



**CIVIL WAR TRUST**

*Saving America's Civil War Battlefields*  
[CivilWar.org](http://CivilWar.org)

# BLUE, GRAY & GREEN

ECONOMIC & TOURISM  
BENEFITS OF BATTLEFIELD  
PRESERVATION



*“What it boils down to is  
blue and gray makes green.”*

KEVIN LANGSTON  
*Deputy Commissioner for Tourism,  
Georgia Department of Economic Development*

150th Anniversary Festivities  
Antietam National Battlefield  
Sharpsburg, Md.  
NATIONAL PARK SERVICE

COVER: Gettysburg National Military Park, Gettysburg, Pa., RON CALLAGHAN.

Civil War battlefields are significant local assets, which are going to attract more attention in the coming years.

# BLUE, GRAY & GREEN



he Civil War sesquicentennial is upon us. From 2011 to 2015, tens of millions of Americans will commemorate the monumental struggle that ended slavery and unified our nation. Much of this reflection and remembrance will be focused on the battlefields where hundreds of thousands gave their lives and the nation's future was decided.

For communities near battlefields, this 150th anniversary is likely to boost the already-substantial economic advantages that come with this proximity. This brief report outlines some of the economic benefits that battlefield preservation can confer. Its main findings:

- ★ **BATTLEFIELDS BOOST TOURISM**
- ★ **BATTLEFIELDS GENERATE JOBS**
- ★ **BATTLEFIELDS MEAN TAX REVENUE**
- ★ **BATTLEFIELDS ARE COMMUNITY ASSETS**
- ★ **BATTLEFIELD EVENTS DRAW CROWDS**



Shiloh National Military Park  
Shiloh, Tenn.  
MIKE TALPLACIDO

IN FIVE STATES—Missouri, Pennsylvania, South Carolina, Tennessee, and Virginia—**15.8 million visitors** to 15 National Park Service Civil War battlefields and historic sites spend nearly **\$442 million** in local communities, supporting **5,150 local jobs**.<sup>1</sup>

At 20 Civil War sites from Gettysburg to Chickamauga, visitors **add \$11.7 million per year to local government tax revenues**, and **\$21 million to state coffers**.<sup>2</sup>

A typical family of four **spends \$1000** during its battlefield visit.<sup>3</sup>

In Virginia, Civil War visitors stay twice as long as—**and spend double the money of—the average tourist**.<sup>4</sup>

<sup>1</sup>The Harbinger Consulting Group. Economic Benefits of Civil War Battlefields: Summary of Existing Data and Analysis (appendix). Prepared for Civil War Trust. Washington, DC, March 2012.

<sup>2</sup>Davidson-Peterson Associates. Blue, Gray and Green: A Battlefield Benefits Guide for Community Leaders. Washington, DC: Civil War Preservation Trust, 2006. (<http://www.civilwar.org/land-preservation/blue-gray-and-green-report.pdf>)

<sup>3</sup>Ibid.

<sup>4</sup>Research Division, Virginia Tourism Corporation. FY2008-2009 Profile of Civil War Travel in Virginia. Richmond, VA: Virginia Tourism Corporation 2010.

# BATTLEFIELDS BOOST TOURISM

## Civil War Tourists: The Ideal Repeat Visitor

Gaines' Mill Battlefield  
Richmond Battlefield Parks, Va.  
ROB SHENK

In Virginia, Civil War visitors stay twice as long as—and spend double the money of—the average tourist.<sup>6</sup>

*“People come to Virginia to see our battlefields and our history. It is a great way to showcase the Commonwealth and is a tremendous boost to our tourism efforts.”*

—WILLIAM J. HOWELL  
Speaker, Virginia House of Delegates

Civil War travelers are terrific guests. They are energetic, involved, and eager to **stay in the area longer** than other travelers.<sup>5</sup>

As a group, Civil War tourists are **better-educated and more affluent** than both the general population and other heritage travelers. On average, they:

- Earn a household income of \$66,000 per year (compared to the national median of \$52,000 in 2008)
- Are well educated, with a high proportion of college graduates (51 percent, compared to 24 percent nationwide).<sup>7</sup>

## Civil War sites are tourism magnets.



History enthusiasts flock to historic sites, but they are not alone. The Virginia Department of Historic Resources reports that historic sites are the second most popular tourist destination for families, surpassed only by cities.<sup>8</sup> Twelve percent of leisure travelers to Virginia visited historic sites and churches. Seven percent visited Civil War sites.<sup>9</sup>

In a 2010 survey, 31 percent of adults said they are “extremely interested” in visiting a Civil War site or trail while traveling for leisure. That’s a market of 72.2 million eager Civil War travelers.<sup>10</sup>

In just five states—Missouri, Pennsylvania, South Carolina, Tennessee, and Virginia—Civil War battlefield parks, historic sites, and museums attract more than 20.5 million visitors each year.<sup>11</sup>

*“Wilson’s Creek National Battlefield is one of the most popular attractions in the Springfield area for visitors and local residents alike. In addition to the economic impact generated by visitors to the battlefield, it provides a historic, cultural experience that fits perfectly within the family-friendly attractions offered in our area.”*

—TRACY KIMBERLIN  
President of the Springfield, Mo.,  
Convention & Visitors Bureau



Wilson's Creek National Battlefield  
Republic, Mo.  
ROB SHENK

# BATTLEFIELDS BOOST TOURISM

Of out-of-town visitors interviewed at 20 battlefields:

- ★ Two-thirds were visiting the area specifically to see the battlefield
- ★ Three-quarters would visit other Civil War sites while in the area
- ★ Nearly all (91 percent) said they would recommend the battlefield to others.<sup>12</sup>

In 2010, more than 130,000 visitors to Richmond National Battlefield Park **spent over \$9 million in the local area.** That year at Antietam National Battlefield, 394,000 visitors **spent \$19.3 million locally.**<sup>13</sup>

<sup>8</sup>Davidson-Peterson Associates, 2006.

<sup>9</sup>Research Division, Virginia Tourism Corporation, 2010.

<sup>10</sup>Civil War tourist characteristics from Davidson-Peterson Associates, 2006. U.S. figures from U.S. Census Bureau.

<sup>11</sup>Virginia Department of Historic Resources, Tourism Handbook: Putting Virginia's Historic Resources to Work, Richmond, VA, 1998.

<sup>12</sup>Virginia Tourism Commission, FY 2007-2009 Profile of Leisure Travel in Virginia, Richmond, VA, 2010.

<sup>13</sup>Sheatsley, David, Jason Stienmetz, and Dean Reader (U.S. Travel Association and National Park Service). Civil War Anniversary and Marketing Opportunities. White paper presented at the Marketing Outlook Forum in Las Vegas, NV, October 2010. Survey cited is the 2010 travelhorizons™ survey by U.S. Travel Association and Y Partnership.

<sup>14</sup>The Harbinger Consulting Group, 2012.

<sup>15</sup>Davidson-Peterson Associates, 2006.

<sup>16</sup>Stynes, Daniel J. Economic Benefits to Local Communities from National Park Visitation and Payroll, 2010. East Lansing, MI: Department of Community, Agriculture, Recreation and Resource Studies, Michigan State University. 2011.

# BATTLEFIELDS GENERATE JOBS

## Where Visitors' Money Goes: A Breakdown of Local Spending

A typical family of four spends about \$1,000 during its battlefield visit. This is how their money is spent:<sup>14</sup>



Food and Beverages:  
**\$290**



Lodging:  
**\$240**



Shopping:  
**\$230**



Transportation:  
**\$100**



Admissions:  
**\$80**



Other:  
**\$60**



Gaines' Mill Battlefield  
Richmond, Va.  
JEFF GRIFFITH

*"Tourists come to see the battlefield, but they also come to enjoy the local atmosphere. They stay in a B&B, enjoy a cup of coffee, and go shopping in town."*

