

# BATTLEFIELDS MEAN BUSINESS

Economic Benefits of Historic Preservation



Heritage tourism brings a tour group to Savannah, Georgia. MIKE TALPLACIDO

**PROTECTING HALLOWED GROUND** can make dollars and sense for the local community. When there's a resource people want to visit, the surrounding community sprouts business to support that tourism. Thanks to what economists call the multiplier effect, local businesses spend the visitor dollars they take in to pay employees, buy goods and cover other expenses. Money these businesses spend can then be spent again by the businesses and individuals who receive it, and so on down the line.

Analysis of the National Park Service's 2019 Visitor Spending Effects Report shows that recreational visitors to battlefield parks supported an average of 464 jobs within each surrounding community, producing an average of \$14.5 million in labor income.

And not only the biggest, most famous battlefields see this impact. The site with the median visitor spending was Little Bighorn National Monument in rural Montana, which saw 220 jobs supported. All told, one new job is created for every 943 battlefield visitors — a tangible and scalable impact.

Sites beginning their work in destination marketing do well to remember that longer stays have bigger impacts; stretching an afternoon jaunt into an overnight stay or a weekend trip reaps major rewards.

**THE ECONOMIC BENEFITS** of battlefield preservation are well-documented. In addition to the regular data and statistical analysis put out by the National Park Service, the Trust has conducted two previous studies delving into the subject, *Battlefields Mean Business* and *Blue, Gray, and Green*. Although specific figures may change over time, the trends remain indisputable!

**THE NUMEROUS ECONOMIC BENEFITS** related to preserving battlefields include:

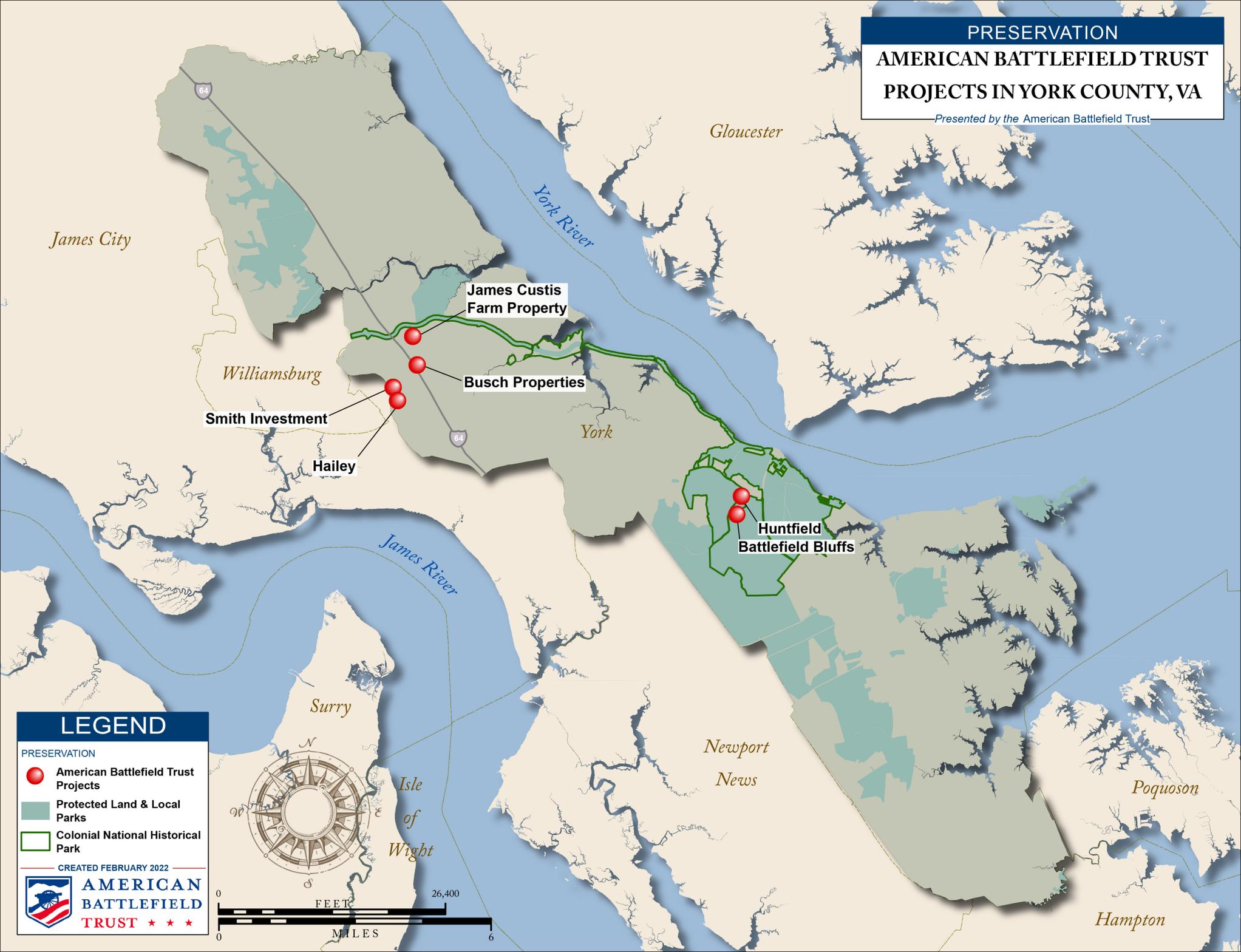
**Battlefields Bring People:** Battlefield visitation was not disrupted by the pandemic, as were many other aspects of the tourism industry. Thanks to social distancing guidelines, outdoor recreation, including battlefields, has remained attractive. In 2020, battlefield parks as diverse as Manassas, Minuteman, Shiloh and Stones River all saw noticeably increased visitation.

