

Heritage Travel



Connecting Through Places That Matter

A subsidiary of the

**NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION**

CONFIDENTIAL

Strategic Focus: Heritage Travel

Heritage travel is distinguished by its purpose: to ***experience*** the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.



Heritage travelers are in search of enriching *experiences*, for which travel is an *enabler*



Vision

Heritage Travel will be the premier **online community** in which **people** find and share **heritage-rich experiences**.

Heritage experiences → Deeper awareness/understanding

Learn More

Visit with John Williams or Scott Gerloff.

Visit our website: www.heritagetravelinc.com

View a webinar and learn more at
www.heritagetravelinc.com/webinar.htm