



# Design + Wayfinding Plan: Hanover County's Historic Assets

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Hanover County's Historic Assets**

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Hanover Tourism Supporters

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Spring 2014

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## Executive Summary

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Hanover County is located in central Virginia and has an extensive heritage that includes many historic destinations that are important to the Civil War, Revolutionary War, and other important national historic developments. The Hanover Tourism Supporters, a grassroots citizen's group united to increase Hanover's tourism jobs and income, would like to see a more visible tourism presence for these sites to capture more visitors. They also seek to improve the communication between tourism stakeholders to make better use of the available resources and capacities.

A tourism study for Hanover County that was conducted by Virginia Commonwealth University students in 2012 presented several challenges that are preventing Hanover from utilizing its full tourism capacity. Of these, it was stated that it was difficult for visitors to navigate through Hanover and that its tourism web presence was inadequate. This design and wayfinding plan is a continuation of the tourism study and provides recommendations to address the challenges of improving the visibility and connectivity of Hanover's heritage assets.

Based on input from tourism stakeholders, an analysis of current tourism and wayfinding conditions, and research on wayfinding information systems, this plan presents three goals that provide recommended strategies for the identified needs:

1. Establish physical connections between heritage sites and the region to increase the quality of the visitor experience
2. Enhance organizational capacity and collaboration between tourism stakeholders
3. Increase the visibility of heritage assets to expand audience base

Hanover Tourism Supporters must present this plan and begin work on implementing the action steps to ensure that sufficient work is done to make the most of the County's 300th anniversary in 2020 .

# Introduction



## Client

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The “Design + Wayfinding Plan: Hanover County’s Historic Assets” was requested by Hanover Tourism Supporters and it also fulfills the requirements of the Master of Urban and Regional Planning program in the L. Douglas Wilder School of Government and Public Affairs at Virginia Commonwealth University.

The client, Hanover Tourism Supporters, is a grassroots citizen’s group united to increase Hanover’s tourism jobs and income. Their aim is to explore ways in which tourism may be used to attract people to Hanover County, which is located in central Virginia just north of the City of Richmond. Hanover Tourism Supporters was established as a result of a diverse group of residents and business leaders looking to preserve and promote the County’s rich heritage while increasing commerce by capitalizing on tourism opportunities. Realizing the unique and diverse assets within the County, the group desires to see more people experiencing the County’s rich heritage, as well as to enhance the conversation within the group and the community, in order to work collaboratively to address issues related to their common goal.



## Purpose

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Hanover Tourism Supporters desires this design and wayfinding plan because it provides solutions to establish open and consistent communication between historic attraction leadership entities, enhance the connectivity and wayfinding presence of heritage sites, and ultimately attract more people to these sites to boost tourism. These needs were presented in the “Hanover County Tourism Study”<sup>1</sup> that was developed by VCU graduate students in 2012. The study found that though Hanover County has an abundance of historic buildings and sites, their full potential is not being realized in regard to tourism opportunities. Important findings that are foundational to this plan include the observation that signage and other design elements do not readily capture potential heritage site visitors passing through the county, the lack of an interactive web and digital presence is a hindrance in appealing to a wider audience, and there is a need for connectivity and unity between the heritage sites. It is the hope that by addressing these key issues in this plan, Hanover County, as one of the most historically rich counties in Virginia, will ultimately cultivate a sense of place and become a desirable tourism destination for a diverse set of visitors. As Hanover is preparing for its 300th anniversary in 2020, an established identity, informative wayfinding system, and key design elements will help the County to offer an optimal tourism experience for this milestone.

In Section 6 of the Hanover County Comprehensive Plan,<sup>2</sup> it outlines the significance of the County’s historic resources as “unique to any other place”<sup>3</sup> and how they contribute to its “distinctive sense of place.”<sup>4</sup> The goal is to preserve these resources for future generations, with education as a primary strategy. This design and wayfinding plan works along-

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side this goal by embracing an educational element in the information wayfinding system designed to capture a range of audiences, specifically the younger generations, in order to ensure continued investment. A group of high school students in Hanover County have recently developed a virtual tour of historic churches and the Hanover Tourism Supporters have outlined this as a project to be further developed. This project falls within the wayfinding and educational components of the plan, and is included as part of the innovative solutions to address the plan's goals and objectives. Furthermore, the design elements that are presented to enhance the identity and wayfinding components of the plan will promote the unique sense of place that distinguishes Hanover as an attractive and identifiable destination.

The Hanover County Department of Economic Development promotes tourism and convention services as one of their four objectives in the Economic Development Strategic Plan.<sup>5</sup> This strategic plan includes the development and promotion of the County's historical geography and significance, particularly through driving tours; as well as capitalizing on Hanover's central location. To make better use of this location, the design and wayfinding plan will define connector routes between heritage destinations and the region, as well as establish recognizable nodes that serve to orient visitors. It will also serve to enhance the heritage tourism experience in Hanover County by developing a sense of place through connectivity and wayfinding.

This plan will aid Hanover Tourism Supporters in fulfilling their needs to enhance the communication and collaboration between stakeholders, strengthen connections between

heritage sites and the region, and ultimately capture more interest and awareness in traveling to these sites. Through a community-based approach, solutions will be presented that establish an easily identifiable image and identity for the County while maintaining its historic character and increasing the visibility of heritage resources, which in turn make them more appealing for tourists. The design aspect of this plan aims to "identify the organization system"<sup>6</sup> by providing renderings for important nodes, while the wayfinding component consists of a "coordinated and comprehensive information system that allows people to navigate their way through unfamiliar territory, orient themselves in physical spaces, and easily find their way from place to place."<sup>7</sup> Together, these will improve the tourism experience by being "educational, recognizable, and unique"<sup>8</sup> to Hanover County.

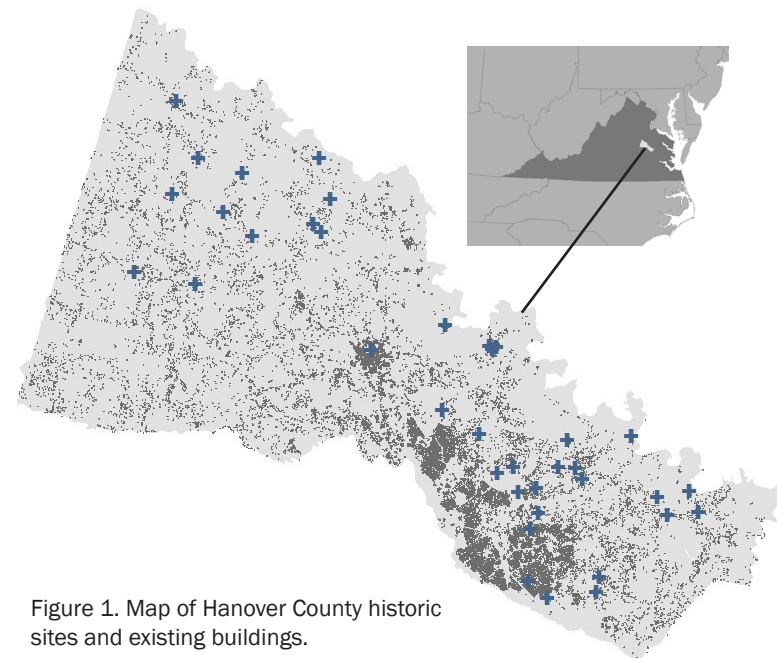


Figure 1. Map of Hanover County historic sites and existing buildings.

## The State of the Art

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Contemporary planners typically use placemaking and wayfinding elements to address issues similar to those that have been identified in Hanover County. Using the placemaking approach for this plan will assist in effectively creating a recognizable tourism destination, as well as creating “patterns of activities and connections that define a place and support its ongoing evolution.”<sup>9</sup> Placemaking, in this sense, is the collaborative effort between stakeholders to promote Hanover’s heritage through the connection and promotion of local community assets. This approach, rooted in community collaboration, observes the “sacred spaces”<sup>10</sup> that reinforce a community’s identity through the use of symbolism. This identity, coupled with a commitment to create a sense of place, is essential in establishing a brand<sup>11</sup> that is recognizable and visible to visitors. Several questions that Project for Public Spaces present to evaluate a place based on a placemaking approach will need to be addressed in this plan. To determine whether a place is accessible, it is important to answer whether there is a good connection between destinations. Are these heritage destinations places that locals would bring visitors to as a point of community pride?<sup>12</sup> These types of questions will help determine the current conditions in Hanover County and will also guide discussions with community stakeholders. Kevin Lynch’s cognitive mapping is a useful form of identifying important elements in an environment that create a sense of place. Identification of landmarks, paths, and nodes of activity help to address the physical form in a way that communicates an identifiable image or meaning of a place. This method will be used in this plan through an observational analysis and cognitive mapping done by focus group participants.

The re:Streets Initiative regarding wayfinding, which addresses the need for people to orient themselves and interpret their surroundings, offers a best practices guide for how to accomplish a successful, multisensory wayfinding approach.<sup>13</sup> The objectives and guidelines incorporate both conventional wayfinding techniques and innovative technology in order to create a richer, interactive experience. The physical characteristics of a place are important points of reference for navigating through a space, and there are methods to address these to establish a clear wayfinding design. The efforts that are currently being addressed in Hanover County, such as a video guide that was developed for the County’s historic churches, will be expanded upon as a way to bridge the gap between traditional and digital wayfinding techniques to foster a more user-friendly experience for visitors to the County.

To guide the design and wayfinding plan, three precedent plans were examined based on their relevant information regarding tourism, wayfinding, and placemaking. They were influential in the development of the planning processes that were used for the design and wayfinding plan to promote tourism in Hanover County. First, the “Ohio City Vision: Inter-modal Urban Design & Wayfinding Plan for the Market District” references the importance of a regional wayfinding and connectivity approach through the development of a sense of place. This plan’s strategies aim to attract the cultural tourist and foster economic growth through an increase of those who visit the district.<sup>14</sup> This is accomplished through an interactive wayfinding system that enables “more people to find their way to and around the...neighborhood.”<sup>15</sup> The approach that is used to develop strategies for the connectivity and wayfinding goals, and



incorporating the unique character of the district, is an appropriate guide for addressing the needs in Hanover County. The process of creating a vision through community engagement, as well as analyzing physical strategies for achieving connectivity and wayfinding through a consistent and visible identity that highlights the area's assets, will also guide the questions that are asked in the focus meetings. The Ohio City Vision utilizes important wayfinding elements, such as anchors, which are highlighted as features that serve to “organize the visitor experience,”<sup>16</sup> as well as increase the visibility of the district, or county, and its assets. The plan also establishes clear guidelines for recommendations and implementation steps with regard to funding sources and costs, short- and long-term projects, and how each step fulfills the goals and objectives of the plan.