**Spending Supports Local Businesses:** According to a 2018 study done by The Kentucky Civil War Sites Association, battlefield visitors spent an average of \$258 per trip in those communities, contributing \$10 million to the state's economy. Half of that spending went toward food and lodging in local communities.

**Tourism Generates Tax Revenue:** The Heart of the Civil War Heritage Area report found battlefield tourism generates \$60.3 million in tax revenues for state and local government annually. Analysis of NPS data shows that battlefield visitors to Pennsylvania generated \$1.818 million in just state hotel occupancy tax in 2019. A 2013 Trust study showed that each visitor added \$2.92 to local government coffers and \$5.22 to state tax revenues.

**TO LEARN MORE** about how preservation enriches local economies, visit [www.battlefields.org/EconomicImpact](http://www.battlefields.org/EconomicImpact).

**PRESERVATION**  
**AMERICAN BATTLEFIELD TRUST**  
**PROJECTS IN YORK COUNTY, VA**  
*Presented by the American Battlefield Trust*



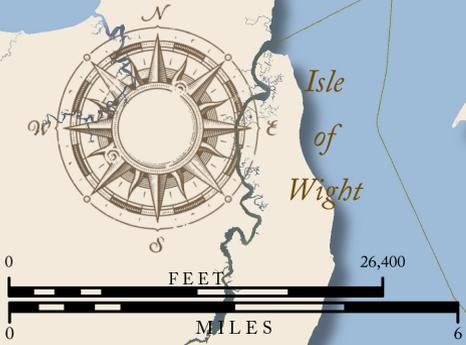
**LEGEND**

**PRESERVATION**

- American Battlefield Trust Projects
- Protected Land & Local Parks
- Colonial National Historical Park

CREATED FEBRUARY 2022

**AMERICAN BATTLEFIELD TRUST** ★ ★ ★



# ROAD TO FREEDOM:

## THE AFRICAN AMERICAN EXPERIENCE IN CIVIL WAR-ERA VIRGINIA

A Partnership between the  
American Battlefield Trust  
and Civil War Trails

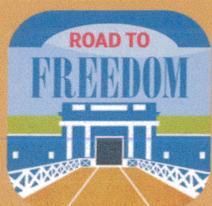
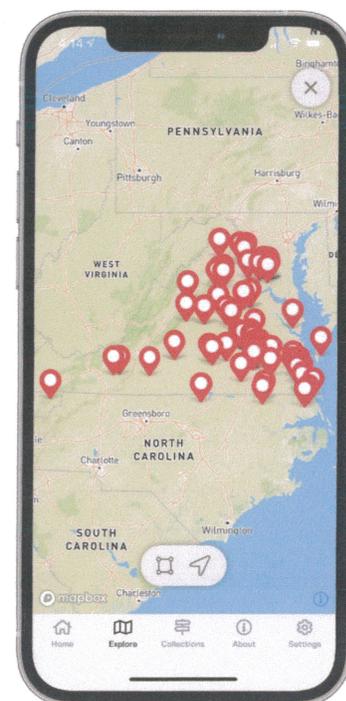
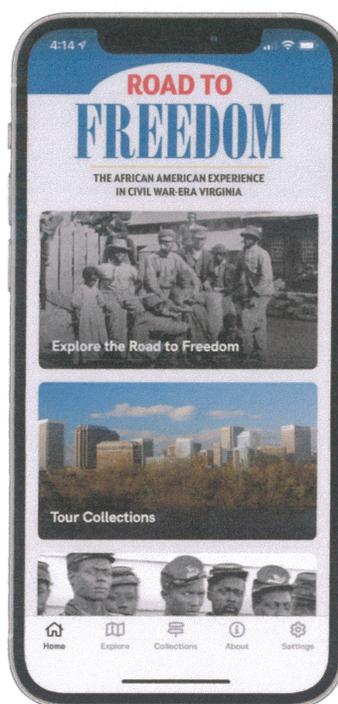


Unidentified African American soldier in Union uniform with wife and two daughters.  
LIBRARY OF CONGRESS

**THE CONTRIBUTIONS** of African Americans during our nation's first century are often under-told. To help elevate this important history, the American Battlefield Trust and Civil War Trails have partnered to create the **Road to Freedom** — a physical map guide and digital web app experience — focused on the African American experience in Civil War-era Virginia.

This network encourages visitors and Virginians alike to uncover stories of strife, growth and community. It unleashes the power of place and draws upon the perspectives of historical figures once given little voice. By focusing on the Black experience during this tumultuous era, the Road to Freedom highlights concepts of self-emancipation and empowerment that have traditionally been lacking in historical interpretation.

Between the map guide and free app, the Road to Freedom features more than 88 sites across Virginia, from Alexandria just outside the nation's capital to Abingdon near the Tennessee border. Included locations range from Civil War Trails interpretive signs and historic highways markers to museums and battlefields with permanent installations pertaining to topics in African American history, including slavery, emancipation, the United States Colored Troops, and Reconstruction.



**EXPLORE THE ROAD TO FREEDOM** with a free map guide, available in Welcome Centers and cultural institutions across the state. The Road to Freedom app is GPS-enabled, but images and historical content can be accessed from anywhere on the globe. The free app is now available for download via the App Store and Google Play, or online as a web app, available through any browser.

➤ **LEARN MORE** about accessing the Road to Freedom network by visiting [www.battlefields.org/RoadtoFreedom](http://www.battlefields.org/RoadtoFreedom).