



# Heritage Tourism and Museums: Collaborating for Success

**Welcome!**

**The webinar will begin at 10:00 a.m. CT.**

**While you wait:**

1. Download PDFs of the slides and handout under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar, or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

[www.thc.texas.gov/museum-services](http://www.thc.texas.gov/museum-services)

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

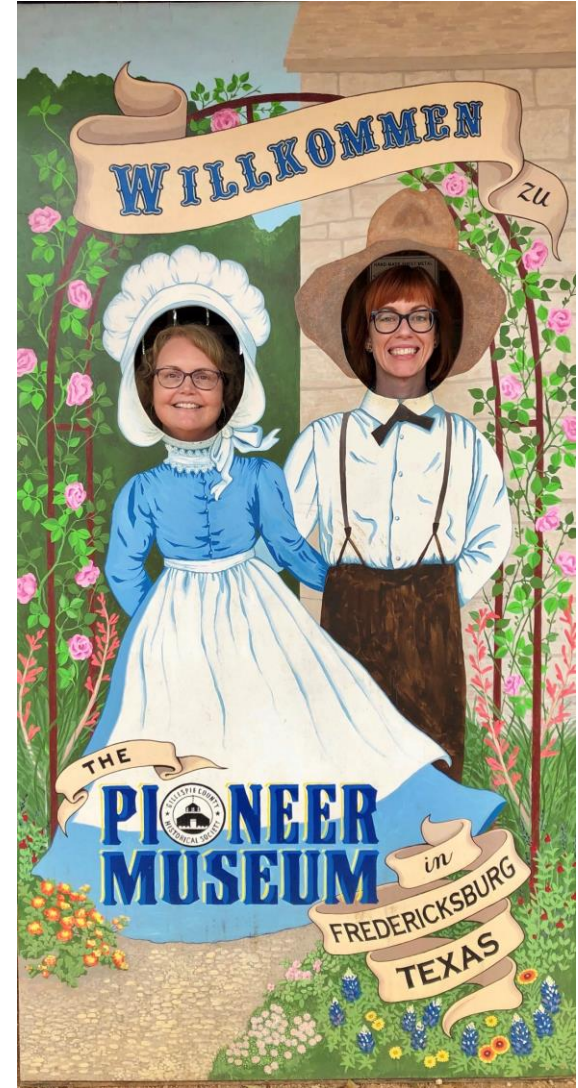
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[www.thc.texas.gov/awards](http://www.thc.texas.gov/awards)

- Applications due July 10
- Recognizes an individual or institution in the museum field for significant achievement in the areas of historical interpretation, museum education, conservation of collections, and/or community involvement
- Recipient receives monetary stipend for their museum

## Upcoming Free Museum Services Webinars

[www.thc.texas.gov/museumwebinars](http://www.thc.texas.gov/museumwebinars)

- Ready for Anything: Moving from Programs to Programming
  - Thursday, June 18, 2:00 p.m. CT
- Making the Most of Math Connections at Museums and Historic Sites
  - Thursday, June 25, 10:00 a.m. CT

## Upcoming Free Webinars from Other Orgs

[www.thc.texas.gov/museumconnections](http://www.thc.texas.gov/museumconnections)

- *Down to the Details: Museum Education Goes Virtual*, June 9, 1:00 p.m. CT, New England Museum Association
- *Advocating for Collections During Challenging Times*, June 10, 1:00 p.m. CT, Connecting to Collections Care
- *Creative Borrowing for Your COVID-19 Comeback*, June 10, 3:00 p.m. CT, ArtsWA
- *Virtual Public Meetings: Lessons from the Field*, June 11, 1:00 p.m. CT, Preservation Leadership Forum
- *How Might We Rethink Our Museum Digital Processes to Become More Empathetic and Responsive?*, June 15, 9:30 a.m. CT, One by One Digital Forum
- *Introducing the New Collections Sustainability Rubric*, June 16, 1:00 p.m. CT, American Alliance of Museums
- *Stories of Transformation and Failure*, June 18, 2:00 p.m. CT, California Association of Museums
- *Looking Ahead: Sustainability Adding Value to Reopening*, June 24, 11:00 a.m. CT, American Alliance of Museums

## Sarah Page







# Heritage Tourism and Museums: Collaborating for Success

June 9, 2020

# I'm a Heritage Tourist!



Source: Flickr @Jenni Konrad

# I'm a Heritage Tourist!



Source: Flickr @David Hollingsworth



# I'm a Heritage Tourist!



# I'm a Heritage Tourist!





# I'm a Heritage Tourist!



## What Is Heritage Tourism?



Traveling to experience the places and activities that authentically represent the stories and people of the past.

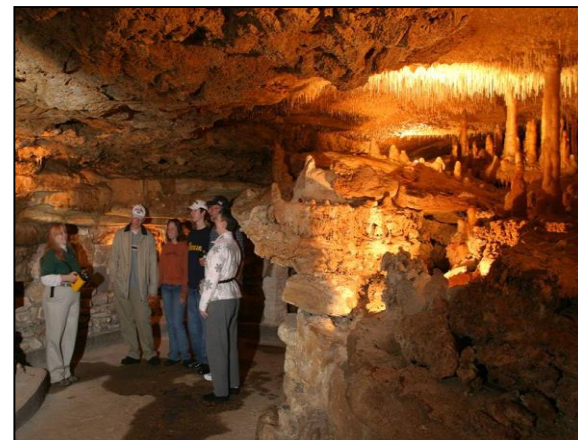




# Heritage Tourism Sites and Activities



- Historic structures
- Museums
- Festivals & Events
- Landscapes
- *People, places, and things that tell the stories of community, state, and nation.*





# Five Principles of Heritage Tourism

A photograph of several Native American dancers in traditional regalia performing outdoors. The dancers are wearing elaborate feathered headdresses and colorful, fringed garments. One dancer in the foreground has a large, dark feathered headdress and a blue and white patterned garment. Another dancer to the left has a yellow and black patterned garment with the number 21 on it. The background shows a grassy field with trees and a black canopy tent. A semi-transparent grey box with the text "1. Preserve and protect resources." is overlaid on the image.

