

## *How Does Your Statewide Program Measure Up?*

Now more than ever before, it is critical for statewide cultural heritage tourism programs to prove their value. To demonstrate the need for investment of human and financial resources in cultural heritage tourism in your state, answer the following questions:

- 1) Do you have credible research to demonstrate that visitors coming to your state are looking for cultural or heritage tourism experiences?
- 2) What **tangible** cultural or heritage tourism products have you created in the past year, and how have you measured their success?
- 3) How do you measure your program's return on investment?
- 4) How does your program contribute to the economic impact of tourism in your state?
  - A) Have your efforts helped to increase visitation or attract visitors who spend more money?
  - B) Have you helped to create new jobs or businesses?
  - C) If so, how have you quantified this impact?
- 5) How does your program enhance quality of life in your state?
  - A) How does your program contribute to residents' quality of life?
  - B) How has your program contributed to the preservation or protection of irreplaceable historic, cultural and natural resources?
  - C) How does your program help cultural institutions meet their mission?
- 6) How do you quantify or measure the value of (planning, marketing, partnership building) meetings with local constituents?
- 7) How do you educate key audiences about long-term benefits rather than short-term fixes?
- 8) How does your program impact tourism marketing? Has your program helped to shape the image of your state, the tourism marketing messages being sent out by your state, or the audiences that your state is targeting?
- 9) How do you justify your program (including your time and your budget) to key audiences/stakeholders:

- a new administration?	- your constituents?
- state legislature?	- media?
- local taxpayers?	- travel industry?
- arts community?	- preservation community?
- 10) If your administration offered you \$1 million to expand your cultural or heritage tourism program, how would you put that funding to use to enhance cultural heritage tourism in your state?

