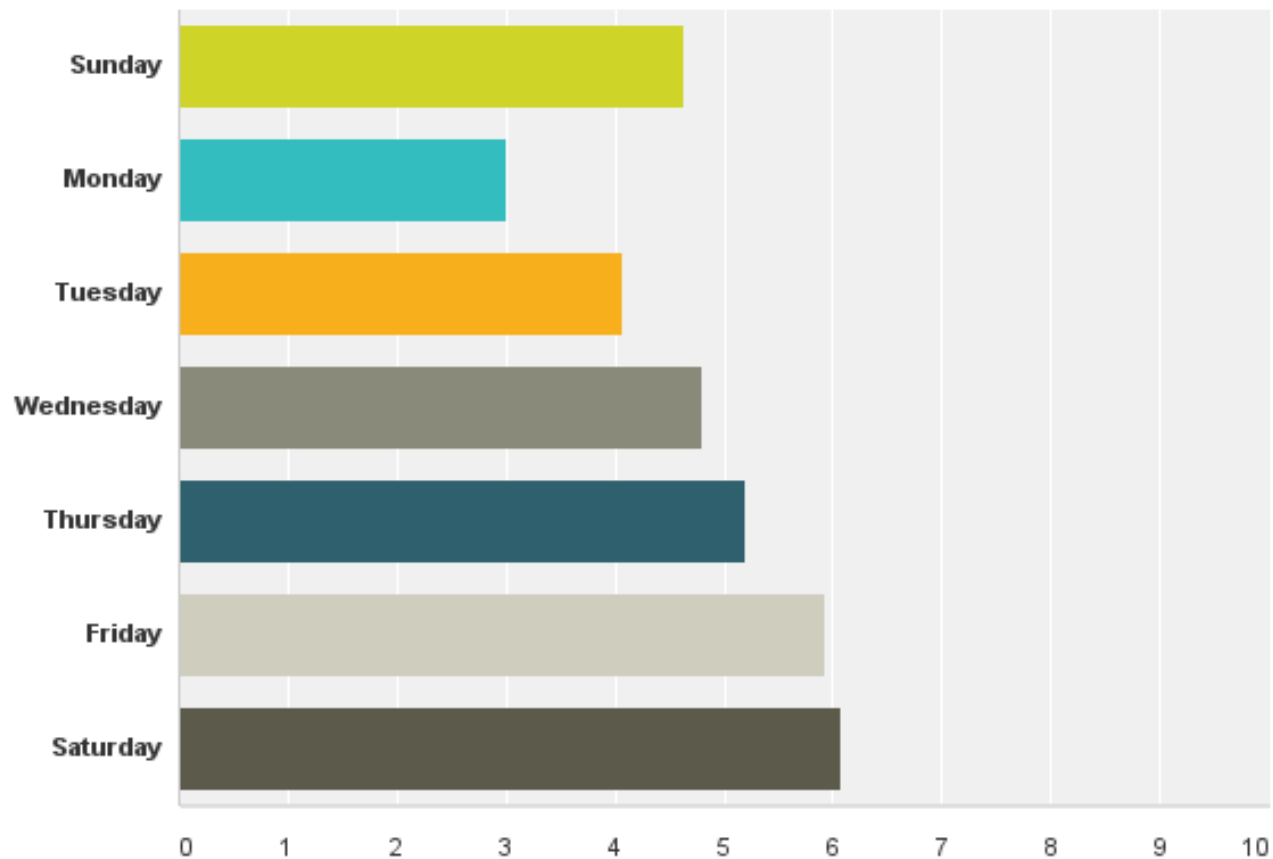
Q7: Please rank, in order of preference, the importance of these audience profiles to your organization and/or site in the next three years