1. Preserve and protect resources.



# Five Principles of Heritage Tourism

2. Focus on authenticity and quality.





# Five Principles of Heritage Tourism

3. Make sites come alive with interpretation.





# Five Principles of Heritage Tourism

4. Find the fit between community and tourism.





# Five Principles of Heritage Tourism



5. Collaborate for sustainability.

## Heritage Tourists are unique!

- Slightly older
- More likely to have a college degree
- Tend to have higher household incomes
- Stay longer
- \$\$ Spend more money per trip \$\$
- Pay for lodging more often on overnight trips
- Come back more often



## Collaboration is Key



*Source: Flickr @Casa Thomas Jefferson*

- Why collaborate?
  - Share resources, expertise, and connections
  - Build upon existing strengths
  - Reach new audiences
- Who should we partner with?
  - DMOs/CVBs, Chambers of Commerce, other museums, downtown/Main Street organization, arts groups, non-profits, city, county, Texas Heritage Trail Region



# Collaboration is Key



The Grace Museum

April 20 · 🌐

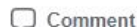
We're looking beyond the museum walls and invite you into our homes for a special My Museum Week! Each day our museum partners will share something fun & interesting from their own personal collections. Check out what Music Monday is all about...

The Grace Museum Panhandle-Plains Historical Museum Petroleum Museum San Angelo Museum of Fine Arts Center for Contemporary Arts National Center for Children's Illustrated Literature Old Jail Art Center



👍❤️👤 You, Stephanie Price and 8 others

1 Comment 8 Shares



Petroleum Museum

April 30 · 🌐

What a nature-fully fun Thursday with our partner organizations! Follow us all: The Grace Museum, San Angelo Museum of Fine Arts, Center for Contemporary Arts, National Center for Children's Illustrated Literature, Old Jail Art Center, Panhandle-Plains Historical Museum



👍 4

3 Shares





## Texas Tropical Trail Region Museums

## Visit Tyler + Goodman-LeGrand House and Museum + Bus Tour Group



Source: Flickr @Tyler Convention and  
Visitor's Bureau

- Visit Tyler hosted a Murder Mystery for 30 participants
- Food and wine from a local caterer
- Museum curator wrote several murder mysteries – group leader could choose
- Opportunity to tour the museum
- \$40/person covered expenses; any remainder went to museum's donation fund

## Panhandle-Plains Historical Museum + American Bus Association (ABA) + Texas Outdoor Musical + Visit Amarillo



Source: Flickr @Cindy F

- When PPHM, Visit Amarillo, and Texas Musical attend ABA, they share appointments with tour leaders, mailing lists, leads, and built itineraries
- PPHM and Texas Musical built a great ticket deal for tour leaders that can't be purchased elsewhere
- Visit Amarillo helps share the deal with groups that come to town



## Tips for Collaboration Success

- Form mutually beneficial relationships
  - Local CVB/DMO, Chamber of Commerce, Main Street or Downtown organization
  - Regional tourism groups like your Heritage Trail Region
- Determine common goals
- Communicate regularly
- Be patient – collaboration takes time