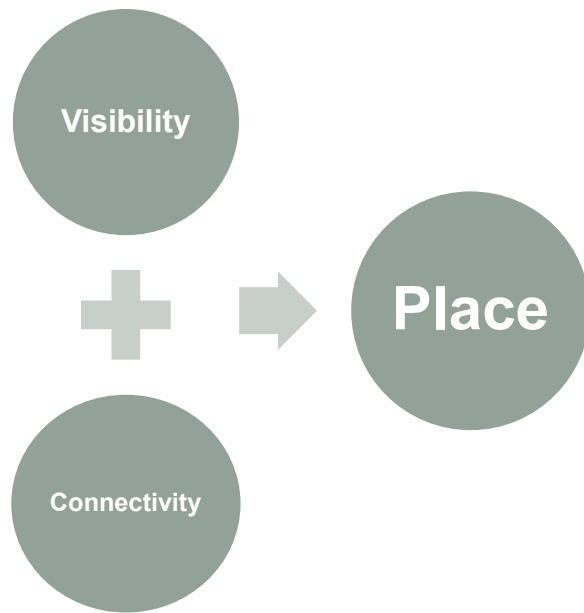


Figure 2. Placemaking

A second plan, “Reimagining Dodge...A Heritage Tourism Master Plan for Dodge City & Ford County, Kansas,”<sup>17</sup> provides an excellent community-based planning approach to heritage tourism and wayfinding. The Dodge City plan offers key aspects to developing a sustainable visitor destination that will be incorporated into this approach. Their focus on branding and identity, differentiation, and positioning fit well with the development of a sense of place in order to become a competitive and distinguishable destination. Wayfinding emerged as a regional tourism priority stemming from these stakeholder strategy sessions. The plan looks at design and wayfinding features, such as gateways, directional and information signage, and visitor orientation centers as ways of creating a sense of place through a unified and welcoming image and impression. These features are also observed as ways to link sites and attractions, allowing visitors to not only orient themselves, but to distinguish what all is offered. Recommendations were given to specific sites based on a situational analysis, and short- and long-term goals and action plans were developed for regional tourism development.

In Lancaster County, PA, their approach to tourism<sup>18</sup> describes how “place-based tourism sustains and enhances the geographical character of a place”<sup>19</sup> and is essential to ensuring an authentic experience that preserves their cultural heritage. A seal of authenticity promotes and unites those destinations that are unique to the County and share in its unique heritage, and may be found on “banners, signs, and hang tags for heritage crafts throughout the County.”<sup>20</sup> These ideas will encourage a broader discussion of the potential for developing a sense of place and enhancing the unique identity in Hanover County, and will act as a model of successful implementation in a similar tourism approach.

## Approach + Methods

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Several questions have been identified resulting from the preceding literature that must be answered in order to gather the necessary information to inform the plan's recommendations. The first set of questions relate to the connectivity and collaboration between historic destinations within Hanover County. What are the "sacred places" that are inherent to the heritage and culture of Hanover County, and what other elements contribute to the community's sense of place? Understanding the unique aspects of the County's heritage will help to ensure the character of the community will be maintained throughout the plan's recommendations, contributing to the overall sense of place. How do those entities associated with the historic assets currently communicate and share resources? This information will present any gaps in collaboration between tourism stakeholders that offer the potential for improved communication.

The second set of questions relate to the historic assets and their visibility in attracting current and potential visitors. What are the current challenges that visitors face regarding expectations, accessibility, and wayfinding? How accessible are the historic assets to travelers and how well connected are they to one another and the region? To determine whether a place is accessible, it is important to answer whether there is a good connection between heritage destinations. What are the primary cluster and anchor attractions that currently serve as the most popular tourism draws? These anchors serve as nodes that are well known and visible, and can be used as locations for orienting visitors. What are the current signage conditions? Are there any existing design elements or concepts

that are familiar and unique to Hanover County? Answering this will enable the recommendations to build upon and improve the existing signage system and design elements as needed. Lastly, which forms of modern technology, relating to the wayfinding information system, will be appealing to more visitors? This question will answer what the trends are that are being used in similar settings to attract modern travelers and how they will simultaneously attract more visitors and make their visit more enjoyable and informative.

Focus group sessions with community heritage stakeholders will address the questions regarding connectivity and communication between sites and identify gaps for potential improvements. Specific questions relating to Hanover's identity and opportunities for collaboration will be presented to engage participant discussion. These stakeholders will also locate the "sacred places" and other elements contributing to Hanover County's heritage, as well as potential connector routes between sites, in the form of cognitive maps. This data will then be disseminated and presented as a map. The identified places, along with the input of the stakeholders, will be used to distinguish the unique character of Hanover County, influencing the way the historic destination should be branded for improved visibility. This will be established both in physical form, utilizing elements such as signs, logos, or design elements, as well as in digital form. The wayfinding components will heavily incorporate an educational component and will be interactive, both in the public realm as well as on personal devices. An analysis of precedent plans and best practices, coupled with the input from stakeholders, will determine which

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methods will be appropriate recommendations for implementation in Hanover County.

Overall, utilizing the key planning practices of placemaking and wayfinding approaches will encourage a cohesive, visible, and well-connected tourism approach regarding Hanover County's historic assets. The collaboration of community stakeholders to address the strengths and needs regarding connectivity and visibility will determine the key elements of the plan. The information will focus on design and wayfinding components and how they can be implemented to attract a diverse group of visitors to Hanover's historic assets, as well as improving the experience of navigating between sites. The historic character and identity of the County plays a primary role in this plan, and is a key element in establishing a more visible and recognizable tourism brand. The end result links the many historic resources within the County, both by the physical characteristics within their environment as well as the more symbolically identified brand that unites them.



Figure 3. Hanover Tavern



## Roadmap to the Document

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In order to comprehensively address the key questions throughout the plan, the document will be separated into two parts and focus on placemaking and wayfinding practices to address the need for visibility and collaboration to promote tourism for Hanover County's heritage sites.

Part I of this document provides the information needed to answer the questions of how to utilize Hanover County's historic assets to promote tourism through visibility, collaboration, and connectivity. The first section states the kinds of placemaking and wayfinding approaches that will encourage a cohesive, visible, and well-connected tourism approach regarding these historic assets. An observational analysis, as well as an analysis of precedent plans and literature, will dictate the appropriate elements to be utilized in this plan. The second section focuses on the elements of the design and wayfinding information system that community heritage stakeholders desire to see utilized regarding the historic destinations based on their cohesive vision. This section is based strongly in community engagement, an important aspect in the placemaking approach, and will document the results from focus groups sessions and surveys conducted. The decision of which "sacred places" are to be included will be identified. A community heritage image or identity will be presented as part of these findings. Section three provides the answers for how the community heritage stakeholders can enhance the connectivity and collaboration between heritage sites and how visibility will be improved to capture more visitors. The fourth section summarizes the answers to each of the key questions with a community assessment of strengths and challenges that provides a focus for the planning process on how to enhance the sense of place through such design aspects as gateways and anchors.

Part II presents the plan of development and begins by stating the goals and objectives to be achieved. Following this, an informative wayfinding system is communicated in regional and local wayfinding GIS maps detailing the identified "sacred places" and their connections to one another and the region. The design elements that will contribute to wayfinding and placemaking will be clearly outlined. Clear and detailed guidelines for recommendations and implementation steps are then established, including a schedule of short- and long-term projects, and how each step fulfills the goals and objectives of the plan. Finally, an appendix is presented under a separate cover and contains the results of the questions answered in the community heritage stakeholder focus groups and the observational analyses conducted as part of the research for this plan.

## Setting the Stage

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The Hanover County Tourism Study conducted by VCU in the spring of 2012 presented recommendations that encouraged cooperation and communication between businesses and tourism stakeholders, as well as ways to increase visibility to draw additional visitors to Hanover. The Richmond region has begun to cooperate more with help from Richmond Region Tourism. Their website offers free advertising for tourism related businesses and attractions and is a great resource for those planning a trip to the region based on their interests. In order to incorporate other elements like this to promote tourism in Hanover County, the following section will assess the demographics of Virginia tourists and their desired tourism experience, as well as input from tourism stakeholders from Hanover.



Figure 4. Historic Polegreen Church

## Existing Conditions

# Tourism

## a. Virginia Tourist Demographics

According to data produced by the Virginia Tourism Corporation, the profile and attitudes of those traveling to Virginia in 2013, making a trip 50 or miles from home, offers insight into the direction that future tourism elements in Hanover County should be headed in order to attract a diverse visitor base. In 2013, 14% of those traveling for sightseeing visited rural destinations in Virginia, compared to only 10% of those who came to sightsee in an urban setting. Urban areas include those destinations that have a population of 500,000 or more, while rural destinations are those that are not included in an urban setting.<sup>21</sup> The appeal for a pastoral setting may indicate a desire for an escape from the hustle and bustle of daily life and to experience a quieter, relaxing destination. Table 1 ranks the top vacation qualities sought by four different generations, and among all generations, the most desired characteristic of a trip was a relaxing, comfortable experience. However, the younger Millennial generation, those born after 1980, as well as the Gen X generation, those born between 1965 and 1980, tend to also desire more exciting and adventurous characteristics in a trip where they can discover new things. The Baby Boomers, those born between 1946 and 1964, as well as the

	Millennials	Gen X	Baby Boomer	Silent/GI
1.	Relaxing	Relaxing	Relaxing	Relaxing
2.	Feel comfortable to be myself	Feel comfortable to be myself	Feel comfortable to be myself	Feel comfortable to be myself
3.	Exciting	Exciting	Discover something new	Discover something new
4.	Discover something new	Discover something new	Authentic	Cultivates my imagination
5.	Adventurous	Reconnect with my spouse or partner	Escape from technology and time pressures	Authentic
6.	Reconnect with my spouse or partner	Authentic	Reconnect with my spouse or partner	Learn about history
7.	Authentic	Adventurous	Exciting	Reconnect with my spouse or partner
8.	Cultivates my imagination	Vacation my kids will love	Cultivates my imagination	Escape from technology and time pressures
9.	Engage in the local environment	Escape from technology and time pressures	Learn about history	Exciting
10.	Escape from technology and time pressures	Cultivates my imagination	Engage in the local environment	Extended family can connect

Table 1. Top Vacation Attributes by Generation

Source: U.S. Travel Association, April 2011.

Silent/GI generation, those born between 1928 and 1945, appreciate an authentic experience that cultivates the imagination. Though these generations have tended to shift away from the importance of history, this implies the importance of integrating fun and interactive elements that highlight history and heritage in a new and fresh way, enabling the younger generations to relate. Generally, the important characterizations that all groups are looking for in a travel destination include overall atmosphere (88%), relaxing (86%), exciting (66%), and entertainment and cultural activities (63%).

The majority of those traveling to Virginia, a total of 34%, decided to travel to Virginia less than two weeks before their visit. With such little time given for planning, it is imperative to have a strong tourism presence, as well as an efficient and effective trip planning capabilities. Only 29% of Virginia travelers say they are familiar with the central Virginia region as a vacation destination, falling behind Hampton Roads and Northern Virginia. While the Richmond region has established itself as an important tourist destination, there is still limited visibility and awareness of what Hanover has to offer. Those who do decide to travel to the central Virginia region, however, tend to be households with children. This presents a need to provide experiences that can be enjoyed by all ages.