□ Answered: 30 Skipped: 5

	Least important	Somewhat important	Important	Most important	Total	Weighted Average
Families	0.00% 0	13.79% 4	34.48% 10	51.72% 15	29	3.38
Couples traveling without children	3.45% 1	6.90% 2	41.38% 12	48.28% 14	29	3.34
Adults traveling independently	0.00% 0	14.81% 4	51.85% 14	33.33% 9	27	3.19
Adult Groups (educational or special interest, group tours, niche audiences)	3.45% 1	13.79% 4	34.48% 10	48.28% 14	29	3.28
School Groups	20.69% 6	20.69% 6	34.48% 10	24.14% 7	29	2.62

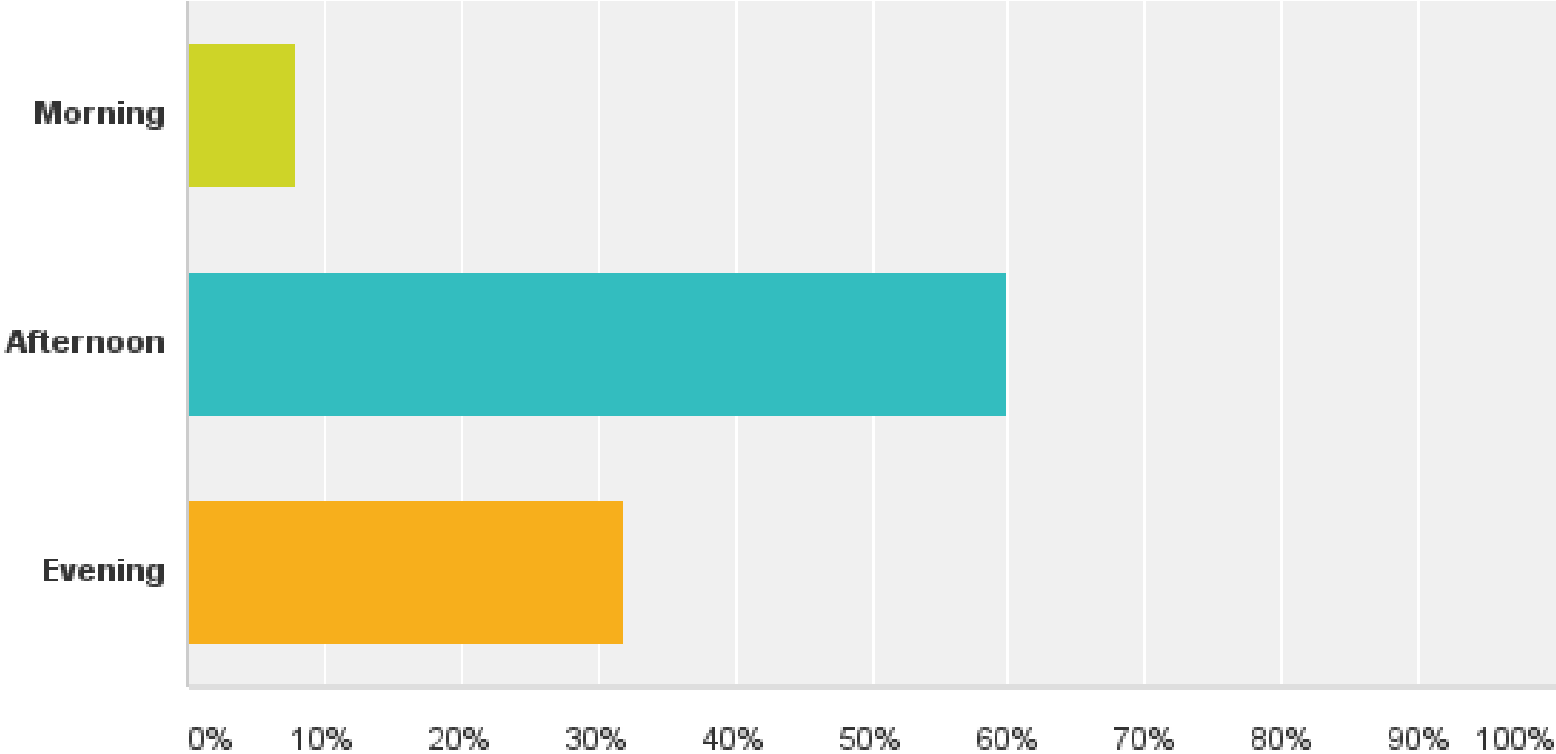
Q9 On a scale of 1-7, with 7 as most important, please rank the days of the week are you most interested in hosting more cultural heritage visitors to your organization or business in the next three years.

