



## Fall 2007

### Calendar of Events

October 22-25

[TIA Marketing Outlook Forum](#)  
Charlotte, NC

November 2-6

[National Tour Association \(NTA\)](#)  
Annual Convention  
Kansas City, MO

November 2-5

[Americans for the Arts](#)  
Flourishing in the New Frontier: New Media, New Audiences, New Opportunities  
Miami, FL

November 2-10

[National Association of Interpreters](#)  
National Workshop  
Wichita, KS

November 28–December 1

[Cultural and Heritage Tourism Alliance](#)  
9th Annual Conference  
Seattle, WA

### Mission

#### Partners in Tourism: Culture and Commerce

Is a coalition of cultural service organizations, the travel industry, and federal agencies that provide a forum for collaborative research, education, promotion and advocacy with the common goal of advancing the role of culture and heritage in the travel and tourism industry.

[National Partners](#)  
and  
[Federal Corresponding Partners](#)

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Culture and Commerce

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#### Got News?

Send program updates, new initiatives and case studies to  
[cht@nthp.org](mailto:cht@nthp.org)

## Cultural and Heritage Tourism Alliance Conference

Set for November 28–December 1, 2007 in Seattle

The **9th Annual** Cultural and Heritage Tourism Alliance Conference is set for November 28–December 1 in Seattle, Washington. A wide variety of timely sessions is planned. Topics include "Innovation and the arts of staying ahead of the curve," "Changing trends affecting cultural and heritage travel," technology sessions including "New facts, frontiers and tipping points: What's right for your communications mix?" and "Social media."

The keynote address will focus on "The State of America's Reputation in the World and How It Affects Tourism." Cari Guittard, executive director, Business for Diplomatic Action (BDA), is the keynote speaker. BDA was founded after 9/11 and officially incorporated in 2004 as a nonprofit, apolitical organization to enlist the U.S. business community in actions to improve the standing of America in the world. Based in New York City, BDA is a private-sector task force directed by preeminent communications, marketing, political science, global development and media professionals.

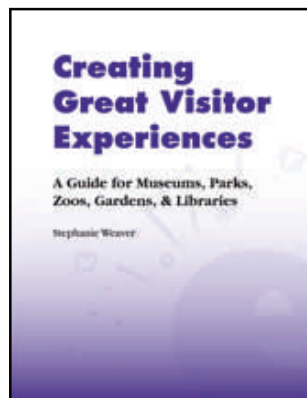
A pre-conference workshop, "**Putting the Pieces Together – Planning, Product Development and Market Research,**" will be offered on Wednesday, November 28. Workshop instructors are Curt Cottle of Curt Cottle Consulting in South Carolina, Sharon Calcote of the Louisiana Office of Tourism and Berkeley Young, president of Young Strategies, a Charlotte, North Carolina travel research firm.

Other conference speakers include Randy Cohen, vice president of policy and research at Americans for the Arts; Todd Hatori, technology acquisition services manager for the State of Washington's Department of Information Services; Annie Heckenberger, Social Media Director for the Greater Philadelphia Tourism Marketing Corporation; Holly Macfee, Director of Brand Strategy for Travel Oregon; Robin Pollard, Executive Director, Washington Wine Commission; Dan Taylor, Economic Development Office, Prince Edward County, Ontario and Alex T. Thomas, Heritage Trails Director for the Tourism Division of the Mississippi Development Authority.

Optional excursions will also be offered to Pike Place Market, Pratt Fine Arts Center, Olympic Sculpture Park, Tacoma Cultural District, Seattle Art Museum and the Experience Music Project.

The conference fee is \$425.00 and includes all conference sessions, workshops and receptions. Registration will be accepted until November 1, 2007. For more information and to register, visit the [website](#).