A total of 80% of Virginia domestic visitors used their own vehicle for traveling during their entire trip. This is beneficial for the County because the majority of the attractions or destinations are not located within walking distance of each other, so a personal vehicle is necessary. However, those travelers who are driving on the highways through Hanover County

are likely to be passing it by to get to other destinations.

In 2013, those leisure travelers in Virginia who came for arts and culture were mainly looking for historic sites and churches, as well as historic homes (Figure 5). The primary purpose of the trips, however, is largely to visit relatives or friends. It is imperative that awareness of the historic sites and other destinations is created for those that live within the County to ensure they know where to bring these visitors.

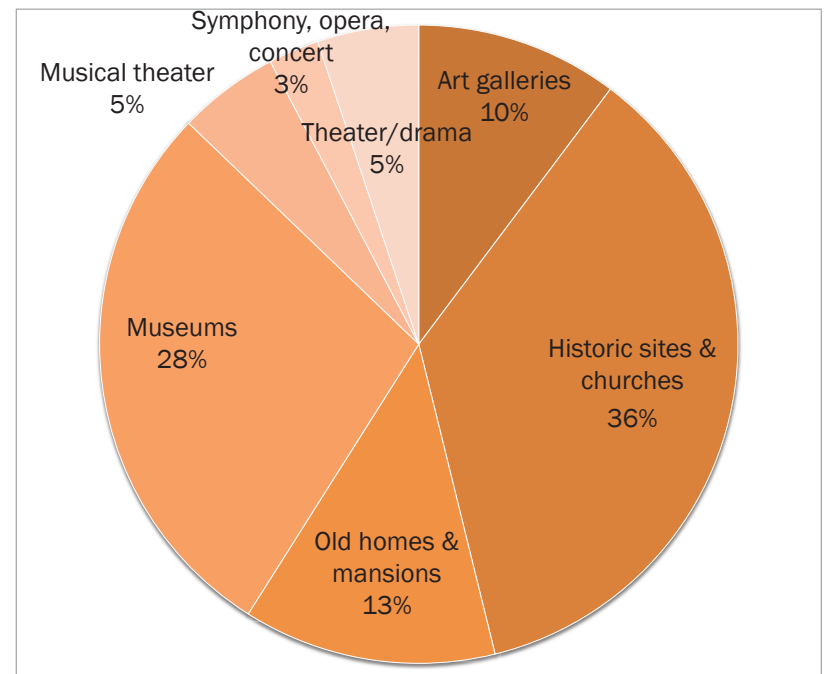


Figure 5. Leisure Travelers to Virginia, Arts & Culture, 2013

Source: U.S. Travel Association



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## **b. Hanover + the Richmond Region**

The U.S. Travel Association provides a model for calculating the economic impacts of travelers who are 50 or more miles away from home, either staying overnight or for a day trip. The Virginia Tourism Corporation offers the figures for Hanover County, including the Town of Ashland, and is specific to local travel-related data. All direct spending by domestic travelers on meals, lodging, public and auto transportation, shopping, admissions, and other entertainment, are included in the expenditures. As Table 2 shows, there is growth shown in all categories, including the food and lodging revenue, which had been declining in the figures displayed in the Hanover Tourism Study.

Not surprisingly, the regional tourism economic impacts show in Table 3 that Hanover County is still falling in last place compared to the City of Richmond, and Henrico and Chesterfield Counties. The figures shown for Hanover are roughly half of the next highest performing location, Chesterfield County. This could be due, in part, to the fact that Hanover is less densely developed than the other localities, which could mean that there are less destinations for visitors to spend money. However, all localities, compared to the figures in the Hanover Tourism Study, have increased in all categories, suggesting growth in regional tourism.



Figure 6. Route 301 in Hanover County

	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>% Change</b>
<b>Expenditures</b>	\$166,375,410	\$179,168,050	\$197,112,566	\$204,377,327	3.7%
<b>Payroll</b>	\$38,387,326	\$40,058,836	\$41,656,282	\$42,936,470	3.1%
<b>Employment</b>	2,252	2,268	2,324	2,353	1.2%
<b>State Tax</b>	\$7,228,975	\$7,552,934	\$7,932,371	\$8,175,192	3.1%
<b>Local Tax</b>	\$3,639,042	\$3,822,260	\$4,008,914	\$4,107,071	2.4%
<b>Total</b>			\$11,941,285	\$12,282,263	2.9%

Table 2. Economic Impacts of Domestic Travel in Hanover County

Source: U.S. Travel Association

\*Percent change from 2011 to 2012

	<b>Hanover County</b>	<b>Richmond City</b>	<b>Henrico County</b>	<b>Chesterfield County</b>
<b>Expenditures</b>	\$204,377,326.50	\$617,078,950.19	\$746,523,929.04	\$418,534,029.91
<b>Payroll</b>	\$42,936,469.88	\$137,334,775.84	\$171,678,652.03	\$77,112,060.43
<b>Employment</b>	2,353	6,365	7,443	4,347
<b>State Tax Receipts</b>	\$8,175,192.30	\$22,410,230.68	\$27,056,467.46	\$16,346,391.46
<b>Local Tax Receipts</b>	\$4,107,071.05	\$20,581,076.53	\$22,317,990.94	\$9,056,832.73

Table 3. Economic Impacts of Domestic Travel, Richmond Region 2012

Source: U.S. Travel Association

## Wayfinding Information Systems

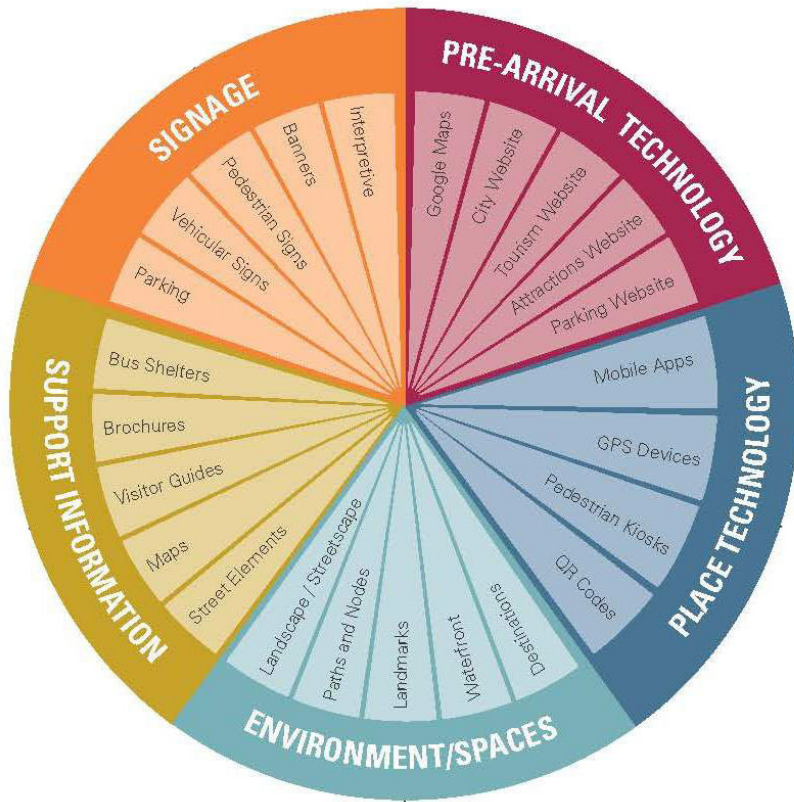


Figure 7. Wayfinding wheel

Source: Portsmouth, NH Wayfinding Analysis, 2014, 1.2.

An effective wayfinding information system includes a variety of elements that are meant to create a satisfying and comfortable experience for the user, as well as giving the locality the opportunity to tell its story (Figure 7). It first begins outside of the destination in “pre-arrival technology,” including things like destination or mapping websites, that prepare the visitor for travel to and around a place, as well as an understanding what is available to them when they are there. “Place technology,” then, utilizes elements such as mobile applications (apps) or GPS to allow the user to gather directions and other information to navigate more easily while they are located in a destination. Mobile apps are software that is downloaded directly to a mobile phone device and performs a specific set of functions. GPS (Global Positioning System) is a satellite-based navigation system. Design elements, such as landmarks, landscapes, or destinations, are other ways of signaling orientation and navigation. Signage, such as banners or vehicular signs, are the most apparent way of directing visitors to and through a place, but are nevertheless important for communicating the identity of the place. Lastly, other support information, such as visitor guides and brochures, must be available for those who prefer those methods. Altogether, these elements create a holistic wayfinding experience that makes navigating to and between sites more accessible and relaxing.

An observational analysis of Hanover’s current physical wayfinding situation identifies how it is hindering the tourism experience and discouraging visitors from exploring further. “As driving speed increases, perception of scale and speed decreases and reliance on visual cues such as signs increase.”<sup>22</sup> For those drivers driving at high speeds along I-95, there is little in the way of visual clues that offer insight to what Hanover has to offer. Although the major attractions, such as King’s Dominion and Bass Pro Shop,



are readily visible and some of the largest draws, they are right along the highway and generally do not bring visitors to explore other sites.

In driving through part of the Hanover, it was apparent that the majority of signs visible to drivers were directional signs leading to I-95. While this is important for navigational purposes, it gives the impression of being unwelcoming by sending people back to the highway. It is essential that other wayfinding elements be improved or added to give a clearer sense as to what is offered.

Getting off I-95 at Exit 89 and heading east on Lewistown Road (Figure 11), there is signage clutter once you reach Ashcake Road. If a driver is unfamiliar with the roads, it is likely that they would not feel comfortable in knowing where they are headed. There is nothing suggesting which direction one is headed in, nor where any particular attraction might be located in relation to a driver's current position. In a similar situation heading to Route 301 from Peaks Road (Figure 10), there is simply a road sign and no other indication of the importance of this route. Hanover Courthouse and Hanover Tavern are located relatively near to this intersection but there is no indication of that in any of the wayfinding elements. The only signs signifying these destinations are located upon reaching the Tavern and Courthouse Complex, including the Civil War Trail and Road to Revolution signs (Figures 8 & 9). Other than the decrease in the speed limit, there is not much of a sense of arrival when approaching these important locations which might be overlooked by unaware travelers. These situations, and others like them, provide an unwelcoming and uncomfortable experience for visitors traveling to and around Hanover.



Figure 8. Signs at Hanover Tavern

The Civil War Trail and Road to Revolution signs are helpful for those traveling those routes, but offer little information otherwise. Information signage that is part of a cohesive wayfinding system, and that states the important destinations, would provide less opportunity for drivers to overlook these sites.



Figure 9. Signs leaving Hanover Tavern

These signs are located just south of Hanover Tavern and one could easily miss them if unfamiliar with the area. Though there is not much surrounding the signs, the multiple locations and varied styles appears visually cluttered and difficult to read if passing by in a car.