Source: Flickr @Wonder woman0731

## How to Stand Out in the Field of Heritage Tourism Sites

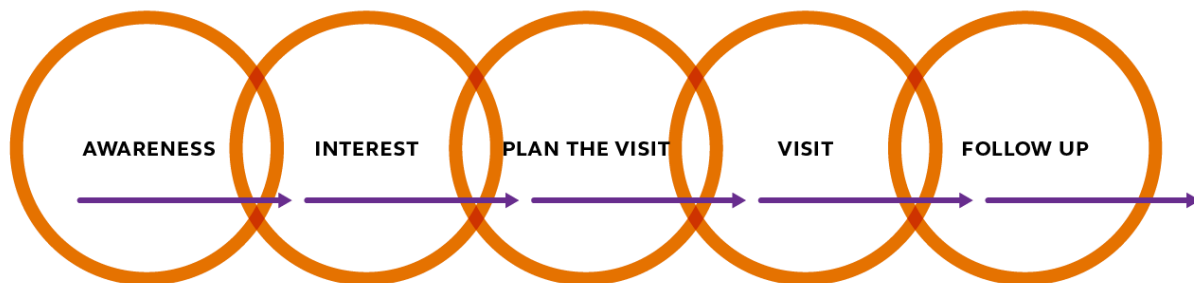


Source: Flickr @Paul

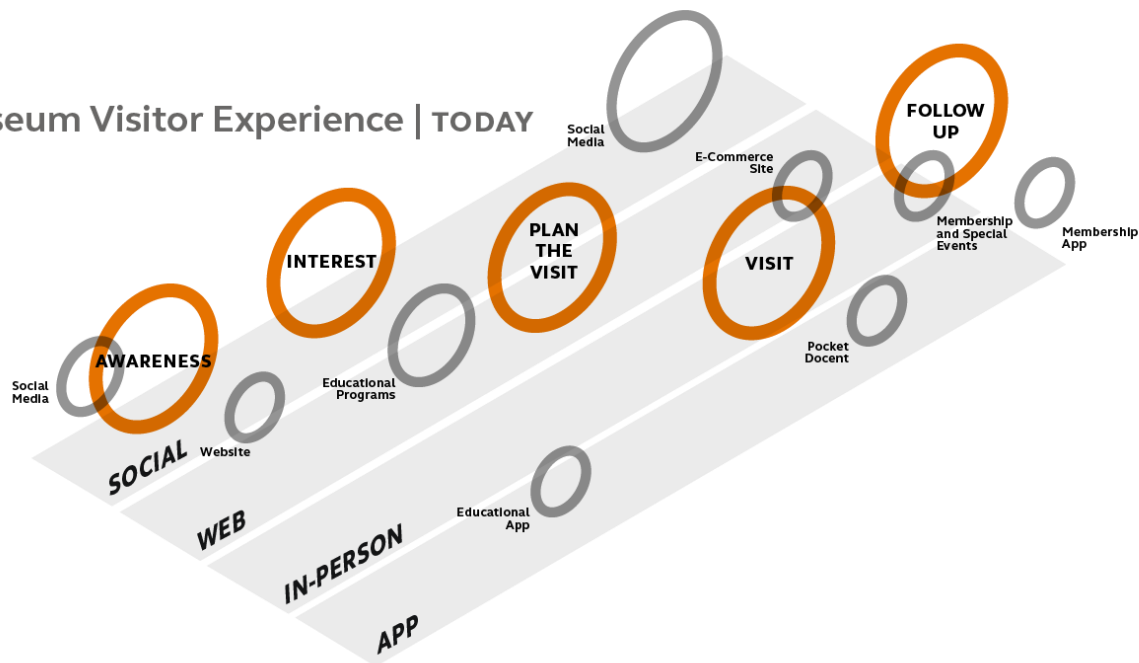
- Be entertaining
- Create diverse experiences
- Make a connection

# The Visitor Experience Journey

## Museum Visitor Journey Map | YESTERDAY



## Museum Visitor Experience | TODAY



IRL

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URL

## Components of Memorable Visitor Experience – Top Tips



Source: Flickr @Bob Duran

- Make sure people can find you
- Make your space welcoming
- Meet visitors' expectations
- Manage creature comforts (signage, bathrooms, temperature, seating)



## Components of Memorable Visitor Experience – Top Tips



- Encourage social sharing
- Walk the customer journey from curb to curb
- Test your customer experience with a focus group or secret shoppers

## The Elephant in the Room

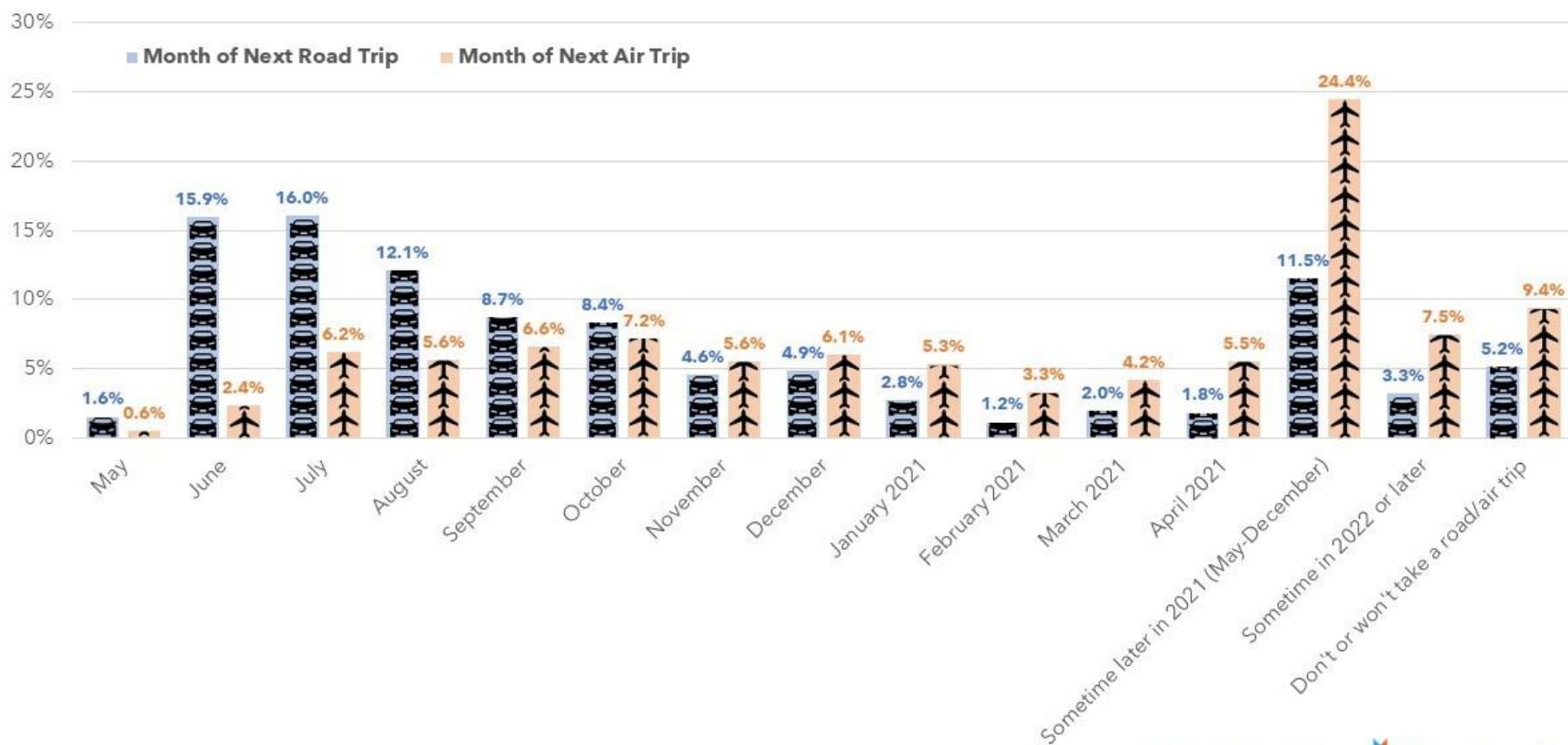
1. Are people traveling?
2. If not now, when will they travel?
3. When they travel, will they visit my museum?