## New Publication from Left Coast Press Helps Cultural Heritage Areas Create Better Visitor Experiences



**Creating Great Visitor Experiences: A Guide for Museums, Parks, Zoos, Gardens, and Libraries**, by **Stephanie Weaver**, offers an eight-step process to evaluate how the visitors view you, from before they arrive at the front door until after they leave. Exercises in each chapter allow the institution or cultural area to put this self-examination into practice and find new ways of attracting and retaining visitors. Replete with examples from the business and museum world alike, as well as the medical, retail, hospitality, and tourism industries, filled with resources for further exploration, *Creating Great Visitor Experiences* is a vital resource for administrators, stakeholders, and front line staff alike.

The 207-page book features calendar pages to help implement your plan over different time periods as well as group exercises and extended reading suggestions.

The cost is \$29.95 plus shipping and handling and may be ordered from [Left Coast Press](#).



## Feature Articles

### **New Technologies Are Popular for Self-Guided Tours**

by Kerri Rubman

New technologies are providing innovative ways to present self-guided walking and driving tours, holding the promise of enhancing or even replacing the usual printed booklets and brochures. Interactive, multimedia productions can provide a richer experience for visitors of all ages, and are especially appealing to younger ones who are already more used to getting information and entertainment from electronic sources than from print.

According to the U.S. Census Bureau, in 2003 (ancient history, in technology terms) 62 percent of American households had one or more computers, and 55 percent had internet access. A consumer poll released by Ingenio, Inc., in June 2007 reports that 85 percent of U.S. adults—and 89 percent of those ages 18-34—own a mobile phone (cell phone and/or smart phone). IDC (International Data Corporation) reported in May that there are about 9.6 million Converged Mobile Devices—wireless devices that include smart phones, PDAs (personal digital assistants), and BlackBerries—in use around the world, about 4 million in the U.S., and that this figure will grow nine fold by 2011.

As diverse segments of the public become increasingly plugged in and savvy, it makes sense for historical societies, cultural tourism agencies, and preservation organizations to make use of new technologies to reach them.

#### **Cell Phone Tour: Decatur House**

Decatur House, a National Trust for Historic Preservation Historic Site, is one of the oldest surviving homes in Washington, D.C., and just one of the notable historic places on Lafayette Square. Staff of the Decatur House had long wanted to create an in-depth tour of Lafayette Square. They were considering using audio guides—those hand-held devices with earphones that visitors borrow or rent, then press different numbers to hear recorded commentary about specific tour sites—but changed their plans after visiting the booth of Guide by Cell, Inc., of San Francisco at a National Preservation Conference.

"It became obvious that this was the way to go because it was so much simpler," says Decatur House Executive Director Cynthia Malinick. Of course, developing the content for the cell phone tour required the same kind of extensive research and consultation that an audio guide tour would. But after that, there was no need to buy equipment; no special procedures or space required for collecting a rental fee or holding collateral (such as a driver's license) from users of the audio player, or for checking the player back in, recharging it, storing it, maintaining it.

David Asheim of [Guide By Cell](http://www.guidebycell.com), whose some 150 clients include many arts and cultural institutions (see [www.guidebycell.com](http://www.guidebycell.com)), helped Decatur House develop scripts that

were short enough and lively enough to hold listeners' attention—much like the challenge of writing exhibit labels, Malinick notes. Text for each stop was recorded into a regular telephone, like recording the outgoing message on an answering machine. Text can be re-recorded, to be updated or corrected, just as easily.

While organizations don't usually charge for access to their cell phone tours, Asheim says, they are often quite successful in attracting grants and corporate sponsorships for them. Decatur House's tour, offered for free, is funded by grants from the National Endowment for the Humanities and the Education and Interpretation Fund of the National Trust for Historic Preservation, with additional sponsorship by Coca Cola and Occidental International.



In April 2007 Decatur House launched its first cell phone tour: "Half Had Not Been Told to Me: The African American History of Lafayette Square," with an introduction by Washington, D.C., Mayor Adrian M. Fenty and other text read by Togo D. West, Jr., former Secretary of the Army and of Veterans Affairs.