Answered: 27 Skipped: 8



Q10 What time of day are visitors most desired?

Answered: 25 Skipped: 10



Defining SMART Goals

Strategic

Measurable

Actionable

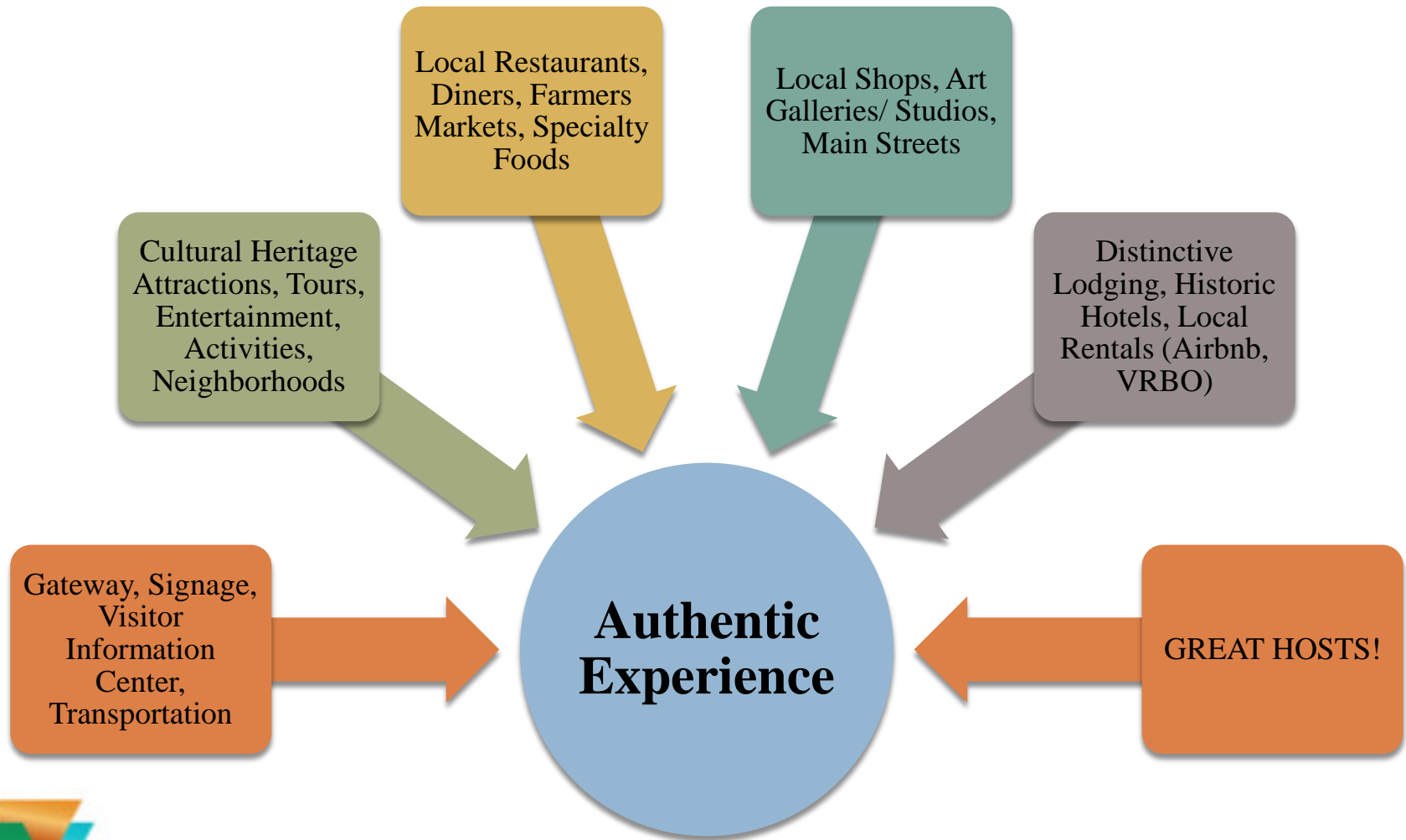
Realistic

Timely

CHT Planning: 5 Steps

1. Identify and Analyze the Potential
2. Plan and Engage
3. Develop Authentically
4. Market for Positive Impact
5. Manage for Growth and Sustainability