Figure 10. Signage for Route 301 from Peaks Road

These signs are at a major decision point for an important highway. There is no sense of arrival or orientation in terms of traveling to destinations. Landscaping and signage elements that better inform visitors and portray Hanover's identity would do well here.



## Stakeholder Input

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Figure 11 Signage clutter looking east from Lewistown Road

This example of signage clutter provides little sense of orientation and is difficult to understand for those unfamiliar with Hanover. A cohesive signage system, as well as simple landscaping elements, would improve the driving navigation experience for those attempting to travel to historic destinations.

Community participation was conducted through two focus group sessions at the Historic Polegreen Church on February 6, 2014 with members of both the Hanover Tourism Supporters and the Hanover History and Heritage Forum. The first session, held from 8:00–9:30 am, had nine participants and the second session, held from 5:00–6:30pm, included seven participants, with two members attending both sessions. The purpose of their participation was to identify the unique attributes of Hanover that can be used to differentiate the tourism experience there, as well as ways to enhance the communication or collaboration between these members and other groups or businesses. Responses to the questions asked were recorded and ranked for importance based on the number of occurrences for each response. First, the participants identified words that they felt were most significant and best describe the County and its heritage. The words that were most positive and indicative of the story they desire to present were then compiled. Figure 8 shows a hierarchical look at how these community stakeholders desire for Hanover County to be perceived, and is based on the number of responses for each word. The words that were listed or suggested the most by participants include welcoming, memorable, diverse, fun, pride, and ageless. Not only is it important for the variety of destinations in the County to become more visible, Hanover should also be seen as ageless, meaning that while its history is evident and important, and it offers a completely relevant experience to modern day travelers. Hanover's small town charm welcomes all that care to visit to a friendly, fun, and memorable experience in to one of the most historically rich destinations in the country, one that helped to write the nation's identity. The County's heritage sites "are like hidden gems or secrets" just waiting to be explored.



When asked what type of tourists they are looking to attract, it was discussed at the meetings that many people are coming to Hanover County for special events, such as the Tomato Festival, or experiencing King’s Dominion or Bass Pro Shop. These groups of visitors are ideal to capture for visiting historic destinations because they are already coming to the County. It would be important for cross-promotion to create more awareness of the other destinations located here and draw these visitors further into the County.

There was consensus that the visitor experience should be memorable and fun. The focus group participants also agreed that though Hanover has a large number of incredibly diverse attractions and destinations, they felt like they were not visible and were being bypassed.

Several opportunities presented at the meetings indicated that there is a general willingness to cooperate and share resources among tourism stakeholders and businesses to create visibility, such as cross-promotion at different sites. The challenges facing tourism in Hanover were brought up during the focus group discussions. While the need for a designated tourism coordinator position was a main concern, it became apparent that there was a strong desire to have a central place to share ideas and resources, but that there was uncertainty about which authority might run that (Table 4). Ultimately, the participants indicated that they were seeking to differentiate Hanover from other tourist destinations, including those within the Richmond region, by creating an environment, both physically and digitally, that demonstrates Hanover’s unique identity and story.

<b>Opportunities</b>	<b>Challenges</b>
Partnerships with businesses in Hanover and region to cross-promote	Lack of a Tourism Coordinator or department
Using shared funds to advertise, both locally and regionally	Resistance to being lumped into the “Richmond Region”
Creation of a central place to share ideas, resources, and capacities	Drivers bypassing Hanover on the major highways
Centralized location near major high-	Little collaboration between tourism
Utilizing social media and apps to capture wider audience	Ineffective web or social media presence
Identification or creation of a central tourism authority	

Table 4. Challenges and opportunities facing tourism in Hanover County based on input from focus group participants

## Summary

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The data collected from the Virginia Tourism Corporation identified the profile of visitors traveling to Virginia and was used to evaluate potential visitors traveling that would travel to Hanover County. Focus group sessions provided valuable insight into the desired identity for Hanover that suggests the story that they want to tell, as well as the potential for better communication and collaboration between stakeholders. The following section outlines a wayfinding plan for Hanover County, including maps that illustrate the historic destinations, landmarks, and important nodes, and provides Hanover Tourism Supporters with recommended strategies and implementation steps to improve the tourism experience.



Figure 13. Ashland railroad tracks

# The Plan



## Vision

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The vision for Hanover is to increase visibility of the heritage assets and capture more visitors by improving the quality of the tourism experience.

## The Plan

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The Design + Wayfinding Plan: Hanover County's Historic Assets responds to the challenges of increasing collaboration and capturing more visitors by enhancing the tourism experience in Hanover through connectivity and visibility. From the vision statement, three goals have emerged that relate to the spatial, collaborative, and promotional connections within Hanover's tourism. Recommended strategies follow each goal and objective which outline actions that Hanover tourism leaders should undertake to accomplish each goal and build upon current tourism efforts in Hanover. An outline of implementation action strategies is provided to help facilitate the recommendations, which should be completed in time for Hanover's 300th anniversary in 2020.

## Recommendations

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### Connections: Spatial

*Make the visitor experience easier and more comfortable.*

There are many ways in which a destination can improve the quality of the visitor experience. In order to support the strategy of increasing visitation to historic destinations, it is imperative that visitors can easily find their way around to these destinations, as well as to supplemental attractions. This will encourage visitors to explore and discover the County further and will help to overcome the current challenges they face as they navigate through Hanover.

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#### Goal 1

Establish physical connections between heritage sites and the region to increase the quality of the visitor experience

#### Objective

1.1 Establish a wayfinding-focused web and digital presence focused on navigating to and around Hanover

#### Strategy

1.1.1 Create an interactive map for website and mobile apps

In addition to printed maps and GPS, other forms of technology should be used as part of a consistent and seamless tourism wayfinding program. This map should be included on the Hanover County website, as well as other applications that can be accessed during a trip within Hanover. By providing access to additional information in the form of an interactive map, visitors can better prepare for their trip before arriving, or have the opportunity for easier exploration during their time in Hanover. The map should include layers of information such as biking or equestrian paths, attractions, historic sites and trails, restaurants, lodging, and ATMs. Ensure consistent access between desktop, mobile, tablets, and other devices.

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*Objective*

- 1.2 Improve physical wayfinding elements to support discovery of the “hidden gems”

*Strategy*

- 1.2.1 Develop an attractive, coordinated, and themed signage system that builds on Hanover’s brand that will guide visitors to their destinations and nearby attractions

As part of the wayfinding signage system, primary gateways should be identified at entrances to the County to set the stage for the visitor experience and create a sense of place. These signs will be located on major highways and routes at the entrance to the County and will incorporate the local identity elements provided in the wayfinding signage system. The gateways will provide landmarks and can incorporate additional elements, such as lighting, artwork, or landscaping.

Vehicular and pedestrian directional signage will be improved upon or added to provide visitors with information that allows them to navigate to important destinations. These are typically located at intersections or near important decision-making points.

Informational signage is to be located at destinations to create continuity throughout the County, as well as increased visibility for motorists. This sign type also provides pedestrians with additional information about specific sites, trails, or other pertinent information relating to Hanover’s heritage. The content should include internet links or other interpretive information that fosters further exploration.

*Strategy*

- 1.2.2 Enhance placemaking design elements to strengthen Hanover’s identity

Along important corridor routes, Route 30, Route 1, Route 54, and Route 301, ensure that the physical characteristics are effectively communicating the heritage and identity of Hanover. Utilize landscaping and lighting at nodes and intersections alongside signage to provide landmarks or anchors for navigation and orientation.



Figure 14. Proposed Hanover Wayfinding Signage System

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*Objective*

- 1.3 Strengthen the physical linkage of heritage sites to the broader network of tourism assets in Hanover and the region

*Strategy*

- 1.3.1 Collaborate with other counties and the City of Richmond to make signage guidelines that better promotes local tourism

Using the Historic Triangle wayfinding information system as a precedent, work with these entities and VDOT to create guidelines that will be used to implement regional tourism signage. This will propel the region's tourism to become more visible and will, in turn, positively impact the destinations in Hanover.

*Strategy*

- 1.3.2 Ensure appropriate sites of interest are included on VDOT supplemental guide signs along highways

Create better visibility of historic attractions from the highways by including supplemental guide signs. Follow all guidelines outlined by VDOT.

*Objective*

- 3.2 Build on Hanover's existing tourism opportunities

*Strategy*

- 3.2.1 Take advantage of existing marketing tools available for the region

The Richmond Region Tourism website ([www.visitrichmondva.com](http://www.visitrichmondva.com)) is a fantastic resource that offers a free service for promoting tourism related business. It is important to seek out all businesses that are included in this category and ensure they are active on the site and keeping their information fresh and up to date.



