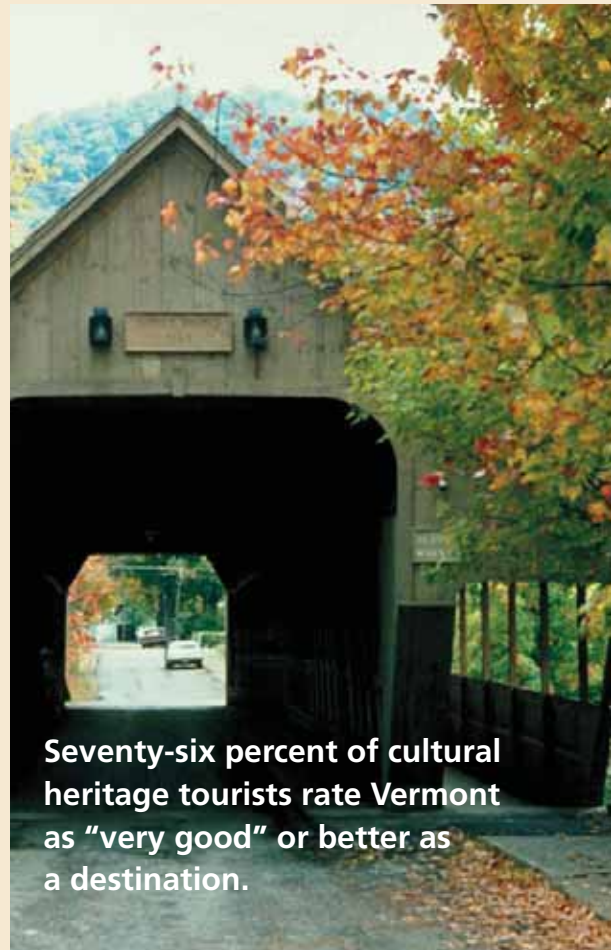


## Cultural heritage is a major asset

Vermonters recognize and reap the rewards of a rich cultural heritage. The state's historic architecture and host of traditional American arts and crafts—and its inclination to preserve these assets—contribute to the quality and texture of life and make Vermont a top destination for the most lucrative type of tourism.

### the FACTS

- Vermont has instituted many safeguards and incentives to protect the rural and historic character of its communities, including Act 250, the Scenic Roads Program, Investment Tax Credits, preservation planning support, and conservation easements and covenants.<sup>156</sup>
- Vermont is home to one of the nation's few interdisciplinary professional training programs in historic preservation.<sup>157</sup>
- More than 8,500 buildings in Vermont are listed in the National Register of Historic Places. More than 30,000 buildings have been recorded in the state's Historic Sites and Structures Survey. The Vermont Archeological Inventory includes more than 1,500 sites.<sup>158</sup> And, every year, the Preservation Trust of Vermont supports 150 preservation projects.<sup>159</sup>
- The Vermont Humanities Council sponsors more than 1,500 programs reaching 160 towns in each Vermont county every year. These programs take place in local libraries, museums, community centers and schools, and they target childcare providers, teen parents, incarcerated adults, and adult basic education students.<sup>160</sup>
- The Vermont Historical Society has developed an annual History Expo, held on the Tunbridge Fairgrounds. Since its inception in 2000, this popular event has attracted 40,000 visitors, with 140 local historical societies participating each year. This first and only statewide heritage festival in the country received an Award of Merit from the American Association for State and Local History.<sup>161</sup>
- In New England, "cultural heritage tourism" brings in nearly \$6.6 billion in yearly revenues. Sixty-six percent of cultural heritage visitors are likely to visit the same destination more than once in 12 months. They tend to stay longer and spend nearly twice as much per trip than other types of travelers.
- Seventy-six percent of cultural heritage tourists rate Vermont as "very good" or better as a destination. Of Vermont's cultural heritage visitors, 87% purchased products made in the state and 45% attended a cultural event while visiting.<sup>162</sup>



**Seventy-six percent of cultural heritage tourists rate Vermont as "very good" or better as a destination.**