Destination Georgia: 
Selling Heritage Tourism & 
Southern History 

Georgia Department of Economic Development 
Tourism Division
Georgia Tourist Division

The Georgia Department of Economic Development’s (GDEcD) Tourism Division assists individual visitors and groups to discover Georgia’s unique vacation options and makes it easy for them to plan a very satisfying leisure stay. We also assist the state’s communities and attractions in drawing potential travelers to their communities and attractions.
Georgia Tourism Division

Promote your destination through the Georgia Travel Guide, Calendar of Events, Group Tour Planner, Golf Guide, Kids Guide, African American guide, 1-800 VISIT GA, www.ExploreGeorgia.org, mobile travel guide, press releases, familiarization tours, domestic and international trade shows, special interest publications, monthly Peach Byte industry newsletter, direct marketing campaigns, regional and state travel itineraries, state-wide advertising campaigns, special corporate partnership promotions, unique quarterly consumer promotions, the monthly electronic consumer email newsletter and Sesquicentennial site gacivilwar.org
Georgia Tourism Travel Regions

- Historic High Country
- NE Georgia Mountains
- Atlanta Metro
- Presidential Pathways
- Historic Heartland
- Classic South
- Plantation Trace
- Magnolia Midlands
- The Georgia Coast
What is Heritage Tourism?

NTHP defines it as: traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.

or:

It’s a personal encounter with traditions, history, and culture……each community has a story to tell and the story must be authentic!
Who is the Heritage Tourist?

- **Well Educated** - Education level is a significant factor that influences cultural and heritage travel.
- **Older** - Cultural and heritage participation peaks between 45 and 65...peak earning years.
- **Influence by women** - Typically women plan family vacations/group trips and control discretionary income.
- **Generous in Spending** - Heritage tourists spend $62.00 more per day.
- **More inclined to stay overnight** - hotels and B&Bs.
- **Insist on AUTHENTICITY!**
Heritage Tourism Sites Include:

- Battlefields and Military (War) Associated Sites
- Cemeteries
- Civil Rights Associated Sites
- Historic Downtowns & Neighborhoods
- Museums
- Native American Sites
- Plantations and Grand Historic Homes
- Railroads and Depots
- Court Houses
Heritage Tourism Sites Also Include:

- Mills and Associated Villages
- Vernacular Historic Houses
- Sites with a Tradition of Haunting
- UFO associated sites
- The Odd, Unique…..the Fascinating!

- Do a Complete Survey- Know your Assets!
What Interests You?
Remember!!!! We are Storytellers!

- Well told stories hold the potential to influence how tourists and locals experience cities, introducing listeners to landmarks and local history they wouldn’t otherwise discover.
- Invest in your Storytelling Content!!
- Authenticity is your strongest ally.
Who is going to market Lumpkin Co.?
Tourism is Economic Development

Marketing Marion
Branding, Public Relations and Partnerships

Marketing Plan

- Advertising
- Branding
- Publicity
- Research
- Sales
- Direct Marketing
- Product Placement
- Public Relations
- Pricing
- Strategy
- Sales Promotion
Lumpkin County Marketing Plan:
What is the goal of tourism marketing?
Are y’all ready for company?

- Is the porch swept?
- Are the bathrooms clean? Are there bathrooms?
- Staffed during posted hours?
- What happens when a motorcoach pulls into the parking lot?
- Do you currently offer products, services, experiences or programs?
- Do you offer something unique?
- Is the experience ever-changing?
And it goes without saying…..Do NOT market products that are not ready!
What makes Lumpkin County 100% unique?
Focus on Your Authenticity
Creating Basic Collateral

- County-wide brochures
- Community-based brochures
- Theme-based brochures
How do we get the word out there?
You’ve got mail!

Explore Georgia (twice monthly) ~117,000 subscribers

The Dispatch, Civil War 150 (monthly) ~12,000 subscribers
The Triple Play: One Listing Posted to http://partner.exploregeorgia.org could appear on three websites:

- ExploreGeorgia.org
- GaCivilWar.org
- ComeTourGeorgia.com
Explore Georgia on Social Media
Tourism is Economic Development
Tourism Product Development Teams
Bruce Green
Cindy Eidson
Barry Brown
Georgia Department of Economic Development
bgreen@georgia.org
Ceidson@georgia.org
bbrown@georgia.org
Resource Team Discoveries
Governor E D Rivers Home- Lakeland, Lanier County
Tourism is Economic Development

Douglasville 1956 Courthouse and Museum
Hawkinsville’s Prehistoric Canoes and 12,000 years of Native American Occupation
Ebenezer Creek Crossing of Augusta the Road.
Located near New Ebenezer in Effingham County
Melvinia Shields and her Rex/Kingston Connections to the White House
Take Advantage of new opportunities as they present themselves! For instance Melilot, a recently discovered possible European town circa 1566 in Metro Atlanta.
Meriwether County’s Woodbury Dome
“Is anybody out there?” Searching for extraterrestrial life from the Cove
Always…Make it Enticing!

Access the world’s most inaccessible experiences

Only on IfOnly.
Civil War Audio Driving Tours

- Great Locomotive Chase
- Chickamauga Campaign
- Atlanta Campaign
- March to the Sea
- Prison Camps
- Final Campaigns
QR code Civil War audio tours: Tactile experience of print combined with story telling magic!
Heritage Tourism is Economic Development!

Increases Awareness of Preservation Education & Ethic!
Benefits of Tourism to Your Area’s Economic Development

- Generates additional tax revenue helping to fund community services and infrastructure
- Creates jobs and worker incomes
- Diversifies the economy
- Generates support businesses
- Brings in new investment creating growth
- Promotes new development and creates interest. Today’s visitor may be tomorrow’s investor
- Improves community aesthetics/appearance
## Travel Industry Beneficiaries

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<td>Banks</td>
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The Power of Travel
How Travel Dollars Support America

Travelers
- Air
- Motorcoach
- Train
- RV
- Cruise Lines
- Rental Car

Wages, Salaries, Profits, Taxes

Outside Goods & Services
- Local Goods & Services
- Farm
- Bakery
- Bank
- Museum
- School
- Shopping
- Sports Arena
- Theater
- Gas
- Food
- Campground
- Lodging
- Amusement
- Recreation
- Entertainment

Source: US Travel Association
The Tourism Industry’s Impact in Georgia

- 411,000 tourism jobs - 10.2% of GA jobs
- $7.5 billion in resident wages
- Travelers spent over $53.6 billion in total economic impact (direct, indirect and induced)
- $2.8 billion in state and local tax revenues
- $989 million in state tax revenue
- $630 million in local tax revenue

Source: US Travel
Heritage Tourism Handbook

- A fantastic road map for tourism development can be found at:
  [http://www.georgia.org/GeorgiaIndustries/Tourism/ProductDevelopment/Pages/default.aspx](http://www.georgia.org/GeorgiaIndustries/Tourism/ProductDevelopment/Pages/default.aspx)
- This was developed by Georgia Tourism Division and the Historic Preservation Division of DNR. This full color 63 page book (PDF) provides guidance on developing, implementing, and evaluating a community's heritage tourism potential.
Summary

• Tourism IS Economic Development
• It is not a cure-all, but an important piece of the economic development puzzle

• Find your tourism representative on www.marketgeorgia.org They will be delighted to hear from you!
• Bbrown@georgia.org