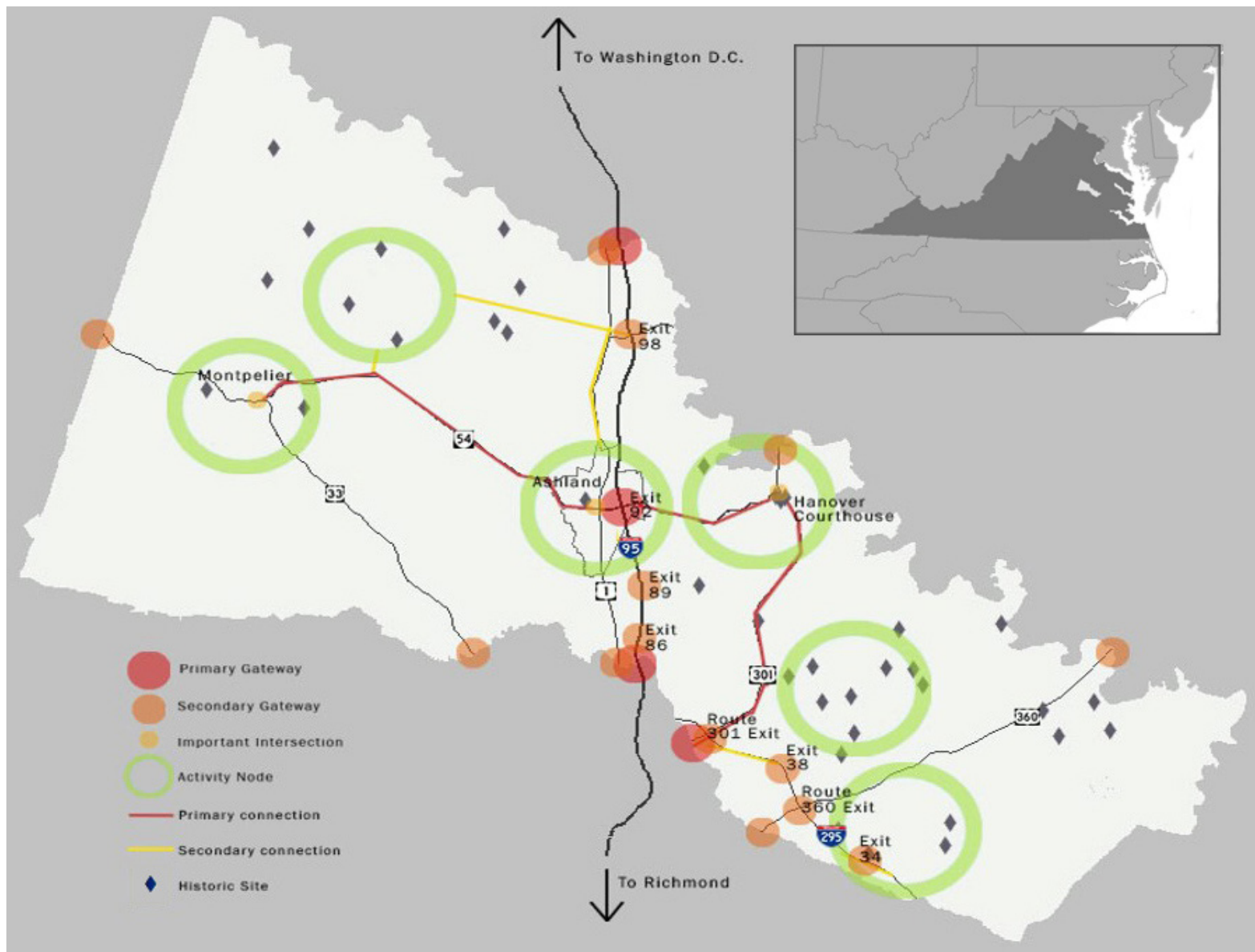


Figure 15. Hanover County Wayfinding Map



Figure 16. Proposed gateway design for Route 301



Figure 17. Current conditions on Route 301

Source: Google Maps



Figure 18. Proposed gateway design for Route 1



Figure 19. Current conditions on Route 1

Source: Google Maps

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*Objective*

- 3.3. Convey the full range of opportunities in Hanover as a complete vacation package

*Strategy*

- 3.3.1 Encourage development of more interactive opportunities at current attractions

Discover new and innovative ways to make destinations fun and relevant to modern day travelers. Incorporate ways to interact with these destinations, such as through a mobile phone app or an interactive map on site, to create active participation which will lead to a memorable and lasting connection.

*Strategy*

- 3.3.2 Compliment traditional historic tourism with other attractions or events

Create vacation packages that incorporate major attractions, like King's Dominion, to attract an audience that is already traveling to Hanover. Proactively consider how events and festivals can reinforce historic assets by expanding upon past or current successes, such as the Beast Feast in Scotchtown, by partnering with the community and local businesses.

*Strategy*

- 3.3.3 Leverage Hanover's outdoor resources alongside the heritage assets

The abundance of natural resources and outdoor recreation in the County is essential to realizing its full potential in tourism. Partnering with the historic destinations to create activity maps for the County will showcase the wide variety of tourism opportunities, as well as create new and exciting ways to interact with the destinations.



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## **Connections: Collaborative**

*Share resources and increase cooperation.*

There are many entities that have a stake in Hanover's tourism and it is important to establish a method of coordinating efforts. In order to balance the limited resources with Hanover's incredible amount of tourism assets, it makes great sense to use cross-promotion between historic assets, as well as other attractions, to ensure that Hanover's tourism capacity is being fully utilized. Discussion between the many stakeholders to share information, ideas, and resources, is vital to the foundation of tourism efforts.

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### *Goal 2*

Enhance organizational capacity and collaboration between tourism stakeholders

#### *Objective*

2.1 Explore the potential for a centralized tourism authority group

#### *Strategy*

2.1.1 Conduct a study on the likely costs and benefits of a centralized tourism service

Understanding the importance of a position for a tourism coordinator is a necessary step toward implementation. Consultants or students in the Urban and Regional Planning or Public Administration programs at VCU or other schools should be sought out to conduct the study.



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*Objective*

- 2.2 Develop new marketing initiatives and partnerships for establishing a cross-promotional approach to encourage visitor exploration

*Strategy*

- 2.2.1 Coordinate and further develop tourism packages or themed opportunities

Develop tours that appeal to a wide range of visitors and their interests. Attention should be paid to incorporating attractions or recreational opportunities that are not typically linked to history, but can provide a new way to experience the historic destinations. Businesses and organizations can utilize their unique assets and resources together to provide a holistic and unique tourism package.

*Strategy*

- 2.2.2 Ensure a common calendar and the Richmond Region Tourism website are utilized by creating incentives

The coordination of events and activities will aid in avoiding redundancy and ensure that there is no competing events scheduled simultaneously. This also provides groups with the opportunity to combine resources when available to increase the potential for successful events by fully utilizing Hanover's tourism capacity.

*Strategy*

- 2.2.3 Create a clear point of contact for stakeholders

Establish an online location for tourism stakeholders to access information and reference for specific issues. Until a tourism coordinator position is available in the County, a team of Hanover Tourism Supporters members from different tourism groups should be identified to coordinate these efforts and ensure that relevant and updated information is made available for cross-referencing between different tourism sectors.

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*Objective*

- 2.3 Create strong partnerships to increase cooperation of the public and private sectors in tourism planning and development

*Strategy*

- 2.3.1 Develop a plan to involve more stakeholders in tourism planning

Identify additional businesses and organizations that have a stake in Hanover's tourism and encourage them to be included in tourism planning discussions. Look to interested individuals, non-profits, community groups, and state and local agencies to bring a varied perspective, as well as to offer a wider skill set to include in building capacity for tourism development. By engaging more organizations and individuals, this will improve outcomes and present more creative solutions without having to rely solely on the confines of limited financial resources. Ensure that promotional materials, such as brochures for the historic destinations, are located in nearby hotels and restaurants, as well as at other relevant destinations, to provide visitors with the necessary information to continue their exploration of Hanover.

*Objective*

- 2.4 Use data to strengthen tourism promotion

*Strategy*

- 2.4.1 Develop a volunteer team that collects visitor data

Offer incentives for discounts at local attractions as a means for recruiting local volunteers. The data that is collected will be used to gather visitor information that will guarantee that marketing and promotions are appealing to visitors.

*Strategy*

- 2.4.2 Develop opportunities for stakeholder feedback

Create a bi-yearly report that gives tourism stakeholders the opportunity to provide and share feedback about current conditions and ways to better utilize tourism capacities and resources.

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*Objective*

- 2.5 Involve youth in the development of implementation actions, such as interpretive materials, videos, applications, and other components

*Strategy*

- 2.5.1 Further existing tourism education efforts of Atlee High School students

The virtual tours of historic churches that were created by the students can be enhanced to develop a product that can be incorporated in the wayfinding information system. Seek out opportunities to include these videos in mobile apps, QR codes, or other technologies that are developed. Utilize the student's capacity to create and design additional promotional materials for their communities to develop pride and investment in Hanover in addition to presenting the information to visitors.

*Strategy*

- 2.5.2 Seek new opportunities for youth to get involved

Make presentations at Hanover schools to educate students about the importance of Hanover's heritage and ways they can become involved in its preservation. Provide volunteer opportunities for students to invest in their communities by sharing in the dissemination of information and opportunities to expand interest of historic sites to younger audiences.



Figure 20. Hanover County high school students Hanover Tours project

Source: <http://goo.gl/PXua04>

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## **Connections: Promotional**

*Capture interest in Hanover's historic assets.*

It is important to capture interest in Hanover's historic sites, but to make a lasting impact, the focus should be to get visitors to stay longer. This is done by creating opportunities for visitors to explore Hanover and by offering unique and innovative ways for them to interact with the sites.

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### *Goal 3*

Increase the visibility of heritage assets to expand audience base

#### *Objective*

3.1 Coordinate wayfinding and tourism tools through regional branding

#### *Strategy*

3.1.1 Create and enhance information hubs

To further support the wayfinding system, information stations should be available as points of reference and as a means for providing connections to other destinations. An information kiosk should be located at the Ashland Train Station visitor center and provide an orientation map and directional information, links for ways to connect through mobile phones and the internet, and an interactive way to plan activities with information about attractions, events, shopping, dining, etc. Information panels, which are part of the wayfinding signage system, should be located at each of the historic destinations and provide destination information and advertising, as well as links for ways to connect through mobile phones and the internet.

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### *Strategy*

#### 3.1.2 Expand the use of technology wayfinding tools, such as mobile apps, social media, and QR codes

Each historic destination should create and maintain a social media presence to keep the public informed of various events or promotions. Consistent and interesting updates should be used to capture and maintain interest. QR codes should be developed for print brochures and signage as a way to include additional information about destinations, Hanover's heritage and history, and ways to explore Hanover more fully. Mobile apps should be utilized as a means of navigation to destinations, discovering tours or packages and places to stay and eat. Ultimately, these forms of wayfinding tech-

### *Strategy*

#### 3.1.3 Incorporate education and professional development opportunities to familiarize tourism stakeholders with attractions and assets

Workers in restaurants, hotels, and other services are important to tourism promotion because they are most commonly in contact with visitors. By creating an education program, these workers will be provided with the knowledge necessary to offer visitors further information about Hanover and how to provide excellent customer service. Consider ways to incorporate education for tourism stakeholders, including:

- I Am Tourism Ambassador Program, Richmond Region Tourism
- Conducting online quizzes
- Scheduling regular networking events
- Organizing regular tours to familiarize with destinations
- Presenting to different groups
- Peer-to-peer mentoring
- Training for the use mobile and internet technologies, as well as social media
- Workshops for creative promotion, such as photography and video
- Certified Tourism Ambassador Program, Tourism Ambassador Institute





Figure 21. Proposed information hub design for Ashland Visitor Center



Figure 22. Current conditions information hub design for Ashland Visitor Center  
Source: Google Maps

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## Objective

### 3.4 Understand the audience and engage them in new ways

#### Strategy

##### 3.4.1 Utilize the Virginia Tourism Corporation data and reports

As an ongoing effort to remain relevant and innovative, the data and analysis about Virginia's travel industry made available on the Virginia Tourism Corporation website should be consulted before developing tourism programs. Information about demographics, levels of interest in the types of tourism opportunities, and the changing attitudes toward the type of trips that are being made will aid Hanover in keeping the tourism industry fresh and appealing.



