

Step 3: Prepare, Develop and Manage

Handout: Cultural Heritage Tourism Performance Indicators

Consider how you will measure the success of cultural heritage tourism by looking at this list of cultural heritage tourism performance indicators and choosing the ones that will work for you. Remember that in order to measure the return on investment, you must gather baseline data before you begin work and then collect data for those same indicators on a regular basis in order to document change. Don't forget that it can take a number of years to see major changes, so be prepared to make a long-term commitment to tracking results...and don't forget to celebrate the smaller successes along the way!



1. Economic Impact

- Increase in hotel/motel occupancy tax revenues
- Increase in sales revenues at tourism related businesses
- Increase in restaurant revenues from out-of-town customers
- Increase in retail sales to out-of-town customers
- Increase in average per-visit expenditures for visitors
- Number of new tourism-related businesses created
- Number of new tourism-related jobs created
- Increase in number of cultural heritage tourism attractions

2. Increased Visitation and Length of Stay

- Increase in average length of stay for visitors
(by hours, by days)
- Increase in visitation at tourism attractions
- Increase in attendance at special events

3. Increased Inquiries or Responses

- Increased requests for visitor information
- Increase in number of hits on tourism websites

- Increase in calls to tourism information phone numbers
- Increase in average length of visit to tourism websites
- Increase in visitation at visitor or welcome centers
- Increased use of coupons or other trackable promotions
- Increase in conversion of inquiries to actual visits

4. Visitor Satisfaction

- Positive comments on visitor surveys about experience
- Positive verbal feedback about visitor experience
- Improved rankings on surveys regarding satisfaction levels

5. Quality of Life

- Greater sense of community pride
- Greater retention of youth in the community
- Enhanced quality of life for residents
- Preservation of valued historic sites and museum collections
- More cultural offerings in performing and visual arts
- More cultural and heritage events offered annually
- Maintenance of streetscapes and public landscapes

6. Organizational Capacity

- Expanded capacity of heritage and cultural organizations
- Improved partnerships between cultural, heritage and tourism organizations
- Greater citizen or volunteer involvement
- Supportive local leaders and elected officials

7. Recognition

- Local/regional/national press and media coverage
- Local/regional/national tourism-related designations and awards
- Other local/regional/national designations and awards