—HAP CONNORS  
Former Chairman,  
Spotsylvania County, Va.,  
Board of Supervisors

## Battlefield visitor spending supports local jobs.



Seventy percent of Civil War tourists stay at least one night in the battlefield communities they visit.<sup>15</sup>

On average, visits by 956 tourists support one full-time job in a battlefield community. This happens through what is called the “multiplier effect.” Local businesses spend the visitor dollars they take in to pay employees, purchase goods, and pay for rent, fuel, taxes, and other expenses. Some of this money is spent locally, where it can then be spent again by the businesses and individuals who receive it, and so on down the line.<sup>16</sup>

In five states—Missouri, Pennsylvania, South Carolina, Tennessee, and Virginia—this multiplier effect means that 15.8 million visitors to 15 National Park Service Civil War battlefield parks and historic sites spin off an annual economic contribution of more than \$248 million to local communities. The money they spend supports 5,150 local jobs, paying \$151 million to local workers.<sup>17</sup>

State and regional Civil War sites and parks also contribute to local economic vitality. In Virginia, a typical state park brings in \$4.6 million in visitor spending, and supports 85 local jobs and \$1.6 million in wages.<sup>18</sup>

# BATTLEFIELDS GENERATE JOBS

**Battlefields also generate local jobs** through park spending in local communities. The money spent on employee payroll and benefits at 15 National Park Service Civil War sites in Missouri, Pennsylvania, South Carolina, Tennessee, and Virginia have a total **economic impact of \$60.6 million**, supporting:

- ★ 932 local jobs, and
- ★ \$54.5 million in wages.<sup>19</sup>



Pea Ridge National Military Park  
Garfield, Ark.  
HANNAH HUFFMAN

The Chickamauga and Chattanooga National Military Park (Georgia and Tennessee) attracts nearly **992,000 visitors** each year, supporting 724 jobs in the surrounding communities.<sup>20</sup>

<sup>14</sup>Ibid.

<sup>15</sup>Ibid.

<sup>16</sup>Ibid.

<sup>17</sup>Stynes, Daniel J. 2011. Data from 15 Civil War parks summarized in The Harbinger Consulting Group, 2011.

<sup>18</sup>Virginia Department of Conservation and Recreation estimates of impacts of a typical Virginia state park developed using the National Park Service Money Generation Model. Provided by Chuck Wyatt, Virginia Department of Conservation and Recreation.

<sup>19</sup>Stynes as summarized in The Harbinger Consulting Group, 2012.

<sup>20</sup>Stynes, 2011.

# BATTLEFIELDS MEAN TAX REVENUE

## Battlefields generate millions for government coffers.

**\$32.7 million total**



**\$21 million  
to state  
governments**

**\$11.7 million  
to local  
governments**



At 20 Civil War sites from Gettysburg to Chickamauga, each visitor added an average of \$2.92 to local government coffers, and \$5.22 to state tax revenues. The totals add up: \$11.7 million per year to help defray the cost of local services, and \$21 million to the states.<sup>21</sup>

An added benefit: Tourists do not need the services that government must provide to residents, so their tax contributions can help offset the cost of maintaining a livable community. Battlefields can literally help pay for community services.

Battlefields also preserve open space. In five counties in southeastern Pennsylvania, protected open space:

- ★ Adds \$30 million each year to state and local tax revenues from money spent on recreation and other activities;
- ★ Boosts home values by a total of \$16.3 billion; and
- ★ Generates \$240 million in property tax revenues annually.<sup>22</sup>

Shiloh National Military Park  
Shiloh, Tenn.  
MIKE TALPLACIDO



<sup>21</sup>Davidson-Peterson Associates, 2006.

<sup>22</sup>Economy League of Greater Philadelphia, Econsult Corporation, and Keystone Conservation Trust, Return on Environment: The Economic Value of Protected Open Space in Southeastern Pennsylvania, Summary Report. Philadelphia, PA: GreenSpace Alliance and Delaware Valley Regional Planning Commission, November 2010.