Figure 23. Concept for Hanover wayfinding mobile app

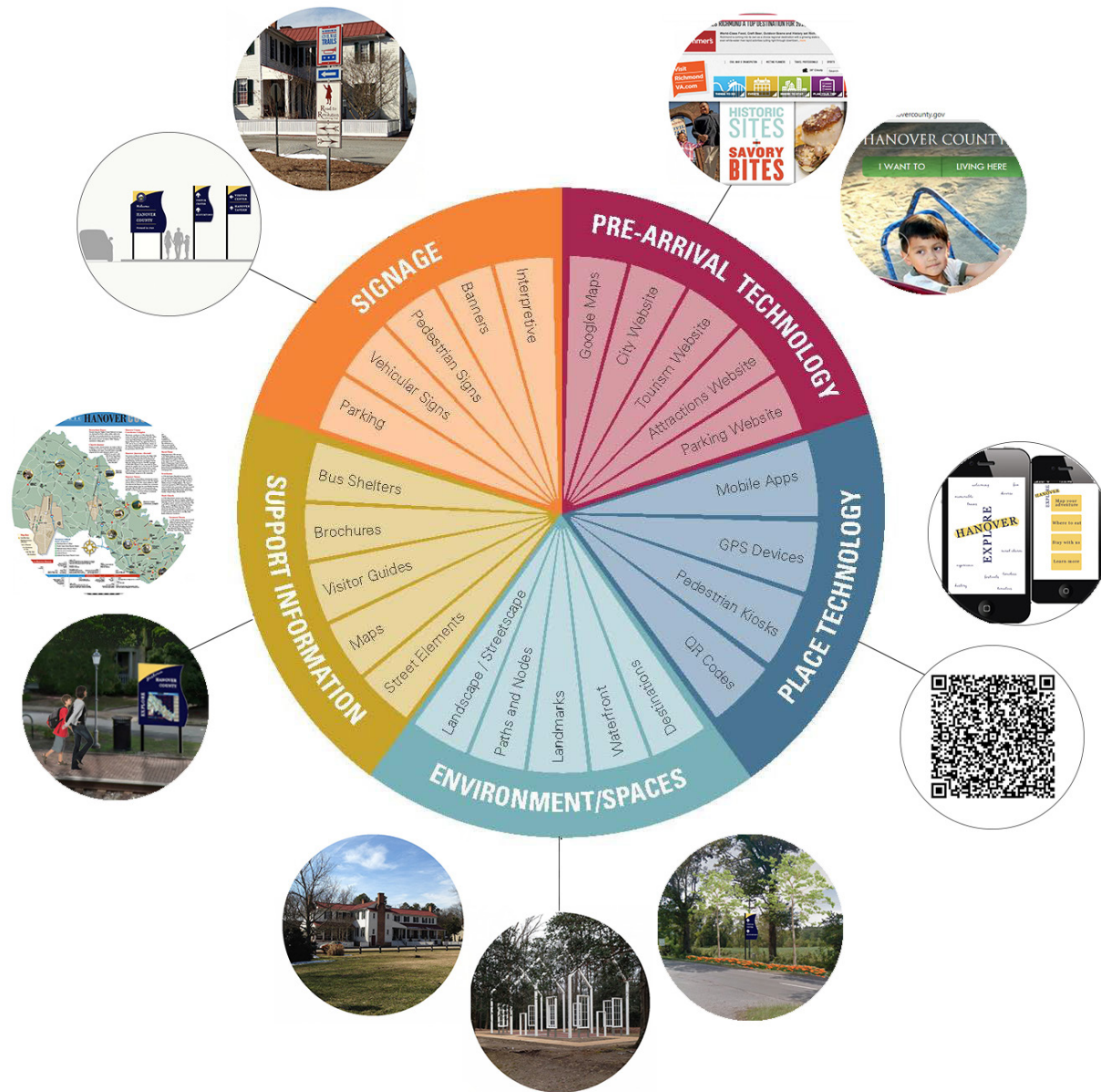


Figure 24. Complete wayfinding wheel for Hanover County

# Implementation

Goal 1: Establish physical connections between heritage sites and the region to increase the quality of the visitor experience							
Action Steps	Year					Partners	Performance Measures
	1	2	3	4	5		
Objective 1.1: Establish a wayfinding-focused web and digital presence focused on navigating to and around Hanover							
Create an interactive map for web site and mobile apps	◆					Hanover Tourism Supporters; Hanover County Department of Economic Development; Town of Ashland; Hanover County GIS Department; VCU Urban & Regional Planning Program	Volume of users and their feedback
Objective 1.2: Improve physical wayfinding elements to support discovery of the “hidden gems”							
Collaborate with other counties and the City of Richmond to make signage guidelines that better promotes local tourism	◆	◆	◆			Hanover County; City of Richmond; Henrico County; Chesterfield County; VDOT	Improved and increased signage and visibility
Develop an attractive, coordinated, and themed signage system that builds on Hanover’s brand that will guide visitors to their destinations and nearby attractions	◆	◆	◆	◆	◆	Hanover County Planning; VDOT	Increased attendance at attractions and other supplemental tourism destinations
Enhance placemaking design elements to strengthen Hanover’s identity	◆	◆	◆	◆		Hanover County	Improved physical design elements, including landscaping and lighting, at gateways and along important corridors



Objective 1.3: Strengthen the physical linkage of heritage sites to the broader network of tourism assets in Hanover and the region							
Ensure appropriate sites of interest are included on VDOT supplemental guide signs along highways	◆	◆	◆	◆		Virginia Department of Transportation; Hanover Tourism Supporters; Hanover tourism destinations; Parks and Recreation	Improved and increased signage and visibility
Goal 2: Enhance organizational capacity and collaboration between tourism stakeholders							
Action Steps	Year					Partners	Performance Measures
	1	2	3	4	5		
Objective 2.1: Explore the potential for a centralized tourism authority group							
Conduct a study on the likely costs and benefits of a centralized tourism service	◆	◆	◆			Hanover County Department of Economic Development; VCU	A completed report or study
Objective 2.2: Develop new marketing initiatives and partnerships for establishing a cross-promotional approach to encourage visitor exploration							
Coordinate and further develop tourism packages or themed opportunities	◆	◆				Heritage sites and local businesses, attractions, and parks	Development and distribution of tourism packages to target audiences
Ensure a common calendar and the Richmond Region Tourism website are utilized by creating incentives	◆					Hanover Tourism Supporters with heritage sites and local businesses, attractions, and parks	Get all tourism groups utilizing the website and calendar and update consistently
Create a clear point of contact for stakeholders	◆	◆				Hanover Tourism Supporters	Communication platform created and group of individuals appointed to administer platform



Objective 2.3: Create strong partnerships to increase cooperation of the public and private sectors in tourism planning and development							
Develop a plan to involve more stakeholders in tourism planning	◆	◆	◆			Hanover tourism stakeholders	Tourism planning committee formed; increased communication and participation about tourism strategies; tourism strategic plan completed
Objective 2.4: Use data to strengthen tourism promotion							
Develop a volunteer team that collects visitor data	◆	◆				Local residents and community members	Volunteer team formed and trained; data collection toolkit built; data consistently collected over subsequent seasons and years
Develop opportunities for stakeholder feedback	◆	◆				Hanover tourism stakeholders	Stakeholders are informed of communication platform and traffic on the platform is measured
Objective 2.5: Involve youth in the development of implementation actions, such as interpretive materials, videos, applications, and other components							
Further existing tourism education efforts of Atlee High School students	◆	◆				Hanover County schools; Hanover Tourism Supporters	Increased number of student created or driven promotional materials
Seek new opportunities for youth to get involved	◆	◆				Hanover County schools; Hanover Tourism Supporters	Principals and school faculty are informed of volunteer opportunities; increased volunteer opportunities that are filled by Hanover youth

Goal 3: Increase the visibility of heritage assets to expand audience base							
Action Steps	Year					Partners	Performance Measures
	1	2	3	4	5		
Objective 3.1: Coordinate wayfinding and tourism tools through regional branding							
Create and enhance information hubs	◆	◆	◆	◆		Hanover Tourism Supporters committee; Ashland Visitor Center Manager	Information center and signs are installed and maintained over a consistent period of time
Expand the use of technology wayfinding tools, such as mobile apps, social media, and QR codes	◆					Hanover tourism stakeholders	Identify and create new digital wayfinding applications to enhance wayfinding; the effectiveness of these tools will be measured in the tourism data collected using the data collection toolkit
Incorporate education and professional development opportunities to familiarize tourism stakeholders with attractions and assets	◆	◆	◆			Hanover Tourism Supporters with local businesses; Richmond Region Tourism; Tourism Ambassador Institute	Stakeholder knowledge of Hanover tourism assets is increased; stakeholders are better able to connect visitors to points of interest; the data collection toolkit shows improved visitor experience
Objective 3.2: Build on Hanover's existing tourism opportunities							
Take advantage of existing marketing tools available for the region	◆					Hanover tourism stakeholders	Increased traffic to Hanover tourism websites

Objective 3.3: Convey the full range of opportunities in Hanover as a complete vacation package							
Encourage development of more interactive opportunities at current attractions	◆	◆	◆	◆	◆	Hanover tourism stakeholders	Development and incorporation of interactive maps and mobile apps at heritage sites
Compliment traditional historic tourism with other attractions or events	◆					Hanover tourism stakeholders	Increased number of complimentary events featuring a range of interests and regional businesses
Leverage Hanover's outdoor resources alongside the heritage assets	◆	◆				Hanover Tourism Supporters with heritage sites and Parks and Recreation	Increased number of outdoor themed events coordinated with heritage sites; creation of an activity map for visitors interested in outdoor activities that incorporate stops at heritage sites
Objective 3.3: Understand the audience and engage them in new ways							
Utilize the Virginia Tourism Corporation data and reports	◆	◆	◆	◆	◆	Hanover Tourism Supporters committee; Virginia Tourism Corporation	VTC data informs strategic plans and is incorporated into event hosting and other tourism developments

## Conclusion

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Hanover County is poised to present itself as a fun, interactive, and holistic tourism destination that is set apart by its unique identity. With the incredible amount of historic resources to match the beautiful landscape in which they are set, there is ample opportunity for Hanover to capture more visitors. Hanover Tourism Supporters will need to present this plan and begin work on implementing the action steps to ensure that sufficient work is done to make the most of the County's 300th anniversary in 2020. With all of the focus the Richmond region has gained recently as a respected tourism destination, Hanover should act swiftly to take advantage of this momentum.



Figure 25. Slash Church

Source: <http://goo.gl/vkve40>



Figure 26. Route 301 in Hanover County



Figure 27. Hanover Courthouse

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- <sup>6</sup> Ohio City Inc., Ohio City Vision: Inter-modal Urban Design & Wayfinding Plan for the Market District, 2011, 13.
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# Appendices

## Appendix A

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### Focus Group Data: Questions

1. Use descriptive words that are representative of Hanover's cultural heritage.
  - i. These can be visual, experiential, feelings.
  - ii. As a group, rank or identify the words that are most significant or illustrative of Hanover's cultural heritage.
2. Who is the type of visitor you want to attract?
3. What feelings should be evoked during a tourism experience in Hanover?
4. What opportunities do you see for improving the tourism experience through collaboration amongst stakeholders?
  - i. How can other resources available help in attracting more visitors?