- Destination Analysts: Update on American Travel in the Period of Coronavirus
- Longwoods, International: COVID-19 Travel Sentiment Study
- Colleen Dilenschneider: How COVID-19 (& Civil Unrest) Are Impacting Intent to Visit Cultural Entities

# Destination Analysts: Update on American Travel in the Period of Coronavirus

## MONTH OF NEXT ROAD TRIP & AIR TRIP

AS OF MAY 31<sup>ST</sup>, 2020

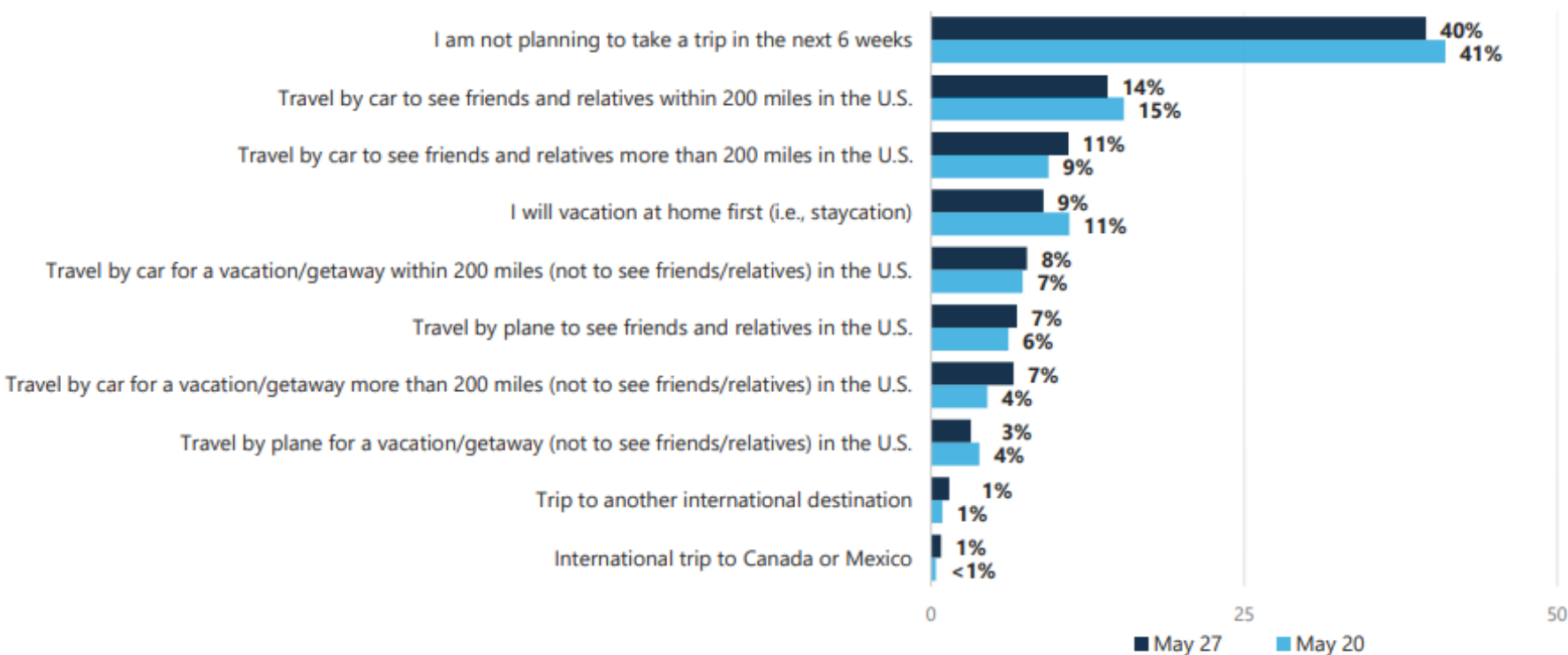




# Longwoods, International: COVID-19 Travel Sentiment Study

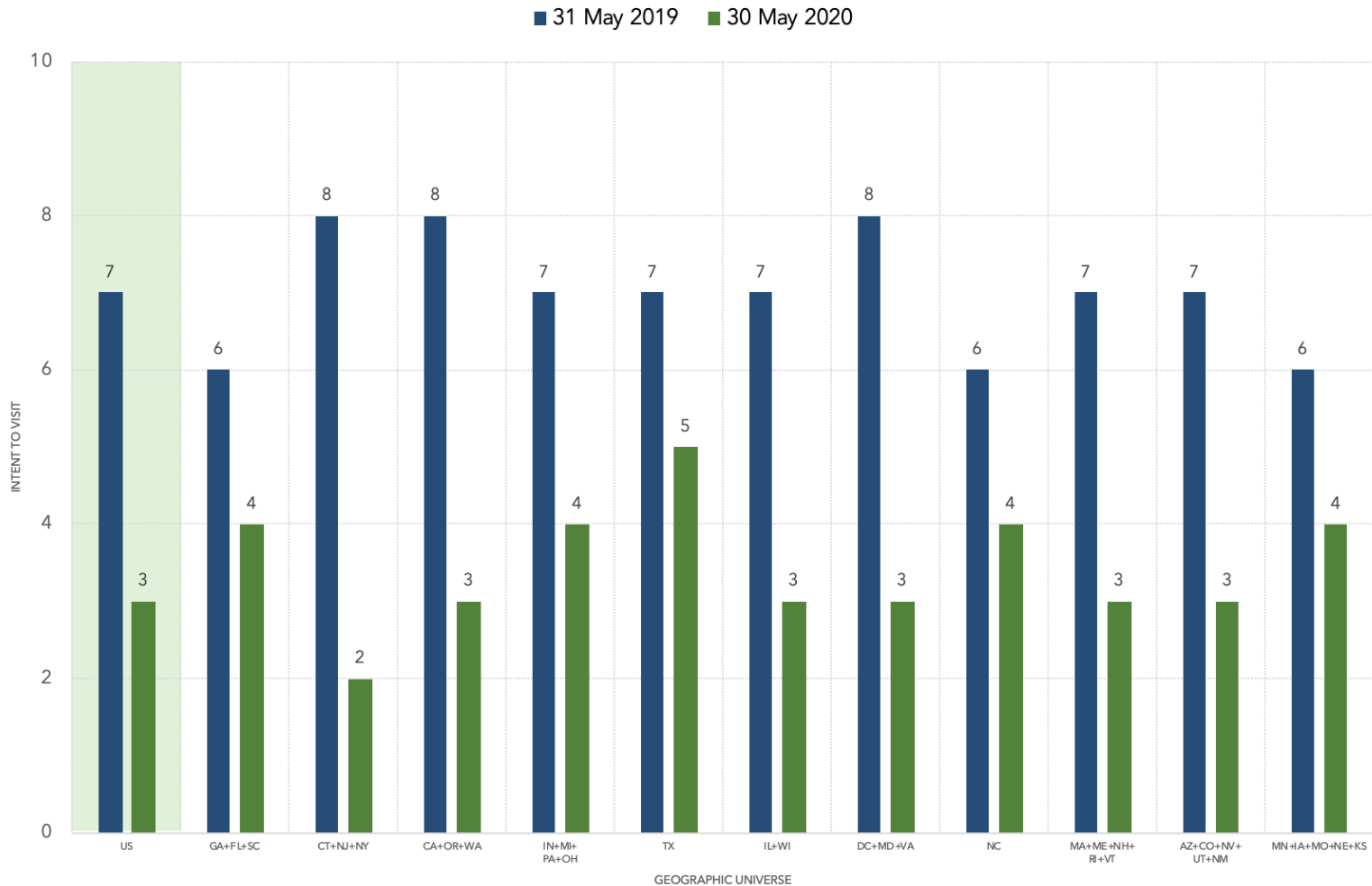
## IMPACT ON TRAVEL PLANS

### First Trip Travelers Will Take in the Next Six Weeks - Comparison



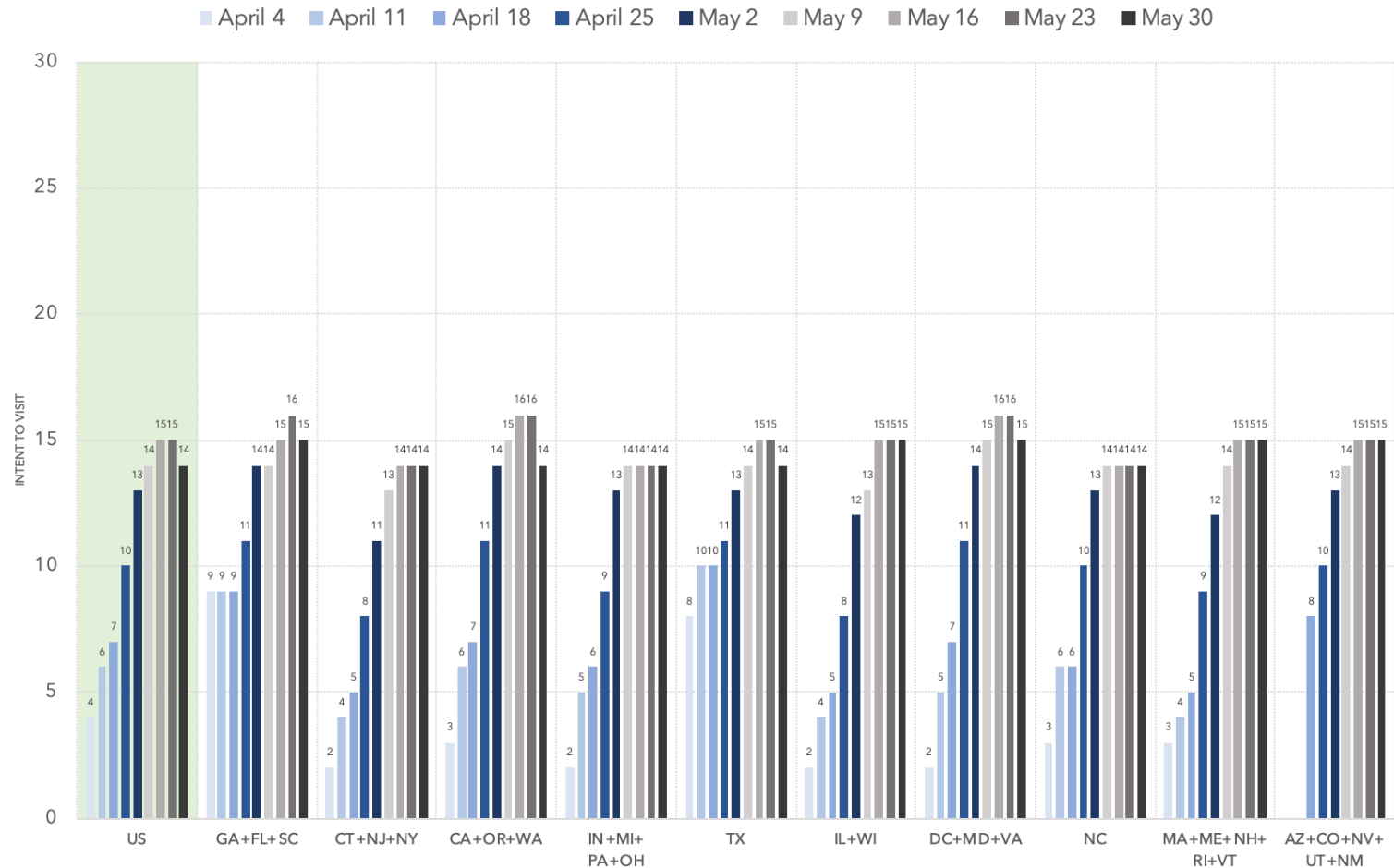
# Colleen Dilenschneider: How COVID-19 (& Civil Unrest) Are Impacting Intent to Visit Cultural Entities