## Battlefields make desirable neighbors.



attlefields aren't just for out-of-town tourists. They provide outdoor classrooms for educators and scenic open space, where residents can run, walk, or simply sit and enjoy the natural beauty.

At Fredericksburg and Spotsylvania National Military Park in Virginia, locals accounted for more than 684,000 visits to the park's educational programs, historic landscapes, and scenic roads and trails in 2010.<sup>23</sup>

At Harper's Ferry National Historical Park, school field trips and programs like "Tigers on the Trail," engage more than 56,000 students each year in history and outdoor activity and learning.<sup>24</sup>

Open space such as battlefields boosts nearby property values.<sup>25</sup> A study in Philadelphia found that historic preservation provides a similar boost in property values, which increase an average of 1.6 percent for each mile closer to a national historic district, and 0.5 percent for each mile closer to a local historic district.<sup>26</sup>

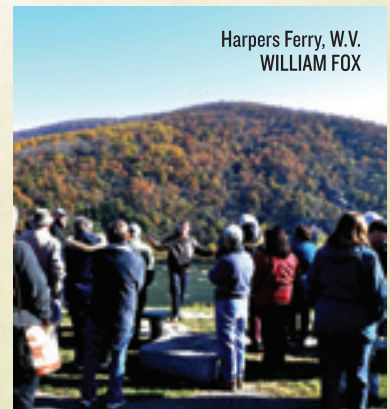


According to a 1997 study, small business owners ranked nearby parks, open space, and recreation opportunities as the number one factor for choosing a new location.<sup>27</sup> Kennesaw, Georgia, home to the Kennesaw Mountain Battlefield (SHOWN), was selected as one of the nation's "10 Best Towns for Families" in 2007.<sup>28</sup>

# BATTLEFIELDS ARE COMMUNITY ASSETS

*People enjoy living in historic places that have been preserved, that have "character." We don't need to choose between preservation and development, but we have to be smart and forward-thinking about how we develop so we keep the context for history alive.*

—STEVE MCDANIEL  
Member,  
Tennessee House of  
Representatives



Harpers Ferry, W.V.  
WILLIAM FOX

<sup>23</sup>2010 visitation figure from Stynes, 2009. Percent local visitation from Davidson-Peterson Associates, 2006.

<sup>24</sup>Personal communication, park staff, January 2011.

<sup>25</sup>Economy League of Greater Philadelphia, Econsult Corporation, and Keystone Conservation Trust, 2010.

<sup>26</sup>Econsult Corporation, Economic Benefits of Historic Preservation Activities in Pennsylvania, Harrisburg, PA: Pennsylvania Historical and Museum Commission, and Preservation Philadelphia, 2011.

# BATTLEFIELD EVENTS DRAW CROWDS

## Visitors flock to anniversary events.



Gettysburg National Military Park  
Gettysburg, Pa.  
COLIN GALLAGHER

In 2011, Fort Sumter National Monument in Charleston, South Carolina — which averages roughly 200,000 visitors a year — **drew a record-high 328,000 total visitors**. Nine days of special events in April boosted overall visitation by **26 percent over the previous year**, while twice as many people ventured to the Fort Moultrie unit as in April 2011. The trend continued into 2012, with visitation climbing an additional 11 percent during the first quarter.<sup>30</sup>

The July 2011 sesquicentennial commemoration of the First Battle of Manassas (or Bull Run), Virginia, boosted restaurant meal tax revenues in the city of Manassas by 14 percent for the month, compared to the previous July. The benefits were concentrated in the historic Old Town, where shops collected **55 percent more sales tax revenue** than in July 2010.<sup>31</sup>

In Richmond, Virginia, 2011 attendance at the Museum of the Confederacy was **up 25 percent over the previous year**. A new branch of the museum in Appomattox opened in 2012 and is expected to draw an **additional 200,000 visitors**, who will also likely visit nearby Appomattox Court House National Historical Park — a 20 percent increase in annual tourism during 2011.<sup>32</sup>



he 150th anniversary of the conflict that so indelibly shaped our nation is upon us. By 2012, 30 states had formal commissions or initiatives in place to coordinate the commemoration of the Civil War. Virginia's Sesquicentennial Commission identified this four-year span as being rich with educational, economic, and tourism opportunities. The economic benefits could be significant.