Users go into Decatur House during its opening hours to pick up a card with a map and numbers to dial to hear each commentary. The numbers had also been provided in newspaper articles generated at the tour's launch. Users can devote as much or as little time as they want to the tour, dialing up only those sections they want to hear, possibly listening to others later, off site.

Guide by Cell functions as the server. The company holds the messages, assigns a phone number to Decatur House to record and change outgoing messages, assigns the number that users call to hear them. Guide by Cell charges Decatur House a monthly rate based on volume of callers, currently averaging \$200 per month.

Decatur House can access regular usage reports, including which segments get the most and least "hits," and how long users listen. Users can also dial a number to record their feedback. This information can be used to adjust and improve the text. The usage statistics are, of course, invaluable to document effectiveness to current and potential funders.

Decatur House plans three more tours about Lafayette Square—one on the square's importance in the history of the historic preservation movement—and hopes to enlist some celebrity readers as a way to attract more publicity and public interest.

#### **Website and Podcasts: SoundAboutPhilly**

With funding and guidance from the Pew Charitable Trusts, the Greater Philadelphia Tourism Marketing Corporation (GPTMC) took the plunge into podcasting, launching its first SoundAboutPhilly tour in September 2006.

"We've got to get our message out in as many ways as possible," says Veronica Wentz, GPTMC's website and new media director. "We want to reach out to the tech-savvy, too. And we know that technology is used a lot for travel planning."

There are now seven tours, including "History Unplugged," 300 years of non-textbook American history; "Philly Noir," The African American experience in Philadelphia; and "Keepin' the Faith." Users go to the [website](http://www.soundaboutphilly.com) to access a list of tours. Clicking on one pulls up an interactive map, provided by Google and with new functions added by GPTMC. Selecting a site location on the map calls up a photo and brief description of the site, a link to the audio segment, and a link to further written information. Sightseers can easily print out the maps and download the audio segments onto an MP3 player to take with them to the sites. They can also mix segments to create their own tours.

The audio segments present "the authentic stories, including the inflections and the accents, of the real people who live and work in and know Philadelphia—which is an experience that you just can't get in a brochure," Wentz says. The tour "Once Upon a Nation" features dramatic presentations by the professional storytellers who provide interpretation at Philadelphia historic sites.

Each tour was planned, but not scripted. Speakers were given talking points and other preparation and often recorded in a studio. ("We learned early that we couldn't just put a microphone under people's mouths and ask them questions," Wentz recalls.) A radio professional edited and produced the segments.

GPTMC released a new SoundAboutPhilly tour each month, generating a fresh wave of publicity each time. New technology was also used for marketing: animated banner ads on related websites, a search-engine optimization campaign, and media outreach to travel and technology blogs, some of which ran articles about the project's use of dynamic Google mapping and podcasting technology.

The budget of about \$350,000 covered planning and content writing (with input from a historian and other consultants); coordination, recording, and editing of interviews; photography; commissioning of original music; website development; and advertising and promotion. But an organization could do a podcast project more simply and cheaply, Wentz says, especially if it makes good use of existing written materials and photography.

(Continued on Page 3)

## Feature Articles

(Continued from Page 2)

GPTMC is now planning a new series of SoundAboutPhilly tours, this time highlighting neighborhoods and incorporating video segments.

While the SoundAboutPhilly tours are free to download, podcast tours can also be money-makers. The Frank Lloyd Wright Preservation Trust rents out iPod nanos loaded with an audio tour of the Oak Park, Ill., neighborhood where the Frank Lloyd Wright Home and Studio is located. With a rental fee of \$12 for adults and \$10 for seniors and youth, the iPods nanos (at a cost of around \$140 each, plus about \$50 for the case, charging unit, lanyard, and headset with replaceable earpads) paid for themselves in about one month. "The tour is now providing very good revenue for us," reports Marlene Vitek, director of tour administration. The organization downloaded an existing tour, switching from its old audio players to the much more affordable iPods. But it could create new MP3 player tours from scratch in the future, using software programs such as GarageBand.