Intent to Visit: One Week  
2019 vs. 2020 comparison, US adults by region



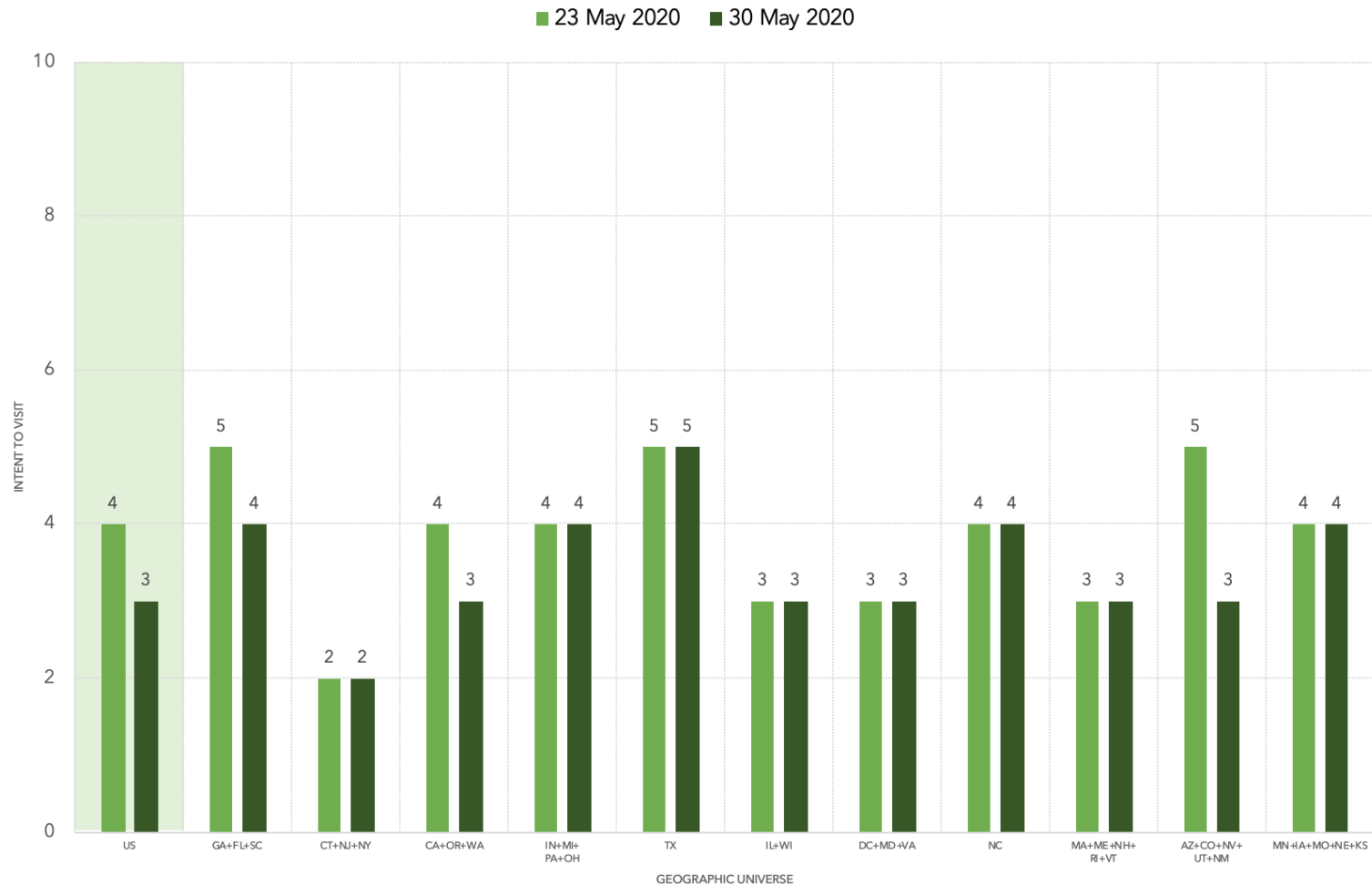
# Colleen Dilenschneider: How COVID-19 (& Civil Unrest) Are Impacting Intent to Visit Cultural Entities

Intent to Visit – One Month: 30 May 2020  
US adults by region



# Colleen Dilenschneider: How COVID-19 (& Civil Unrest) Are Impacting Intent to Visit Cultural Entities

## Intent to Visit: One Week US adults by region





[Home](#) > [Education](#) > Texas History at Home

## Texas History at Home



Parlor in the Sam Bell Maxey House State Historic Site in Paris

As families are creating new routines and learning how to educate students from home, we are providing free instructive resources about Texas history, preservation, and heritage tourism. We'll continue to add new content, so continue to check back to this page. Don't forget to share with family and friends, and share your activities on social media by tagging us #TXHistoryAtHome.

### Resources for Educators

[Explore our repository of lesson plans and activities](#) for students focused on our state historic sites and topics such as archeology, cemeteries, historical markers, and military history.

### In This Section

- [Training & Consulting](#)
- [Learning Resources](#)
- Texas History at Home
  - [Chisholm Trail](#)
  - [Texas Revolution](#)



*Visit the Texas Heritage Trail Regions  
and see where it all happened*

Search: Texas Time Travel

SEARCH

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[Home](#) > Plan Your Texas Time Travel

## PLAN YOUR TEXAS TIME TRAVEL



### PLAN YOUR FUTURE TRIP TO TEXAS' PAST

For now, we're all stuck at home dreaming about getting out and seeing the world. Our normal lives are disrupted by the COVID-19 pandemic, and the new normal means hunkering down and trying to make the best of it. But one day...

