

Bicentennial of 1812 Across North America: Creative Tourism Product Development Opportunities and Marketing for Binational Regions



Binational Tourism Summit 2009

Embracing our Borders:

The Competitive Advantage of Cross-Border Tourism
Destinations

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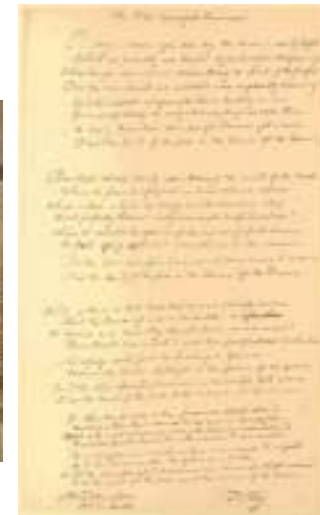
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We each must believe we possess the best part of the story and experience, while simultaneously respecting , discovering links, and being inspired by the stories and experiences possessed by the others-- recognizing there are different audiences for the collection of related stories and experiences. The War of 1812 in the Chesapeake is distinguished by:

- dramatic reversal of fortune
- self-reliant everyman
- cherished national icons



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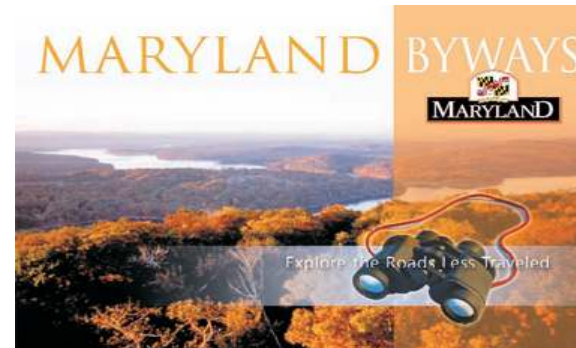
The stories of the War of 1812 in the Chesapeake are alive in rewarding visitor experiences and ample tangible evidence statewide.



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The status of our plans:

- An enthusiastic Governor , a Commission and strong local partners
- Plan for next century- 300+/- sites; 12+/- signature events; goals for inclusion and statewide participation; resource stewardship; education; tourism and economic development.
- Star-Spangled Banner National Historic Trail/America's Byway
- Partnerships- www.warof1812.org



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Inspiration. Maryland is a special American place that excels in inspiring invention and creativity.



Unity. Marylanders have always been an especially diverse people, who have led the nation when working together for a common purpose.



Preparedness. Marylanders excel at executing sound plans to ensure the security of the state and nation.

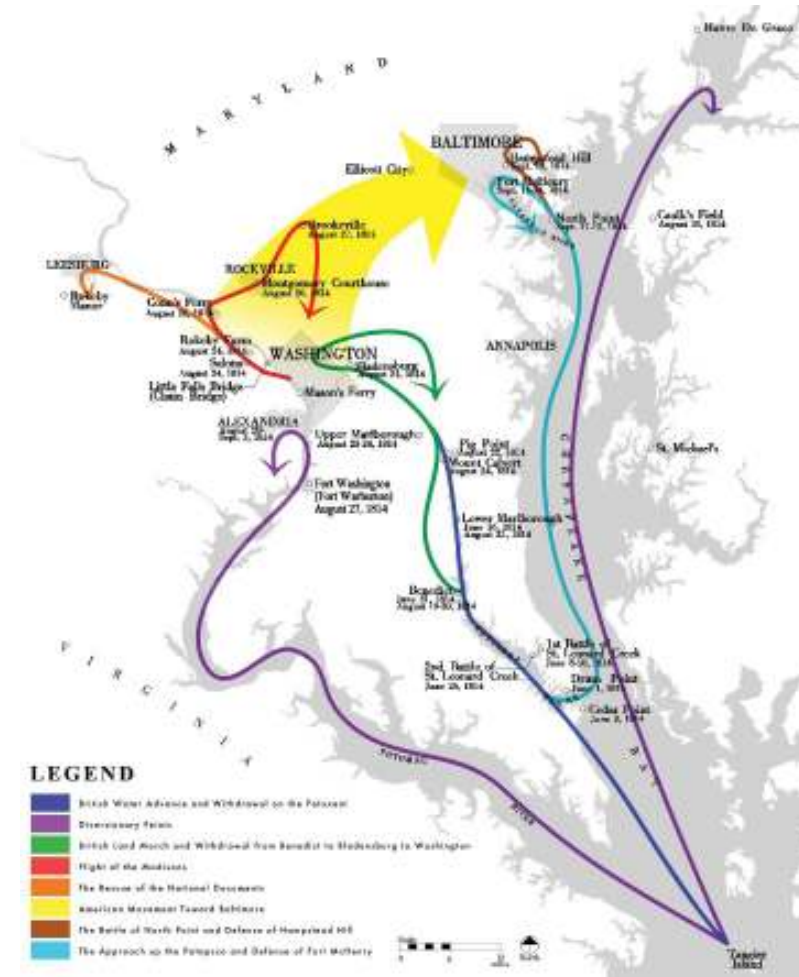


Courage. Marylander have exhibited extraordinary courage, even when faced with overwhelming odds, in defense of our freedoms.

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Reaching the audience in Maryland and America

- Challenges:
 - “Nothing important happened between the Revolution and the Civil War”
- Opportunities:
 - Star-Spangled brand
 - Chesapeake Bay brand



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Reaching the Canadian audience (and vice versa)

- Challenges
 - Cultural sensitivity
- Opportunities
 - Shock value
 - Peace that has long endured
 - Shared story lines- Winder, Armistead, Pike
 - Insight into Canadian/American characters
 - Fascination with the British Royals



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Reaching the European and World audience

- Challenges
 - Articulating a story and marketing message that matters
- Opportunities
 - “Special relationship” with England and Canada
 - 2012 Olympics
 - War trophies
 - CRUSA Scenic Byways



WIKIPEDIA
The Free Encyclopedia

Special Relationship

From Wikipedia, the free encyclopedia

(Redirected from [Special relationship](#))



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What else we are doing right now to build awareness:

- Maryland is a drive-to destination- license plates
- www.starspangled200.org
- Building buzz
 - Town crier
 - Social marketing
 - New events



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How can we collaborate?

- Share best practices (UNESCO)
- Royals
- Shared story lines-- Peace that has long endured

- War trophies
- Traveling exhibits
- Trails, itineraries, travel suggestions
- Naval review and tall ships