[Audissey Guides](#) provide another example of how iPod tours can generate income. So far the Boston-based company has produced history tours of six American cities, which can be downloaded from [www.AudisseyGuides.com](#) for \$10 each. The thoughtfully written, professionally produced tours feature lively local narrators, dramatic recreations, original music, and ambient sound effects. "Tour books are looking really clunky," one reviewer enthused.

### CD: Washington Trust for Historic Preservation

A new multimedia CD from the Washington Trust for Historic Preservation includes maps and downloadable tours of Washington state as well as an array of interactive features to enhance the experience of sightseers and engage armchair travelers.

The Washington Trust was awarded a \$200,000 Federal Transportation Enhancement grant in 2006 to update the 1941 Works Progress Administration (WPA)-era guidebook *Washington: A Guide to the Evergreen State*. The Washington State Historical Society holds the copyright to the original volume and still had the original photographs and artwork, all of which were scanned to include in the updated version.

Washington Trust staff and the project consultants, Artifacts Consulting Inc. of Tacoma, Wash., conducted new field and archival research and located private collections of artwork, photographs, and ephemera to add. Rusty George Creative, also of Tacoma, handled the technical production, which masterfully combines old and new content, and created the inviting graphic design, evoking 1940s car travel, for the CD, packaging, publicity postcard, and related website.

In July 2007 the Washington Trust released the multi-media CD *Revisiting Washington: A Guide to the Evergreen State*, offering nine travel itineraries that feature 20 main driving tours and several spur tours, all of which can be printed out and taken on the road. "We see the CD as a fun and engaging tool to promote heritage tourism throughout the state," says Jennifer Meisner, Washington Trust executive director.



Those who want to take "virtual tours" instead, or in addition, can make use of the CD's interactive features. Clicking on place names on each tour map pulls up text and photos from the original book plus pop-up windows with updated information. A scrapbook section offers lots more: historic postcards, ephemera such as fruit box labels from the Yakima Valley and salmon can labels from the Pacific Northwest, clips of old radio and television programs. A planning section includes downloadable GPS coordinates for wayfinding.

The Washington Trust and Washington State Office of Tourism are distributing the CD for free at sites around the state, including historical museums, state parks, and visitor centers.

A [website](#) -[www.RevisitingWashington.org](#)- has been launched and is continuing to be developed. Currently users can download a complete copy and also add their own travel experiences to a blog section.

### For More Information:

National Trust staff can provide more information on using new technologies for site interpretation and tourism. Contact [Max van Balgooy](#), Director of Interpretation and Education in the Department of Stewardship of Historic Sites, at (202) 588-6242, [Max\\_VanBalgooy@nthp.org](mailto:Max_VanBalgooy@nthp.org); or [Amy Jordan Webb](#), Director of Heritage Tourism, (303) 413-1986, [Amy\\_Webb@nthp.org](mailto:Amy_Webb@nthp.org). Kerri Rubman is editor of *Forum News*.

*(This article originally appeared in the September/October 2007 issue of Forum News, a publication of the National Trust for Historic Preservation. Reprinted with permission, National Trust Forum, National Trust for Historic Preservation, 1785 Massachusetts Ave. NW, Washington D.C. 20036, 202-588-6053, [www.nationaltrust.org](#).)*

## New Directions for Historic Houses

An April 2007 forum entitled *Historic Site Stewardship in the 21<sup>st</sup> Century* brought thirty senior museum leaders together to discuss critical issues facing historic sites. The forum, a follow-up meeting to one held in 2002, was organized by the [National Trust for Historic Preservation](#), the [American Association for State and Local History](#), the [American Association of Museums](#), and the [American Architectural Foundation](#). Key findings include:

- **Historic sites are important.** Historic sites are a tangible connection with our past and these sites need to be preserved.
- **There are a growing number of historic site museums, yet shrinking audiences for the traditional historic site museum experience.** Historic site museums have been following the same standards as other museums, yet these standards often do not work well. As a result, few U.S. historic house museums have gone through the current museum accreditation process.
- **Many historic sites will need to make fundamental changes if they are to survive as museums.** This change must involve creating new standards for historic sites, a process that AASLH is currently working on. This will include a shift from focusing on collections stewardship to community relevance and providing meaningful visitor experiences.
- **Historic sites do not have to be a museum to be successful and sustainable—there are viable alternatives.** In some cases, historic site museums will be able to adapt to meet today's needs. In others, difficult decisions will need to be made to allow museums to go away, perhaps to make room for new historic site museums that reflect the stories and issues of greatest relevance to today's changing population. For some sites that have reached the end of their viable lifespan as museums, responsible stewards will need to guide their site through the transition to an appropriate alternative use. In fact, the transitioning of historic site museums to other uses is already happening as documented by Donna Harris in her 2007 publication *New Solutions for House Museums*. While the notion of alternative uses of historic houses was one of the most controversial issues discussed at the forum, at least one participant concluded that "boldness may be necessary to attain good stewardship."

What issues are currently facing your historic house museums? Let us know at [cht@nthp.org](mailto:cht@nthp.org).

## National Park Service Launches New Discover Our Shared Heritage Travel Itinerary for Augusta, Georgia



The National Park Service is pleased to announce the launch of a new on-line travel itinerary for **Augusta, Georgia**, the 45<sup>th</sup> in its ongoing Discover Our Shared Heritage Travel

Itinerary Series. The National Park Service's Heritage Education Services, Historic Augusta, Inc; and the Augusta Canal National Heritage Area produced the itinerary in partnership with the National Conference of State Historic Preservation Officers and the Georgia Department of Natural Resources. A Tourism Grant from the City of Augusta and the Augusta Convention and Visitors Bureau provided part of the funding to produce the itinerary.



(Augusta Canal Boat Tour, Rebecca Rogers Augusta Canal National Heritage Area)

The itinerary explores 39 historic places that bring Augusta's history to life. These places are listed in the National Register of Historic Places, which the National Park Service expands and maintains for the nation. The Augusta travel itinerary offers several ways to discover them. Descriptions of each featured historic place highlight its significance and include photographs and information on how to visit. Essays on important themes provide context for understanding destinations in the itinerary. Visitors can read an overview of Augusta's history and learn about the roles of African Americans, historic preservation, and religion. Maps help visitors plan what to see and do. A Learn More section has links to additional information on cultural events and activities, other things to see and do, dining and lodging possibilities, units of the National Park System in Georgia and elsewhere, and a bibliography. The itinerary is available on the **National Park Service website** as a guide. The Augusta itinerary is part of the Department of the Interior's strategy to promote public awareness of history and encourage visits to historic places throughout the country.

## U.S. Forest Service Passport in Time

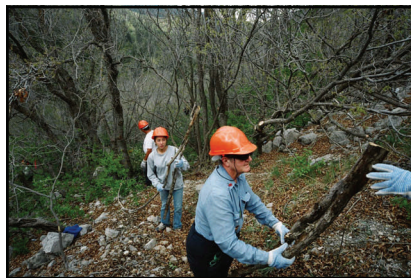
Passport in Time is a volunteer archaeology and historic preservation program of the [USDA Forest Service](#). In March 2007, the [Bureau of Land Management](#) joined the Forest Service as a partner in the program. Volunteers work with Forest Services archaeologists and historians in national forests throughout the United States on such diverse activities as archaeological survey and excavation, rock art restoration, archival research, historic structure restoration, oral history gathering, and analysis and curation of artifacts.



For example, one upcoming project is the restoration of a historic train trestle located in Cloudcroft, New Mexico. The trestle was originally built in 1900 and was maintained through 1947. It is the only large, multi-tier, wood-

frame trestle left on the Alamogordo and Sacramento Mountain Railroad, one of about fifty-seven trestles of various sizes originally built. It is 300-feet long and 60-feet high. The trestle is visible from the highway and is a symbol of the early history of southern New Mexico and west Texas. Work is expected to begin in the spring of 2008.

