

WHY SUSTAINABLE TOURISM MAKES BOTH DOLLARS & SENSE



Commissioner Susan Whitaker
Tennessee Department of
Tourist Development

WHAT IS SUSTAINABLE TOURISM?

- Sustaining the **environment, culture and heritage** of a region while at the same time sustaining the **economic growth** through tourism.



Cumberland Gap

WHY SHOULD WE CARE?



Economic Benefits

- Townies
- Tourists
- Business
- Recruitment
- It's all inter-related!



*ETSU & General Shale Brick Natural History Museum
Gray, Tennessee*

SUSTAINING THE ENVIRONMENT



“Volkswagen claims environmental responsibility as a core value of the company... and cited Chattanooga's ‘strong environmental commitment’ as a factor in winning the plant.”

Governor Phil Bredesen

Source: International Herald Tribune

“Does anyone still wonder if going **green** matters?”

Bob Doak, President & CEO
Chattanooga CVB

Source: Chattanooga Times Free Press

PRAGMATIC



*Tennessee Valley Railroad Museum
Lookout Mountain*

- Tourism is a **\$14.2 billion** economic engine for Tennessee's economy.
- Jobs: **Ranks #1** in nonfarm employment
- Taxes" **\$1.1 billion** in state & local taxes.
- Tennessee ranks in the top 10 states in the U.S. for person-stays.

MARKETING

- As a destination
 - Quality of Life
 - Brand enhancement



*Historic Jonesborough
Dozen Distinctive Destination in 2005*

GREEN IS THE NEW BLACK



"It's a buyer's market, and the buyers appear to want green. There was a sizeable jump in the number of meeting planners who are planning or expect to plan a green meeting, led by 51% of independents (a 16% jump over 2008), followed by 46.8% of corporates (a 10.5% increase), and 44.4% both of association planners and government planners."

Tyler Davidson, Editorial Director

Source: *2009 Meetings Market Trends Survey*
Meetings Media

ECONOMIC BOOST TO YOUR LOCAL COMMUNITY



- Attract affluent heritage / eco-conscious travelers to your destinations.
 - 55 million Americans are now classified as sustainable or “Geotourists”
 - Nearly 100 million traveling Americans are moving in that direction.
 - 58% of U.S. adult travelers included a historic activity/ event on a trip in 2007.
 - Historic / cultural travelers **spend more** and **stay longer** –
Average spending \$630 per trip – Average stay 5 nights.
 - 89% of visitors to TN think it is somewhat to very important for a travel provider to be environmentally sensitive compared to 86% in 2007.

Source: U.S. Travel Association & Travels America (TNS)

GREEN IS THE NEW BLACK



“Green practices will become a baseline requirement to doing business in the hospitality industry, particularly as the cost of nonrenewable energy continues to increase. Thus, those companies with business models that revolve around green practices will have the strongest opportunity of achieving a sustainable “competitive advantage.”

Ernst & Young

Source: *Global Hospitality Insights: Hospitality Green, December 2008*

SUSTAINING OUR HERITAGE



Tennessee Civil War Trails Program


- Federal TDOT Enhancement Grant
 - August 2008 - \$543,480
 - November 2006 - \$537,240
- Incredible turn-key opportunity for communities
- 60 markers in the ground by June 2009
- 300+ markers across Tennessee by 2012




TENNESSEE CIVIL WAR HERITAGE



Battle of Blue Ridge
Greenville



BATTLE OF BLOUNTVILLE




★ ★ ★
Federal Guns on Cemetery Hill

This is where Union forces stood as they attacked Blountville on September 22, 1863, during a campaign to control the Virginia and Tennessee Railroad. On the day of the attack, the Confederates occupied Blountville while Federal forces held the south bank of the Watauga River.


Union Col. John W. Foster led his cavalry brigade across the river at 9 A.M., drove off pickets from Confederate Col. James E. Carter's 1st Tennessee Cavalry, and then occupied Cemetery Hill. Foster shelled Carter's positions in Blountville in front of you, then ordered a charge about sundown that pushed Carter's regiment from the town.