One day, we're going to feel safe to venture out and explore, hit the road, and check off our bucket lists. One day, after this period of social distancing and isolation, these familiar processes will return to our lives.

So we've got something to look forward to! Life will normalize, and we'll be able to live out our travel fantasies—if we plan for them now. Take this time to dream up and thoroughly research your ultimate Texas heritage

### COVID-19 ALERT



Due to  
COVID-19,  
some heritage  
travel sites are  
closed or have  
limited hours.  
Please contact  
them directly.

# COVID-19 Pivot: Regional Adventure at Home

VISIT TEXAS TIME TRAVEL TO EXPLORE HERITAGE TRAVEL STATEWIDE

 **TEXAS PLAINS TRAIL REGION**  
*Participant in the Texas Historical Commission's  
Texas Heritage Trails Program*

HOME ABOUT US PLAN YOUR ADVENTURE OUR STORIES EV

[Home](#) > [Plan Your Adventure](#) > TPTR Adventure at Home

## TPTR ADVENTURE AT HOME

 TEXAS BRAZOS TRAIL

 TEXAS FOREST TRAIL

 TEXAS FORTS TRAIL

 TEXAS HILL COUNTRY TRAIL

 TEXAS INDEPENDENCE TRAIL



**We  
Believe  
In  
Texas**

 TEXAS LAKES TRAIL

 TEXAS MOUNTAIN TRAIL

 TEXAS PECOS TRAIL

 TEXAS PLAINS TRAIL

 TEXAS TROPICAL TRAIL



# COVID-19 Pivot: Regional Adventure at Home

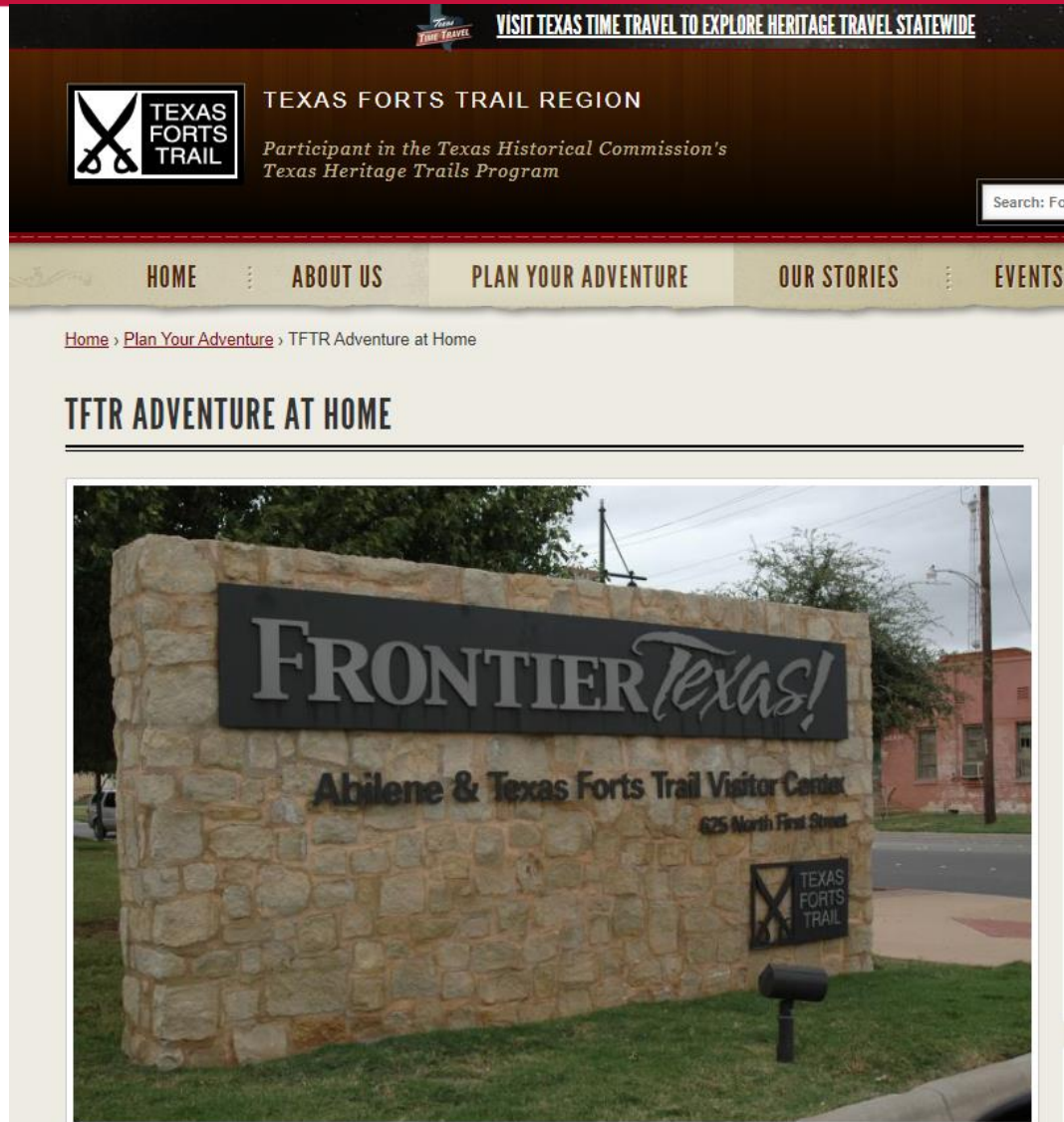
## Partner portals

In addition, many of our attractions are offering online and digital learning opportunities while they are closed during this time. Partner learning portals can be found on the websites of some of the state's most popular history and culture museums.

