

Scenario C: Welcoming Visitors

Using New Jersey's nationally significant Revolutionary War story, this scenario will attract a national and regional audience while promoting economic development and revitalization. It fulfills the Crossroads mission by preserving and interpreting historic sites and landscapes in order to present this story effectively. By investing to present the Crossroads story to visitors, residents also benefit. A critical heritage tourism principle guides this approach: "finding the right fit" between individual communities and tourism, achieved through planning and Crossroads support. Its implementation would be closely coordinated with any state heritage tourism initiatives.

VISITOR EXPERIENCE: Interpretation C: Interpretation will follow a **heritage-area-wide interpretive and tourism plan** focused on **primary visitor attractions**. High-quality presentations of evocative stories and a memorable visitor experience are goals to guide investment at all sites. **Frequent updates** of exhibits and interpretive materials provide fresh experiences to attract repeat visits.

VISITOR EXPERIENCE: Heritage Tourism, Linkages & Wayfinding, Recreation C: The heritage area must become program-rich, highly visible, and easily understandable. High-quality visitor services are critical to a satisfying experience, for either traditional heritage travelers drawn to suburban and rural areas or visitors used to urban contexts. **Touring routes** will link primary attractions, historic sites, historic communities, and visitor service communities, creating destinations at key points and featuring outdoor exhibits and visitor amenities. A **state-wide wayfinding signage system** will provide a **single graphic identity**. **Regional orientation centers** – gateways from primary roads – punctuate routes and destinations. Attractions and service communities will receive training in hospitality and marketing. A sophisticated web-based presentation will be a primary means of marketing and wayfinding. High-profile historical and recreational events would create a memorable visitor experiences and word-of-mouth marketing.

RESOURCE PROTECTION: Historic Preservation, Community Planning & Revitalization C: Historic preservation initiatives will address **key, publicly accessible interpretive sites** and the **character of historic and visitor service communities**. Community planning will achieve **revitalization through helping communities be visitor-ready**, guided by heritage area-wide planning for **major infrastructure investments** – orientation centers, byway routes, interpretive sites, streetscape improvements, and downtown enhancements in dining, shopping, and lodging.

RESOURCE PROTECTION: Natural & Scenic Resources C: Natural, open space, and scenic conservation projects contributing to the **visual character** of historic attractions, communities, and touring routes will receive primacy. The visitor experience will include **recreational opportunities** – hiking trails, bicycling routes, watercraft, etc. Historic sites already attracting recreational users work to become recreational destinations.

MANAGEMENT & PARTNERSHIPS, C: Crossroads will feature the required two offices that act in many ways **as a heritage area-wide destination marketing office (DMO)**. The current board structure will be maintained. A **Heritage Tourism Development and Marketing Advisory Committee** will help create and oversee programs. Crossroads will also coordinate **regional DMOs, interpretive attractions, and visitor service communities**. Smaller historic sites will receive assistance and incentives to comply with **hospitality and visitor experience guidelines**. Staff will focus on **increasing visitor services**; community development to enhance the visitor experience and quality of life; **marketing and promotion**; and coordinating with counties, communities, and sites. An annual "convention" for attractions, visitor service communities, and DMO's will share technical information and build collaboration.