Foster reported that he suffered six killed and fourteen wounded. The next day, he occupied Carter's Depot as the Confederates withdrew.

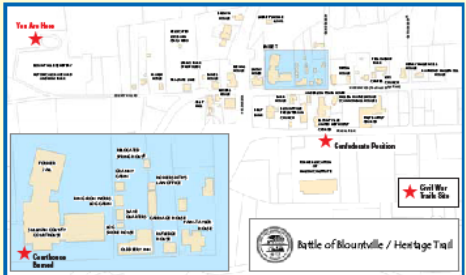
The cemetery here was created before 1824 on land that later belonged to the adjacent Blountville Presbyterian Church. Although churches typically had their own burying grounds, the local Presbyterian, Methodist, and Baptist churches, which stood near here, all shared this cemetery.



Blountville from Cemetery Hill - Copyright Anita B. Long (2001)



Blountville Presbyterian Church, which burned during the war. It was rebuilt later (shown with a red roof in the painting). Photograph ca. 1890. Courtesy Sullivan Co. Archives



Battle of Blountville / Heritage Trail

Battle of Blountville
Civil War Trails Marker

SUSTAINING OUR HERITAGE



Civil War Trails Program

- Recognized by the National Trust for Historic Preservation as one of the *most sustainable* heritage tourism programs in the nation.



WHAT'S NEXT



- **1st mini-summit held in Sevierville:**
*Gateway Green: Options for Sustainability:
Blount, Cocke, Sevier Counties – Jan. 29, 2009*
- **Sustainable Tourism industry website:**
*re-launched www.tnsustainabletourism.com
with more than 11,000 page views.*
- **Consumer micro site to tnvacation.com:**
*currently under development to promote
sustainable destinations to Tennessee
visitors.*

WHAT'S NEXT?



- **Tennessee Sustainable Tourism Initiative:**
recognized by U.S. Travel Association for inclusion on www.travelgreen.org.
- **Ruby Falls - Chattanooga:**
1st U.S. company certified under the international Green Globe/Green Certifications program.
- **ARC Gems of Appalachia grants to promote sustainable tourism projects:**
1ST round of grants awarded in 2008
2nd round of grants announced Jan. 2009 -
ARC to hold community forums in early May 2009

WHAT'S NEXT?



TDTD partners with TDEC to hold five Sustainable Tourism Workshops across Tennessee in 2009:

- May 14 Middle Tennessee The Factory, Franklin
- June 16 Upper Cumberland DelMonaco Winery & Vineyard Baxter
- Sept. 17/18 Statewide Workshop Governor's Conference on Tourism Embassy Suites, Murfreesboro
- Nov. 16 West Tennessee Casey Jones Village , Jackson
- Nov. 17 West Tennessee Pink Palace Museum, Memphis

To attend RSVP to patricia.gray@state.tn.us

WHAT'S NEXT?



- **Marketing Green**

Moderator: Jennifer Spence, TN Dept of Tourist Development

- David Bohan, BOHAN Advertising/Marketing
- Hannah Paramore, Paramore Redd Online Marketing
- Joseph Nother, DesignSensory
- Brandon Rochelle, DesignSensory

- **Geotourism: Sustaining Culture & Heritage**

Moderator: Bob Miller, Great Smoky Mountains National Park

- Linda Caldwell, TN Overhill Association
- Rebecca Anderson, Rebecca Anderson Consulting
- Jim Small, Andrew Johnson National Historic Site

SUSTAINABLE TOURISM MAKES BOTH DOLLARS & SENSE



“At the end of the day, most green business activity is—or should be—about making companies, and economies, more resilient and competitive. That seems to me to be a recipe for success during good times and bad. Green can make sense when times are tough—and even ***because times are tough.***”

Joel Makower, Author
Strategies for the Green Economy

Source: “*Thinking Green in a Blue Economy*” (October, 2008)



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