Explore ways in which historic preservation can build your community and enhance economic development through heritage tourism. Public education and awareness created through heritage tourism initiatives supports the preservation of historic sites by garnering financial support from a new generation of enthusiasts. May 12, which falls within both Historic Preservation Month and Tourism Week, is an opportune time to explore the elements required to develop the state’s history and historic sites into visitor destinations.

Recognized experts will share their experiences in developing and implementing historically and culturally based tourism initiatives. A full day of workshops will explore product development, visitor readiness, and marketing strategies that work to enhance visitor experiences. Afternoon tours will feature newly developed tours, packaged to highlight the best of Camden County’s historic landmarks. End your day at a reception aboard the Battleship NJ.


9:30 AM — 10:30 AM
Opening Plenary
Creating memorable visitor experiences by capitalizing on the uniqueness of places, simply put, what heritage tourism is all about. While New Jersey is uniquely rich in its diversity of historic resources, we continue to struggle with realizing our full potential. Explore the concept of heritage tourism and how it differs from commonly recognized forms of tourism development. Learn how meaningful interpretation and quality experiences create the sense of place that plays a key role in attracting and satisfying visitors. In addition to strengthening the economy, tourism, approached thoughtfully and with a positive civic involvement program, can help protect historic neighborhoods, save the environment, and preserve culture.

Introductions: Judd London, President, South Jersey Tourism Corporation Featured Presenters: Cheryl Hangrov, President, The HTC Group, Asheville, North Carolina Dan Shilling, Curator for the Humanities, Sharlot Hall Museum, Prescott, Arizona

Location: Center for the Arts

10:45 AM — 12:00 PM
Making the Connections
Morning Panel
Identifying trends in tourism, knowing who the visitor is, what they want to visit, knowing how long they will spend, and how they will spend it for a quality experience is an important first step to structuring your initiative. But what role can others play? With the greatest number of heritage areas in the nation, Pennsylvania has embraced heritage tourism as an economic engine. State leadership has been pivotal in building heritage alliances. This panel will explore the possibilities when economic return, strong leadership and quality product development come together.

Moderator: Curtis Shawhaw, Co-Managing Partner, Cape Advisors (former Executive Director, NJ CRDA, and organizer of the Summit on the Shore)
Speakers: Brian J. Tyrrell, Ph.D., Assistant Professor of Business Studies, Richard Stockton College Lanwood Sloan, Director of Cultural and Heritage Tourism, Pennsylvania Tourism Office Patricia Washington, Vice President, Greater Philadelphia Tourism Marketing Corporation

Location: Center for the Arts

11:00 AM — 12:15 PM
Afternoon Workshops

11:00 AM — 12:15 PM
Walt Whitman’s Camden Workshop 1
This field workshop will give participants a unique opportunity to learn about Camden’s history while experiencing a real-world application of heritage tourism. “Walt Whitman’s Camden” is a tour of three historic sites in Camden that collectively tell the story of this acclaimed American poet and the city in which he lived. Participants will experience the tours from the perspective of both the tourist and the tour operator as they travel from P enorma Hall to Hanklegh Cemetery to the Walt Whitman House. In addition to learning about each of these significant sites, participants will discuss the mechanics and logistics of creating heritage tourism opportunities and linkages. The tour will conclude with an evaluation of the success of this initiative, providing valuable feedback to the tour operators.

This workshop is sponsored by the South Jersey Tourism Corporation.

Location: Center for the Arts

1:30 PM — 3:45 PM
Underground Railroad Workshop 2
Southern New Jersey has long been a place where much important African American History has happened. Due to its role in the long struggle to end slavery in America, some historians have labeled the region the “Cradle of Emancipation.” This tour will describe South Jersey’s participation in the Underground Railroad, the secret network that ferried escaped slaves to freedom before the Civil War. Black communities had emerged early in southern New Jersey, such as Lawnside, Pottersville, Timber and, Springtown, and their existence helped make the freedom network in New Jersey viable. The tour will feature the Peter Mott House in Lawnside, which is one of the few surviving stops of this network that was operated by an African American. Actor Clinton Higgs will portray Peter Mott, and Millieant Sparks will reprise her portrayal of Harriet Tubman.