Partners on the project include the [Lincoln National Forest](#), Congressman Stevan Pearce's Office (NM, District 2), Mescalero Forest Products (a Mescalero Apache tribe enterprise), the Village of Cloudcroft, and New Mexico Rails-to-Trails Association. Service organizations including El Paso Ridgewalkers, the Alamogordo junior Civil Air Patrol, and Boy Scouts are assisting Congressman Pearce's Office and the Lincoln National Forest in clearing brush and other site preparation projects. Other projects that volunteers have assisted



with in recent years include stabilizing ancient cliff dwellings in New Mexico, excavating a 10,000-year-old village site in Minne-

sota, restoring a historic lookout tower in Oregon, cleaning vandalized rock art in Colorado, surveying for sites in the Montana wilderness, and excavating a 19th-century Chinese mining site in Hell's Canyon in Idaho.

New volunteers receive a passport. Each time a volunteer visits a project; the project leader stamps the volunteer's passport and documents their hours. There is no fee to participate, however, volunteers must provide their own transportation, and accommodations may vary. Many involve back-country camping where volunteers are responsible for their own food and supplies. Others include meals prepared by a camp cook, often for a small fee. Still others provide hookups for RVs, or volunteers may stay at local hotels and travel to the site each day. The projects vary in length from two days to two weeks or longer. For more information on the New Mexico project, contact [Eric Dillingham](#) or [Peg Crim](#). Information on the project is also found on the [project website](#). For more information on the [Passport in Time](#) program.

(Photos courtesy of John & Sue Soden, Weasel Productions, Ruidoso, NM)



## ACHP Announces Expanded Eligibility for 2008 Preserve America Presidential Awards

The Advisory Council on Historic Preservation (ACHP) is accepting nominations through November 1, 2007, for the 2008 Preserve America Presidential Awards. Awards are open to all exemplary historic preservation and heritage tourism efforts meeting award program criteria.

Formerly, preservation projects had to be primarily privately funded to qualify for the awards program. Beginning with the 2008 call for nominations, publicly funded preservation projects may also be considered. Preservation efforts meeting award criteria that are funded by private, federal, state, city, county, or tribal means, or any combination of funding sources, now are eligible.

Nominations for outstanding and innovative heritage tourism projects and programs based upon sustainable use of cultural and natural historic resources also are sought in addition to preservation efforts.

Four Preserve America Presidential Awards will be presented during Preservation Month in May 2008. Nomination forms and criteria, as well as information on past winners and the Preserve America initiative, are available at the [website](#) ([www.PreserveAmerica.gov](http://www.PreserveAmerica.gov)).

## Scanning the States



### Arkansas Delta Rural Heritage Development Initiative Unveils Branding and Promotional Program

The National Trust for Historic Preservation's Rural Heritage Development Initiative (RHDI) has unveiled its newest program to address economic development and revitalization in the Arkansas Delta. The **Arkansas DeltaMade** branding and promotional program launches with 25 locally-made arts, crafts, food products and wares in 16 official retail locations throughout the Arkansas Delta region.



The program highlights the unique and distinctive products made in the Arkansas Delta. Products represent the rich heritage of the region and the entrepreneurial spirit of the Delta. Pairing the region's natural and cultural tourism opportunities with these locally made products can have a significant economic impact for communities from Blytheville to Eudora.

The Arkansas DeltaMade program will also provide its members access to workshops and one-on-one technical assistance through a network of service providers operating in the region. The program's [website](http://www.arkansasdeltamade.com) (www.arkansasdeltamade.com) features both official DeltaMade products and merchants in the region who carry DeltaMade wares.