## Focus Group Data: Discussion Results

### Morning Session

Words descriptive of Hanover's cultural heritage	Type of visitor to attract.	Feelings evoked during a tourism experience in Hanover.	Opportunities for improving tourism through collaboration amongst stakeholders.
Hidden	Financially solvent people	Memorable	Leverage the mass from other centers/events
Colonial	The people who are already here** (coming for other reasons)	Inspiring	Use shared funds to advertise in regional event pages/platforms
Experiential			
Ubiquitous	Young professionals with eclectic interests (food, drink)*	Evocative	Action teams that share schedules and needs and - *common ground platform needed
Inclusive			
Disjointed	Capitalizing on scene and proximity (location)*	"My experience is unique"	A PLACE to share ideas and opportunities
Americana			
Silo-ed	Opportunity for meditative contem-	"I want to come back to this feeling"	Some social media platform
Foundational			
Revolutionary	Release from the daily with the comfort of being near enough		Embrace multi-channel promotion
Legacy			
Diverse (History)	Entertained - uniquely so; not a mall; authentic		Use what is available to communicate - incremental steps - 80/20 rule (not everyone has to participate in all)
Agricultural			
Well-preserved	Part of the landscape (story?)		Create events that emphasize local produce combined with local attractions
Preservation			
Resurgent interest (history, future story)	Alive		
Rural			
Pastoral			
Contemplative*			
Ageless** (understanding of the past and moving forward)			

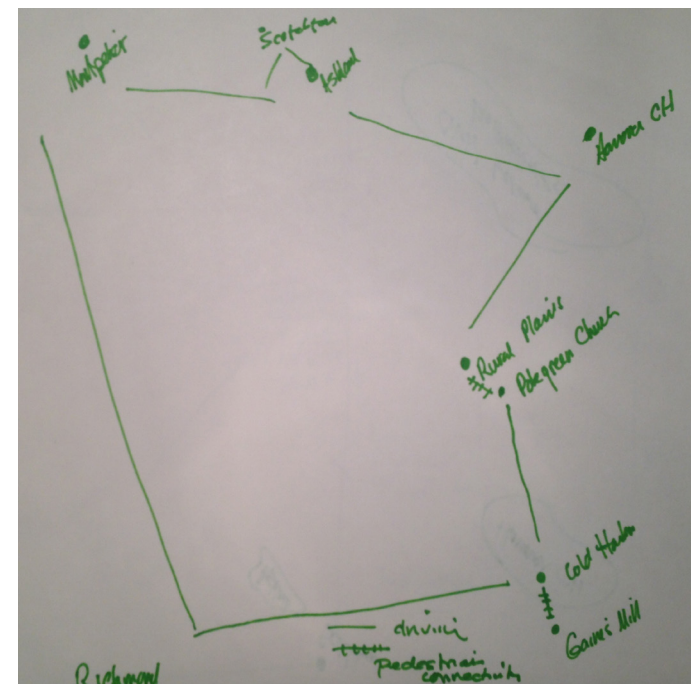
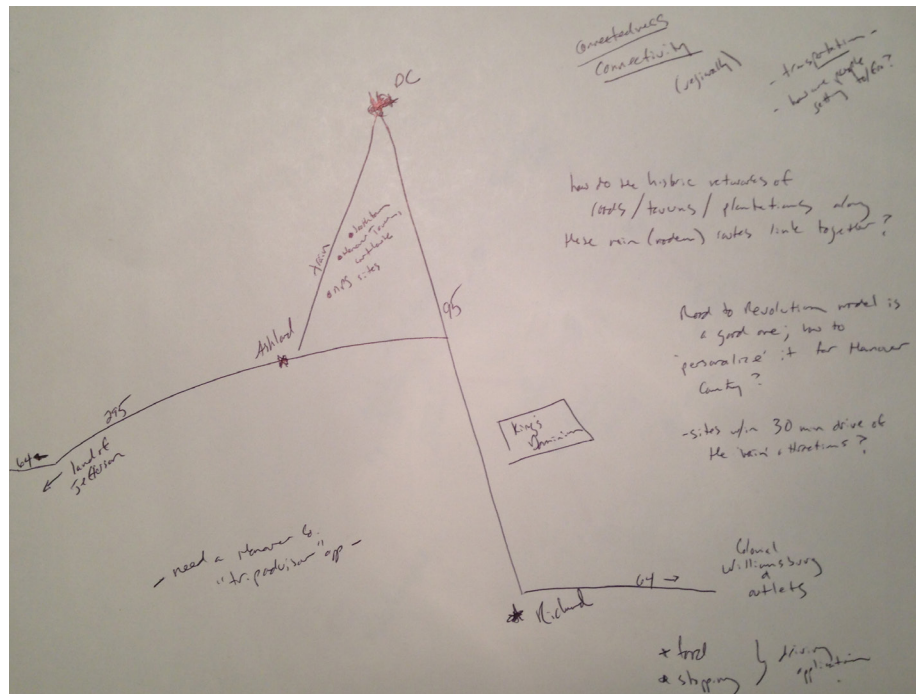
## Evening Session

<b>Words descriptive of Hanover's cultural heritage</b>	<b>Type of visitor to attract</b>	<b>Feelings evoked during a tourism experience in Hanover</b>	<b>Opportunities for improving tourism through collaboration amongst stakeholders</b>
Pride	Retirees	Connected and involved with the story and history	A common sign/wayfinding
Tomatoes			Create a B.O.S. lobby campaign - join forces with businesses to pressure Economic Development for tourism
Open			
Bypassed/Unconnected	Kids	Engaged** (railroad restaurant experience); Involved	
Closed			
Exclusive?	Financially solvent	Like you don't have to be stuck in a	Hanover - App, Website, Facebook
Diverse - lifestyle, mentality	Families	"I got a value!"	Use 2015 to generate cooperative
FUN	Even if you're on a budget	Learn about the national lineage	Share events and schedules within
Rich heritage			Use existing knowledge and capacity to locate funding for wayfinding, promo-
Patriotic	People who are bypassing us	Fun; "Wow" that's amazing and crazy and awesome and FUN!	Place brochures in other sites/restaurants (cross-promote)
Revolutionary			
Creative	The overnight stay	Welcomed	
Self-sufficient	People in our region who don't know our story	Warm	Identify/create central authority
Eclectic			
Railroad	Staycationers	Invited	Explore Hanover campaign (multi-mod-
Beer			Consider an appointment of tourism coordinator (parks & rec? -mixed feelings)
Center of the Universe	The eco-conscious tourist (3 charging stations in Ashland)	Appreciated	
Holistic (in opportunity and interest)	Rail fans	Wating to return *	Organize and leverage stakeholders
Welcoming			Business community pitch in on wayfinding by genre - identify facilitators (business and public, main street)
Warm	Bicyclist (2015)	Knowing what "the time and era was like"	
Historic			
Modest	Runners	Relaxed	Present pitch to cooperate and create critical mass
Civil War (more battlefields than any county in nation)	Events hosters (weddings, parties, festivals)	Like they learned something	
Unique - especially within geographic region, education,	Connected fun-seekers	Aware of history	
Safe	Equestrians	Know the "real story"	
Rural	Conferences (professional and social)	Eager to tell their story!	
Receptive (visitors, residents)			

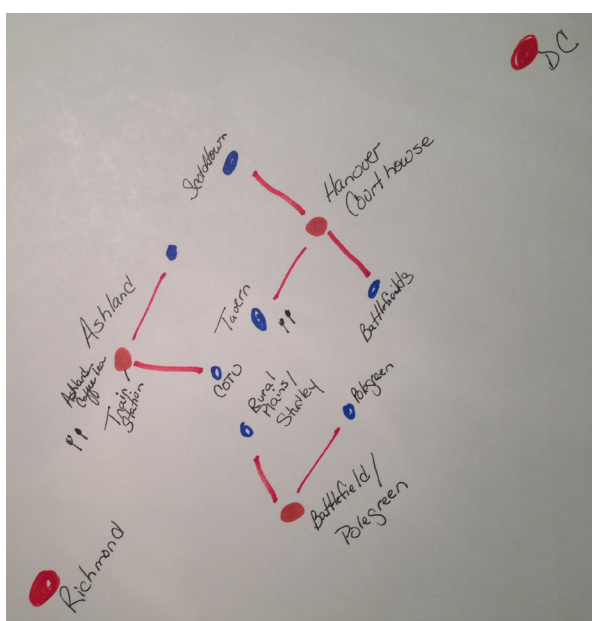
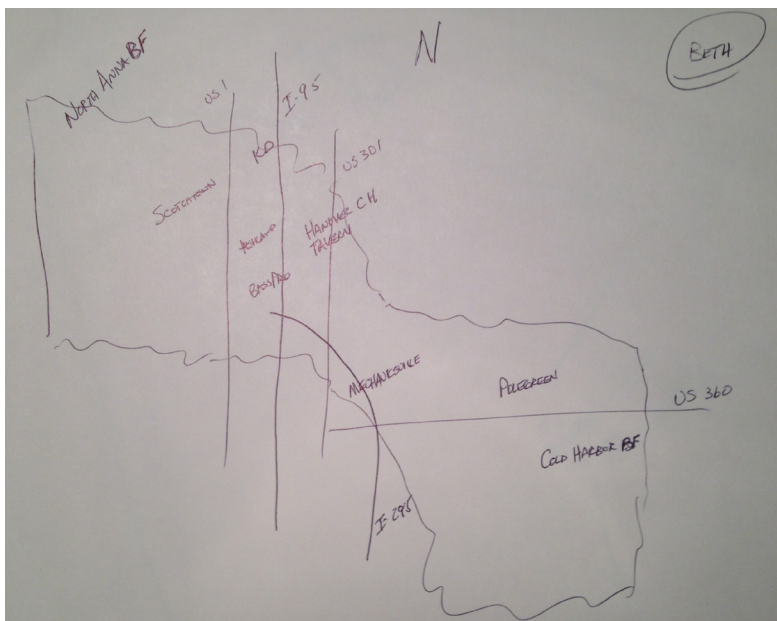
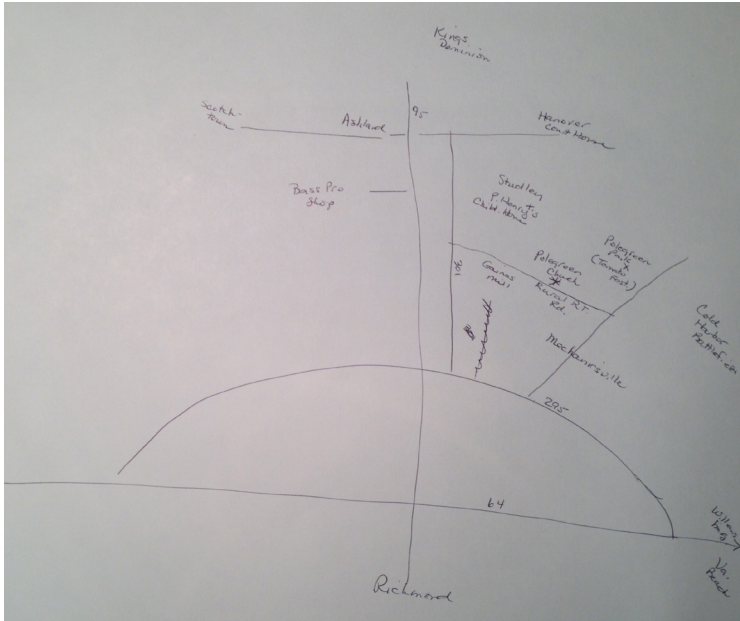
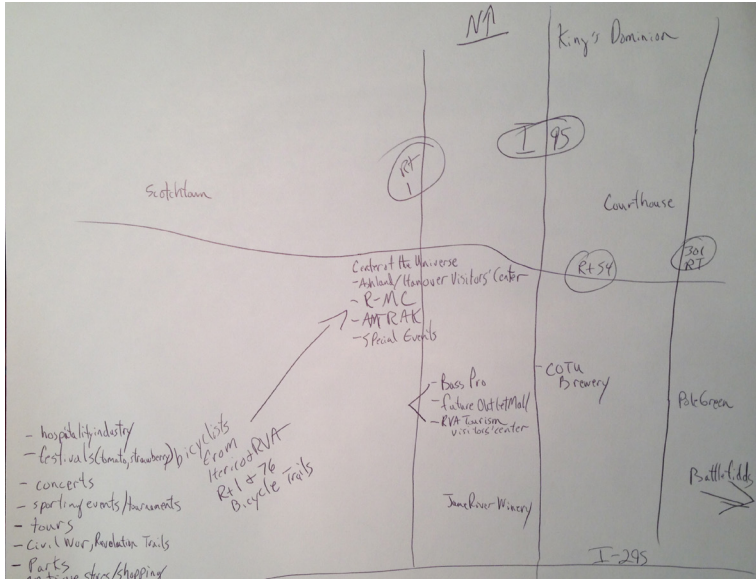
## Focus Group Data: Cognitive Maps