The Holistic Approach



Short Term Projects (6-12 months)

- ❑ Marketing/PR/Advertising/ Website
- ❑ Inventory and Map of Cultural Heritage Sites
- ❑ Organization with Leadership
- ❑ Certification hospitality program
- ❑ Lummi and Nooksack involvement in SeaFeast
- ❑ Thematic identity to connect cultural heritage
- ❑ Waterfront parks with public access to shoreline
- ❑ Boat tour
- ❑ ADA Compliant sidewalks
- ❑ Community-wide arts district
- ❑ Improved interpretive signage/ Wayfinding

Long-Range Projects (Five Years)

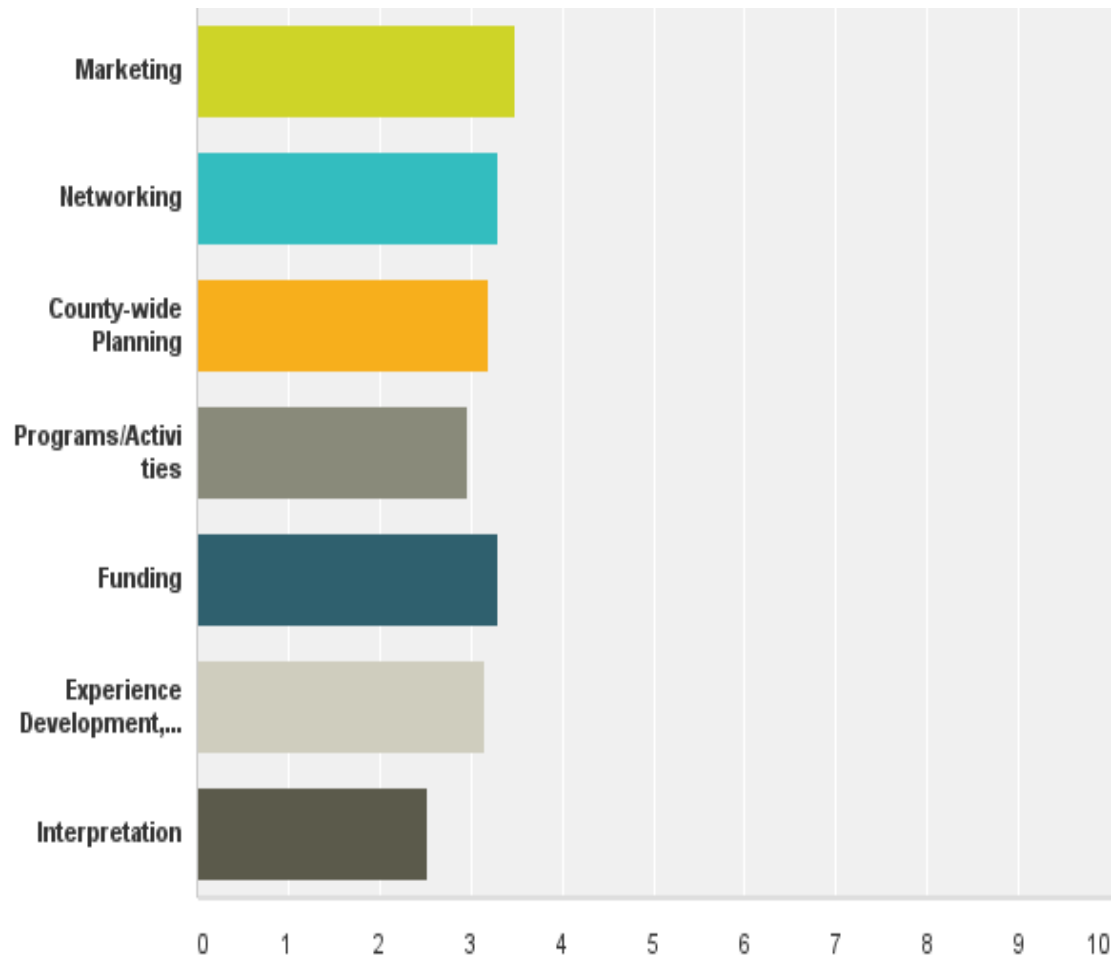
- ❑ Interpretive/Wayfinding
- ❑ Coordinated network
- ❑ Walking/biking trail
- ❑ Cultural Access WA tax
- ❑ Culture presented in context with place
- ❑ Funding for Pioneer Park
- ❑ More tours, experiential and educational activities
- ❑ Marketing
- ❑ Waterfront Development with Cultural Center
- ❑ Integrate Native American cultural experiences into tourism offerings

