Road Trip!
Special collections and heritage tourism

CTLC Conference, July 25, 2014
Heritage tourism

“Travel to experience the places, artifacts and activities that authentically represent the stories and people of the past and present.”

- National Trust for Historic Preservation

Mission Concepción, San Antonio
Who are heritage tourists?

• 81% of adults who took a trip of 50 miles or more in the past year can be considered heritage tourists (US Dept. of Commerce)
• Local, regional and out of state visitors
• The demographic of heritage tourists is young, educated and wealthy
Impact of Heritage Tourism

• Cultural and heritage travelers spending an average of $994 per trip, they contribute more than $192 billion annually to the U.S. economy (US Dept. of Commerce, 2009)

• Heritage tourism created 53,200 jobs in Texas in 2011 (Texas Historical Commission)

• Heritage tourists in Texas spent $6.3 billion in Texas in 2011 (Texas Historical Commission)
The impact is more than just $$$

• Quality of life for local residents— not just visitors
• Preservation of historic landmarks
• Helping residents feel “connected” to place
• Programs to reveal “Untold Stories”
Heritage Tourism Industry in Texas

• 252 counties in Texas have at least one County Historical Commission contact person in place
• 5,200 County Historical Commission appointees in Texas
• Over 700 local history museums in Texas
• 15,828 state historical markers in Texas
• 3,678 are Recorded Texas Historic Landmarks

Texas Historical Commission, Fast Facts
http://www.thc.state.tx.us/about/fast-facts
Denton County wins state approval for three historical markers

Denton County will receive three new historical markers from the state in recognition of the city of Justin, the old Elm Fork Bridge near Aubrey and three African-American cemeteries.

The Denton County Historical Commission recently received notification from the Texas Historical Commission...

*February 17, 2014, Denton Record-Chronicle*
“Well, OK, but how do libraries fit into this picture?”
The National Trust’s Five Principals of Heritage Tourism

• Collaborate
• Find the Fit
• Make Site Come Alive
• Focus on Quality and Authenticity
• Preserve and Protect
Libraries: Natural Collaborators

• The usual suspects: politicians, business leaders, hotel owners

• The library advantage: non-commercial, research ready, special collections of local interest

• Provide research assistance in exchange for marketing potential, develop regional themes, develop relationships that contribute to library goals
Quality and Authenticity
Quality and Authenticity

• Truth is more interesting than fiction
• Restoration, Interpretation, Collateral materials
• Requires research in documents, photographs, oral histories, architectural history
• “Strive for ‘destination honesty’ in all marketing materials to manage the expectations of visitors”
Quality and Authenticity
Other ways for libraries to participate in heritage tourism

- Family history is America’s second favorite pastime (behind gardening)
- Genealogists commonly combine vacations with research locations, favoring locations with the most promising archives
Houston Public Library - Clayton Center

"One of the top Genealogy Research Libraries in the United States."

Plan your visit ... view directions here.

Library Hours
Tues & Thurs ... 10 a.m. - 6 p.m.
Wed ... 10 a.m. - 8 p.m.
Fri-Sat ... 10 a.m. - 5 p.m.
Tel. 832-393-2600

About Clayton
Clayton Calendar of events
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History of Clayton Library
What to bring to Clayton?
Guided Tours, Print and Digital Marketing
Becoming a cultural heritage destination

• “Find the Fit”
• Cultural heritage materials in libraries and special collections
• Exhibits
• Programs
• Advertising with local or regional tourism boards
George W. Bush Presidential Library

The Woman’s Collection, Texas Woman’s University
The Armstrong Browning Library is located on the campus of Baylor University in Waco, Texas, and is the home of the largest collections of English poets Robert Browning and Elizabeth Barrett Browning.
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- National Trust for Historic Preservation
• Why heritage tourism?
• Collaboration
• Focus on Quality and Authenticity
• Genealogy
• Becoming a heritage tourism destination
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