



Creating Your Tourism Asset Map

List of items to identify on a map of your town and region for visitors

- ▶ Location of all formal and informal lodging (such as seasonal rentals) in town/region
- ▶ Location of all dining/café/restaurant/take out/fast food either permanent or seasonal
- ▶ Locations of important natural resources/trails/fishing locations/birding locations/boat launch & marinas/canoe or water sport locations, skiing or cross country ski areas
- ▶ Location of local, state, regional parks nearby
- ▶ Location of any National Register historic district or landmarked property, any local landmark district
- ▶ Location of any designated state or national heritage area
- ▶ Location of any federal or state scenic byway designation
- ▶ Location of any historic sites/museums/visitor attractions
- ▶ Location of any permanent interpretive signs
- ▶ Locations of any directional signage to area visitor attractions, parks, recreational areas
- ▶ Location of any signed tour routes (federal, state, local)
- ▶ Location of any Brown highway signs directing people to town
- ▶ Location of any rail passenger stations
- ▶ Location of Interstate or county highways and exits, and nearest highway rest stop
- ▶ Location of any tourism/visitor centers in vicinity
- ▶ Location of any directional signage to downtown shopping districts,
- ▶ Location of any directional signage other major shopping districts/malls,
- ▶ Location of gas stations in greater downtown
- ▶ Location of all ATMs in downtown
- ▶ Location of any public restroom (your office?)
- ▶ List of all downtown events, even if not organized by local Main Street organization, sponsors of each event, primary audience
- ▶ Gather all current printed visitor marketing materials available about downtown or the region from tourism partners
- ▶ Identify web sites that provide visitor information for your area, and create a list of what is good or missing from these based on your asset map above.
- ▶ Collect other printed visitor marketing materials from other downtowns you admire

Next steps

Identify the gaps in your heritage tourism amenities, prioritize these, create work plans to address the most immediate needs. Create task forces to work with lodging, attractions,

Visit with your local or regional tourism partner/CVB to discuss how you wish to expand your efforts to attract visitors to your downtown and region, ask for advice, show them your asset map, discuss your current programming for heritage visitors, and get ideas to expand programming

Visit with any heritage area, scenic byway, or local preservation organization to talk about expanding efforts to attract heritage visitors to your downtown, ask for advice, and show them your asset map. Discuss your current programming for heritage visitors, and get ideas to expand programming.

Refine your priorities and work plans based on feedback from tourism partners and heritage areas/byways/preservation organizations. Make incremental progress this year, and following years.

Let us know how you are doing!

Donna Ann Harris
Heritage Consulting Inc
422 South Camac Street
Philadelphia PA 19147
215 546 1988
donna@heritageconsultinginc.com
www.heritageconsultinginc.com