Giles Wright, Director of the Pro-American History Program, New Jersey Historical Commission

This workshop is sponsored by the South Jersey Tourism Corporation.

Location: Lawnside, New Jersey

1:30 PM — 3:45 PM
Enhancing the Visitor Experience: A Toolkit for Survival Workshop 3
By conveying important themes, facts, and interpretations to visitors, heritage tourism offers a unique glimpse into the past. Visitors remember the experiences offered by historic resources, providing one of the products of the heritage tourism industry. By discussing interpretation, experiential teams, visitor participation, printed materials, themes, linkages, events, and other topics, this panel will explore strategies for developing successful products. Improve visitor satisfaction while advancing the resource’s economic sustainability.

Moderators: John Stutler, Director of Product Development, South Jersey Tourism Corporation Jeff Buellier, Main Street New Jersey, NJ Department of Community Affairs
Speakers: Andi Coyle, consultant for Greater Philadelphia Tourism Marketing Corporation Renee Epps, Executive Vice President, Tenenbaum Museum Anne Salvatore, Executive Director, Cold Spring Village Dariane Sosa, Mayor of Burlington City, NJ and Tourism Director for Burlington County David W. Young, Executive Director of Cliveden, a National Trust Historic Site

Location: Campus Center
1:30 PM — 3:45 PM
CONCURRENT WORKSHOPS (cont’d)

Ready, Set, Visit: Is your historic site ready for visitors?

Workshop 4
Being visitor ready means more than offering a guided tour. From bathroom brochures, find out how to meet and exceed visitors’ needs and expectations. A panel of experienced professionals will show you how to provide a positive and memorable tourism experience.

Moderator:
Margaret O’Neil, Regional Interpretive Specialist, NJ Division of Parks & Forestry
Speakers:
Philip Correll, Manager, New Jersey Coastal Heritage Trust;
Marian Deal Smith, Owner and President of Atlantic Tours;
Mark Teal, Director of Historic Sites, Morris County Park Commission;
B. Michael Zuckerman, Executive Director, Mid-Atlantic Center for the Arts
Location: Campus Center

If You Promote It, Will They Come?
Workshop 5
What will it take to generate more visitors? What is the right marketing mix to maximize results? Attend this session to find out! A panel of marketing and heritage tourism professionals will ask the questions needed to determine what marketing solutions are right for you. Marketing basics, terminology, and trends will be covered as well as best practices and real examples of what is currently working for heritage tourism organizations.

Moderator:
Bill Gehrman, Group Tour Development, South Jersey Tourism Corporation
Speakers:
Leslie Bentley, Executive Director, Morris County Visitors Center
And additional speakers to be announced.
Location: Campus Center

4:00 PM — 4:45 PM
The Future of Heritage Tourism in New Jersey
Wrap Up Panel
A panel of New Jersey Legislators and tourism officials will discuss state-wide initiatives in heritage tourism. Presentations will include ways in which the preservation, history and tourism communities can benefit from these new opportunities and how to provide recommendations as solutions are right for you. Marketing basics, terminology, and trends will be covered as well as best practices and real examples of what is currently working for heritage tourism organizations.

Moderator:
Barbara Irvine, Executive Director, New Jersey Historical Trust
Speakers:
To be announced
Location: Center for the Arts

5:00 PM — 7:00 PM
Battleship New Jersey Reception

The USS New Jersey completed her final voyage home from Bremerton, Washington to the former Philadelphia Naval Shipyard, arriving there appropriately enough, on Veteran’s Day 1999. The Navy’s decision to permanently berth the Battleship in Camden was announced on January 20, 2000. The Battleship New Jersey, our Nation’s most decorated battleship, is now a floating museum on the Delaware River, along the Camden Waterfront, across from Center City Philadelphia. History comes to life as visitors have the opportunity to experience a guided tour through the Iowa-class ship, one of the largest battleships ever built.

For more information call, Genny Guzman (609) 984-0543 or e-mail: genny.guzman@dep.state.nj.us