Each year, the town of Gettysburg attracts three million visitors, about half of whom go to the Gettysburg National Military Park. Local authorities expect visitation to grow to as many as four million in 2013, the anniversary of the Battle of Gettysburg. The additional economic impact could top \$100 million.<sup>27</sup>

During the four years that Pennsylvania's Civil War Road Show travels the state, its visitors are expected to spend \$29 million in host communities. The upshot? A total economic shot-in-the-arm of \$75 million, and, for each of four years:

- ★ 233 jobs
- ★ \$5.3 million in income for local workers.<sup>28</sup>

In South Carolina, reenactments, educational programs, conferences, tours and other events will likely generate an economic impact of \$7.6 million.

Some of the benefits:

- ★ \$2.8 million in wages for local workers
- ★ 118 jobs created
- ★ \$576,000 in sales and excise tax revenues.<sup>29</sup>

<sup>27</sup>Personal communication, Carl Whitehill, Gettysburg Convention and Visitors Bureau, December 2010.

<sup>28</sup>Econsult Corporation. Potential Economic and Fiscal Impacts of The Pennsylvania Civil War Road Show. Philadelphia, PA: The Pennsylvania Humanities Council, February 2010.

<sup>29</sup>Ventura, Brigid and Bing Pan, Ph.D. Tourism Impact of the Sesquicentennial Anniversary Celebration of the Civil War to the State of South Carolina, 2010-2015. Prepared by the Office of Tourism Analysis, College of Charleston, Charleston, SC; Fort Sumter/Fort Moultrie Trust Low Country Sesquicentennial Coordinating Committee, 2009.

<sup>30</sup>Associated Press. "History where they made history: Visitation hits record at Fort Sumter where Civil War began." Washington Post, April 6, 2012. Additional Fort Sumter National Monument visitation figures from the National Park Service Public Use Statistics Office (<http://www.nature.nps.gov/stats>). Fort Moultrie attendance figures from the Charleston Area Convention and Visitors Bureau.

<sup>31</sup>City of Manassas, Department of Economic Development. Analysis of the City of Manassas Participation in the Sesquicentennial of the Battle of First Manassas, July 21 – 24, 2011. Manassas, VA: City of Manassas, 2011.

<sup>32</sup>Green, Kristen. "150th Commemoration Spotlights Museum of the Confederacy," Richmond Times-Dispatch, March 18, 2012. Appomattox Court House National Historical Park visitation figures from the National Park Service Public Use Statistics Office (<http://www.nature.nps.gov/stats>).

A large firework explosion is captured at dusk, with a massive plume of orange and white smoke rising from the water. In the foreground, the silhouettes of a crowd are visible, many holding up smartphones to capture the event. In the background, the dark silhouette of Fort Sumter is visible on the horizon under a twilight sky.

*“One of the three reasons visitors come to Charleston is due to our rich history, a thread in the vast tapestry that makes up the story of our nation. We are obligated to use this as a ‘teaching moment’; the economic benefits only confirm that the message falls on eager ears.”*

—BLAKE HALLMAN  
Member, Charleston, S.C.,  
City Council

Fort Sumter  
Charleston, S.C.  
WADE SPEES

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ONE HUNDRED AND FIFTY YEARS AGO,  
brother fought brother as North and South clashed in  
bitter combat, leaving some 625,000 Americans dead.

Today, the Civil War Trust is the only national  
organization committed to educating the public about  
the war's legacy and the fundamental conflicts that  
sparked it, and protecting the final tangible links to this  
defining moment in our history—the battlefields  
where the conflict was decided.



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