5 Principles of CHT

1. Focus on Authenticity and Quality
2. Preserve and Protect Resources
3. Make Sites & Programs Come Alive
4. Find the Fit Between Community & Tourism
5. Collaborate

Q11: What types of partnerships would you like to see result from this plan?

Answered: 29 Skipped: 6



Q11: What types of partnerships would you like to see result from this plan?

□ Answered: 29 Skipped: 6

	Least important	Somewhat important	Important	Most important	Total	Weighted Average
Marketing	0.00% 0	3.45% 1	44.83% 13	51.72% 15	29	3.48
Networking	0.00% 0	14.29% 4	42.86% 12	42.86% 12	28	3.29
County-wide Planning	3.70% 1	14.81% 4	40.74% 11	40.74% 11	27	3.19
Programs/Activities	0.00% 0	25.00% 7	53.57% 15	21.43% 6	28	2.96
Funding	3.57% 1	14.29% 4	32.14% 9	50.00% 14	28	3.29
Experience Development, Enhancement	3.70% 1	14.81% 4	44.44% 12	37.04% 10	27	3.15
Interpretation	14.81% 4	29.63% 8	44.44% 12	11.11% 3	27	2.52

“ACTION IS THE FOUNDATIONAL KEY
TO ALL SUCCESS.”

- *Pablo Picasso*

Defining Success

What is the most important impact?