### Colorado Develops Statewide Heritage Tourism Program

The [Colorado Tourism Office](http://coloradotourism.com), in partnership with the [Colorado Historical Society](http://coloradohistoricalsociety.com), is developing a statewide heritage tourism program that includes four regional pilot projects as well as statewide marketing. The [National Trust for Historic Preservation's Heritage Tourism Program](http://nationaltrustforhistoricpreservation.org) is working with the tourism office to



develop some aspects of the program, including quality standards for heritage attractions. Initiatives include market research to identify target audiences, promotion of the **Colorado Journeys** brand, marketing scenic and historic byways, and implementation of a media campaign. The regional pilot areas are receiving assistance through assessments, development of regional websites and conducting regional research.

(Photo by Larry Pierce/CTO)



### Historic Columbus Foundation Seeks Executive Director

The [Historic Columbus Foundation](http://historiccolumbus.org) in Columbus, Georgia seeks an Executive Director. Candidates should have strong communication and organizational skills, experience in fundraising and operating a non-profit business, an understanding of historic preservation and related fields, and the ability to work with multiple constituencies including Foundation supporters and public-policy makers.

The Foundation, which is governed by a Board of Directors, has a staff of seven and an annual budget of nearly \$500,000. It operates seven house museums, a million dollar revolving fund, a façade loan program, a preservation grant program, heritage tour programs, and numerous educational programs targeting various age groups. The Foundation has a membership of over 3,000, a large volunteer base and significant public support.

Founded in 1966, the Historic Columbus Foundation is one of Georgia's pioneer and premier preservation organizations, whose mission is to revitalize historic Columbus neighborhoods, educate the public about local and regional history, advocate the benefits that are derived from historic preservation, and preserve the historical, architectural and cultural character of Columbus and its environs.



(Photo: Rankin House, Historic House Museum. Courtesy of HCF website)

Salary is competitive and commensurate with experience. Resumes may be submitted in confidence to:

Philip Adams, President  
Historic Columbus Foundation  
260 Brookstone Center Parkway  
Columbus, GA 31904

Inquiries to Philip Adams are also invited by phone 706-257-7904 (office) or [email](mailto:info@historiccolumbus.org).



### Seattle CVB Produces Art and Heritage Guides

Travelers to Seattle have new cultural resources available from [Seattle's Convention and Visitors Bureau](http://seattleconventionandvisitorsbureau.com) (SCVB) including a guide to Seattle's vibrant arts scene from the perspective of resident artists and a new series of heritage guides.

**The Artists' Guide to Seattle** introduces visitors to Seattle from the viewpoints of 16 local and regional artists. Profiles include artists such as Emmy Award winning actor Tom Skerritt, internationally-known opera soprano Jane Eaglen, Grammy nominated musician Chris Ballew and Pulitzer Prize winning author Timothy Egan. Each artist tells what inspires his or her work, how they connect with creative communities and where they like to take visitors.



"According to a recent study by Americans for the Arts, metropolitan Seattle is home to more arts-related organizations and businesses per capita than anywhere else in the U.S.," said Tracey Wickersham, SCVB Director of Cultural Tourism. "There is no better way to showcase our creative city than by asking artists who live here to offer their tips and advice on their favorite places to share with visitors."

Additionally, an SCVB series of regional heritage guides debuted in the summer of 2007. The first guide, the **Seattle Native American Heritage Guide**, features significant Native American attractions, museums, galleries, heritage sites, historic background and special events information. SCVB worked with a review panel of community members to ensure accuracy and to provide proper cultural and historic perspective. The next guide in the series is the **Asian American Heritage Guide**.

The new guides are free and can be mailed to travelers upon request. The guides are also downloadable from the SCVB web site and available at the Citywide Concierge & Visitor Center and several other Seattle area locations.

For more information, updates or to download a guide, visit the [website](http://www.visitseattle.org/culture) (www.visitseattle.org/culture).

The guides are supported by funding from [4Culture](http://4culture.org) and the [Paul G. Allen Family Foundation](http://paulgallenfamilyfoundation.org).