- **Panhandle-Plains Historical Museum**. Features different activities and learning opportunities featured on Facebook, at #PPHMathome
- **National Ranching Heritage Center**. Readings of Hank the Cowdog on their Facebook page. You can also access their app by searching NRHC in your app store to view the buildings exhibits and play games.
- **Amarillo Museum of Art**. Hosting the #AMoAArtChallenge each Monday morning on website and social media. Create your version and share online.
- **Amarillo CVC**. Visit their website to see outdoor adventures you can take and also see a 360 tour of the locations if you prefer to visit from the comfort of your home.
- **Visit Lubbock**. Experience Lubbock at home with this comprehensive list of virtual experiences in the Hub City.
- **Museum of Texas Tech University**. Visit their Facebook for a special edition of "Come and See." The Come and See programs at the Museum of Texas Tech University offer a look into the massive closet that is the museum's Clothing and Textile collection. The collection totals more than 33,000 items.
- **Bayer Museum of Agriculture**. Visit their Facebook for a reading of "Right This Very Minute" for a glimpse into the daily work of farmers and ranchers.
- **American Quarter Horse Museum**. Educational Resources online and new activities coming weekly via Facebook.
- **Buddy Holly Center**. The Center is hosting several virtual challenges on Facebook such as a Monday madness quiz, a Buddy Holly song crossword, and a karaoke video challenge every Friday.
- **Lubbock Lake Landmark**. Sharing sights of spring on Facebook with a do-at-home spring break activity for children.
- **Silent Wings Museum**. Participating in the #MuseumFromHome movement with interactive posts and activities on Facebook.
- **LHUCA**. Virtual gallery tours and activities to do from home posted regularly on Facebook.



# COVID-19 Pivot: Regional Adventure at Home



# COVID-19 Pivot: Regional Adventure at Home

## Partner portals

In addition, many of our attractions are offering online and digital learning opportunities while they are closed during this time. Partner learning portals can be found on the websites of some of the state's most popular history and culture museums.

- [Frontier Texas](#) Follow Echo, Frontier Texas watch dog and now the social media manager while the museum is closed. Echo will show you all of the things he loves about the museum. [Facebook](#) and [Instagram](#)
- [Abilene CVB](#) Visit their website to find a listing of restaurants for great takeout as well as a link to attractions throughout Abilene, such as the [zoo](#) that has a weekly educational tour. Additional information out of [Abilene](#)
- [Fort Belknap](#) Jim Hammond, director at Fort Belknap is going live on facebook a few times a week to give insite of the museum that is coming together nicely as well as visiting with Grant Ingram, manager of the Graham CVB about the history of Fort Belknap.
- [Graham Chamber of Commerce](#) Join Graham as they spot light local businesses and do live interviews.
- [Fort Concho](#) Facebook is where it is at for a look inside Fort Concho. Videos of the mules Barney, Betty and Mack, Educational aspects are added to their page as well, build a fort, do a crossword puzzle and see new collections being added to the fort.
- [San Angelo](#) Discover San Angelo facebook is a great source to see all things San Angelo with [videos](#), picutres of San Angelo State Park, as well as music and art throughout their community.
- [Stephenville](#) We miss y'all [video](#) is one of the many things you need to check out on Stephenville's Tourisim and Visitor's Bureau Facebook page. See a picture of Moo-La getting her face mask as well as educational posts for the young ones or the young at heart.
- [Buffalo Soldiers Program](#) Texas Parks and Wildlife. Join Pvt. Mack on Facebook Live as he rides through history with you on a new digital trail. Learn how the Buffalo Soldiers received their storied name and what life was like on the frontier for these men. Pvt. Mack will also talk about the USCT who paved the way for the famed Buffalo Soldiers.

## Participate with the Texas Heritage Trail Regions and the THC



- Contact your regional executive director
- Contribute content to your regional website
- Join the heritage tourism listserv
- Subscribe to THC's *Medallion* magazine
- Subscribe to the *Texas Heritage Traveler* E-newsletter
- Attend THC's *Real Places* conference
- Share information & resources
- Be an advocate for heritage tourism

## NEW! Texas Heritage Traveler E-newsletter

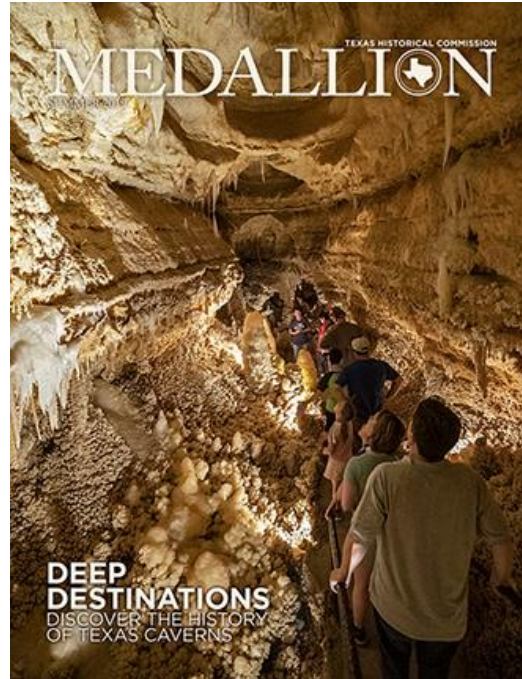


Subscribe for FREE!

<https://lnkd.in/eyCQZ6E>



## THC's Medallion Quarterly Magazine



Subscribe for FREE!

<https://www.thc.texas.gov/forms/request-medallion>

# REAL PLACES

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2021 CONFERENCE | PRESERVING HISTORIC TEXAS

**Save the Date!**

**February 3-5, 2021**

**<http://thcfriends.org/realplaces>**

## Sarah Page

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