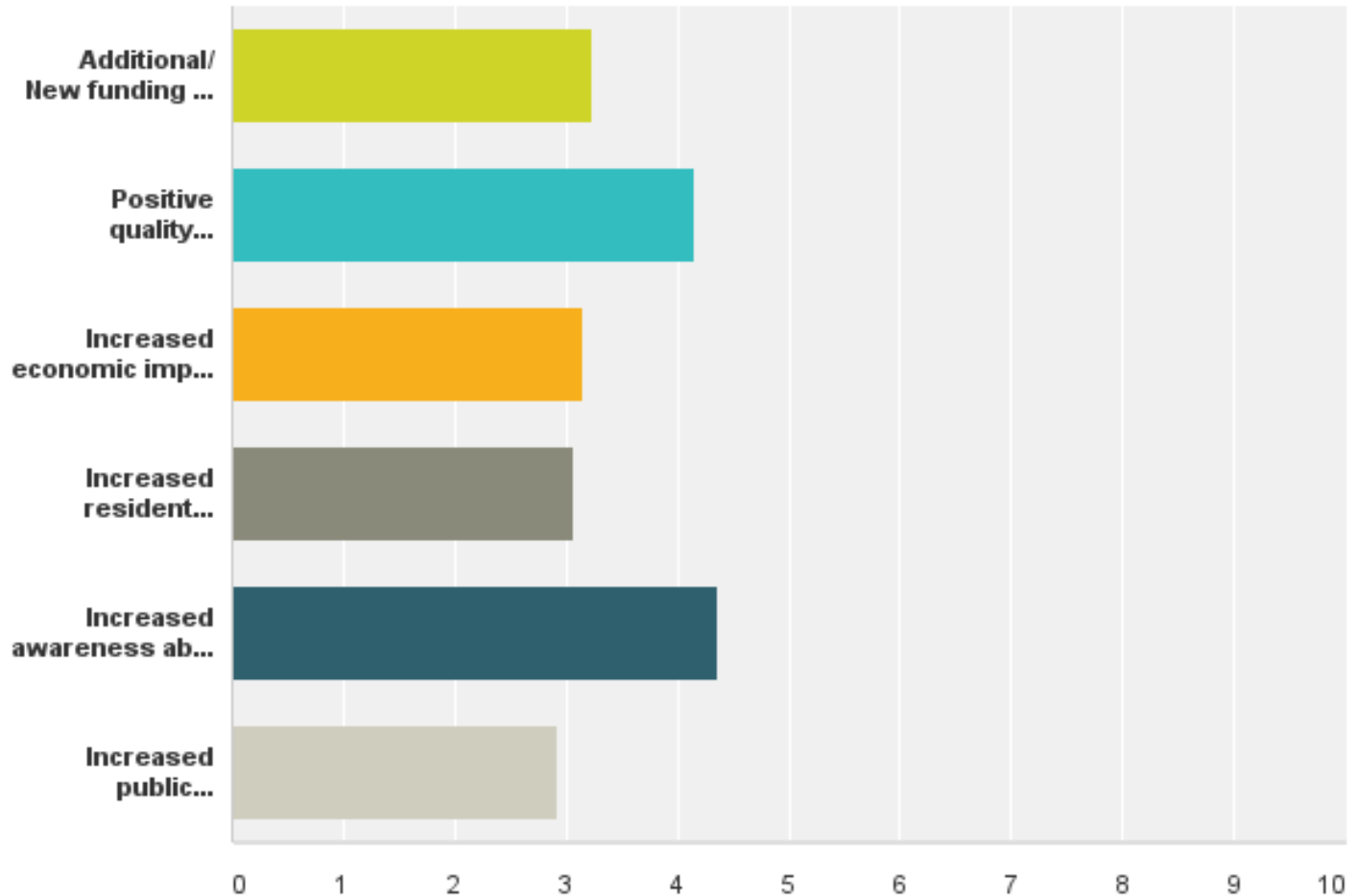
How will impact(s) be measured?

Who will measure impact?

When will impacts be measured?

Q14 Please rank, in order of priority, how the success of the Cultural Heritage Tourism plan and its implementation should be measured.

Answered: 28 Skipped: 7



Q14: Please rank, in order of priority, how the success of the Cultural Heritage Tourism plan and its implementation should be measured.

	1	2	3	4	5	6	Total	Score
Additional/ New funding for cultural heritage tourism	19.23% 5	7.69% 2	7.69% 2	26.92% 7	19.23% 5	19.23% 5	26	3.23
Positive quality cultural heritage visitor experiences	29.63% 8	14.81% 4	18.52% 5	18.52% 5	14.81% 4	3.70% 1	27	4.15
Increased economic impact from cultural heritage tourism	3.85% 1	19.23% 5	23.08% 6	15.38% 4	19.23% 5	19.23% 5	26	3.15
Increased resident engagement in cultural heritage tourism activities, events, programs	7.41% 2	7.41% 2	22.22% 6	22.22% 6	29.63% 8	11.11% 3	27	3.07
Increased awareness about Bellingham/Whatcom County as a cultural heritage destination	33.33% 9	25.93% 7	18.52% 5	0.00% 0	11.11% 3	11.11% 3	27	4.37
Increased public recognition for the value of cultural heritage tourism	7.41% 2	22.22% 6	7.41% 2	18.52% 5	7.41% 2	37.04% 10	27	2.93

TOURISM DOES NOT GO TO A CITY
THAT HAS LOST ITS SOUL.

- *Arthur Frommer*

For more information:

Cheryl Hargrove

cheryl@HTCPartners.com

www.HTCPartners.com