During the focus groups, Hanover tourism stakeholders were asked to create cognitive maps labeling important destinations within Hanover that they believed to be indicative of its heritage and identity. They were also asked to identify connections between these destinations as best they could. The drawings presented here helped to form the wayfinding map by identifying important nodes, landmarks, and paths that are important for traveling to and between these destinations.

1. Identify important features.
  - i. These can be experiences, activities, attractions, sites of cultural/historic value, landmarks, viewsheds.
2. Overlay connecting routes between the important features.
  - i. How are they connected in the physical environment?
  - ii. How would you suggest to visitors to go between places?
3. Collectively identify important features and connector routes to focus on in the short term.







# Appendix B

## Central Virginia Tourist Data

### Central Virginia Region Travel Profile

Source: VA module of TNS Travels America

Household trips 50+ miles, one-way, away from home including day trips or with one or more nights away from home to **Central Virginia Region** during **FY 2013** - list of localities is on the "Description" tab.

	<b>All</b>
<b>Sample Size (N)</b>	528
<b>Weighted Percent of Total</b>	100% (n=522.87)
<b>Primary purpose of Trip</b>	
Visit friends/relatives	45%
Outdoor recreation	4%
Entertainment/Sightseeing	10%
Other pleasure/personal	13%
Personal business	8%
Business - General	5%
Business - Convention/tradeshaw	1%
Business - Conference/seminar	2%
Employee Training/Seminar	less than 0.5%
Client or Customer Meeting/Service	2%
Internal Business Meeting	less than 0.5%
Sales/Marketing	less than 0.5%
Incentive/Reward	less than 0.5%
Internal Operations/Equipment Repair or Service	less than 0.5%
All Other General Business	3%
Other	7%
<b>All purposes of trip</b>	
Q1A Visit friends/relatives - All purposes for trip	56%
Q1A Outdoor recreation - All purposes for trip	16%
Q1A Entertainment/Sightseeing - All purposes for trip	27%
Q1A Other pleasure/personal - All purposes for trip	27%
Q1A Personal business - All purposes for trip	14%
Q1A Business - General - All purposes for trip	6%
<b>Month of Travel</b>	
July	12%
August	7%
September	9%
October	6%
November	8%
December	9%
January	11%

<b>February</b>	4%
<b>March</b>	7%
<b>April</b>	7%
<b>May</b>	9%
<b>June</b>	11%
<b>Holiday Travel</b>	
VA1_1. Did your ... trip to Virginia include a holiday or a holiday weekend?	24%
<b>Weekend Getaway</b>	
VA2_1. Did this trip include a Friday night and/or a Saturday night in Virginia?	61%
<b>Total Travel Party Size</b>	
1	30%
2	39%
3	14%
4	10%
5	4%
6+	4%
Mean:	2.4
Median:	2
<b>Age of Travel Party Members</b>	
VA5_1_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - Under 6 years	7%
VA5_2_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 6 - 12	8%
VA5_3_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 13 - 17	6%
VA5_4_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 18 - 24	10%
VA5_5_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 25 - 34	16%
VA5_6_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 35 - 44	14%

VA5_7_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 45 - 54	13%
VA5_8_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 55 - 64	15%
VA5_9_1. How many people, including yourself, were in your travel party in each of the following age groups ... trip? - 65 and over	11%
<b>Travel Party Members Under 18 Years Old</b>	
Travel parties that include children under 18	23%
<b>Modes of Travel Used on Entire Trip (all states visited)</b>	
Q2A Own Auto/truck - All modes of transportation for trip	84%
Q2A Rental car- All modes of transportation for trip	9%
Q2A Camper/RV- All modes of transportation for trip	3%
Q2A Ship/Boat- All modes of transportation for trip	3%
Q2A Airplane- All modes of transportation for trip	13%
Q2A Bus - All modes of transportation for trip	4%
Q2A Train - All modes of transportation for trip	3%
Q2A Motorcoach/Group Tour - All modes of transportation for trip	2%
Q2A Other - All modes of transportation for trip	6%
<b>Primary Mode of Travel Used on Entire Trip</b>	
Own Auto/truck	82%
Rental car	4%
Camper/RV	1%
Ship/Boat	less than 0.5%
Airplane	8%
Bus	less than 0.5%
Train	1%
Motorcoach/Group Tour	less than 0.5%
Motorcycle	1%
Other	3%
<b>Total Nights Spent on Entire Trip</b>	
0	24%
1	15%
2	14%
3	11%
4	9%
5	6%

6	4%
7	4%
8 through 13	9%
14+	4%
Mean:	3.6
Median:	2
<b>Total Number of Nights at Lodging at Anywhere in Virginia</b>	
1	31%
2	21%
3	12%
4	10%
5+	26%
Mean:	3.5
Median:	2
<b>Types of Lodging Used Anywhere in Virginia</b>	
Q4F Number of nights spent in Hotel/Motel	49%
Q4F Number of nights spent in B&B	2%
Q4F Number of nights spent in Private Home	40%
Q4F Number of nights spent in Rental Condo	1%
Q4F Number of nights spent in Time Share	3%
Q4F Number of nights spent in RV/Tent	2%
Q4F Number of nights spent in Other	5%
<b>Top 15 Brands of Hotel Stayed in Longest in Virginia</b>	
Other	12%
Marriott Hotels/Resorts/Suites	9%
Best Western	8%
Hampton Inns/Suites	7%
Comfort Inns/Suites	7%
Holiday Inn Express	7%
Wyndham Hotels & Resorts	5%
Holiday Inn	5%
Days Inn	4%
Courtyard by Marriott	4%
Fairfield Inn	3%
Hilton Garden Inn	3%
Motel 6	3%
Embassy Suites	2%
Doubletree Hotels/Suites	2%
<b>Travel Party Spending</b>	
\$0	6%

\$1 to less than \$100	24%
\$100 to less than \$250	30%
\$250 to less than \$500	17%
\$500 to less than \$750	8%
\$750 to less than \$1,000	6%
\$1000+	10%
Mean:	406.4
Median:	195
<b>Traveler Spending in Virginia (Percentage of Total Spending By Category)</b>	
Q4G Total \$s spent on Transportation (excluding parking/tolls)	6%
Q4G Total \$s spent on Parking/Tolls	8%
Q4G Total \$s spent on Lodging	10%
Q4G Total \$s spent on Food/Beverage/Dining (excluding groceries)	23%
Q4G Total \$s spent on Groceries	8%
Q4G Total \$s spent on Entertainment (excluding gaming)/Admissions	7%
Q4G Total \$s spent on (Casino) Gaming	1%
Q4G Total \$s spent on Shopping/Gifts/Souvenirs	9%
Q4G Total \$s spent on Amenities (golf fees, spa, health club, ski passes, etc.)	2%
Q4G Total \$s spent on Other	2%
Q4G Total \$s spent on Gasoline	25%
<b>General Activities / Attractions Visited in Virginia</b>	
<b>Arts &amp; Culture</b>	
Q4H Activities/Attractions Visited - Art galleries	5%
Q4H Activities/Attractions Visited - Historic sites/churches	16%
Q4H Activities/Attractions Visited - Museums	9%
Q4H Activities/Attractions Visited - Musical theater	2%
Q4H Activities/Attractions Visited - Old homes/mansions	7%
Q4H Activities/Attractions Visited - Symphony/opera/concert	1%
Q4H Activities/Attractions Visited - Theater/drama	3%
<b>Adventure Sports</b>	
Q4H Activities/Attractions Visited - Hanggliding/skydiving	less than 0.5%
Q4H Activities/Attractions Visited - Hiking/backpacking	2%
Q4H Activities/Attractions Visited - Rock/mountain climbing	less than 0.5%

Q4H Activities/Attractions Visited - Scuba diving/snorkeling	1%
Q4H Activities/Attractions Visited - Skiing/snowboarding (cross country or downhill)	1%
Q4H Activities/Attractions Visited - Water skiing	1%
Q4H Activities/Attractions Visited - Whitewater rafting/kayaking	less than 0.5%
<b>Sports &amp; Recreation</b>	
Q4H Activities/Attractions Visited - Biking	1%
Q4H Activities/Attractions Visited - Fishing (Fresh/saltwater)	3%
Q4H Activities/Attractions Visited - Golf	2%
Q4H Activities/Attractions Visited - Horseback riding	1%
Q4H Activities/Attractions Visited - Hunting	less than 0.5%
Q4H Activities/Attractions Visited - Major sports event	2%
Q4H Activities/Attractions Visited - Motor boat/Jet Ski	3%
Q4H Activities/Attractions Visited - Motor sports - NASCAR/Indy	1%
Q4H Activities/Attractions Visited - Sailing	less than 0.5%
Q4H Activities/Attractions Visited - Snowmobiling	
Q4H Activities/Attractions Visited - Snow sports other than skiing or snowmobiling	less than 0.5%
Q4H Activities/Attractions Visited - Tennis	less than 0.5%
Q4H Activities/Attractions Visited - Youth/amateur/collegiate sporting events	1%
<b>Nature / Outdoor Activities</b>	
Q4H Activities/Attractions Visited - Beach	7%
Q4H Activities/Attractions Visited - Bird watching	1%
Q4H Activities/Attractions Visited - Camping	2%
Q4H Activities/Attractions Visited - Caverns	2%
Q4H Activities/Attractions Visited - Gardens	4%
Q4H Activities/Attractions Visited - Nature travel/ecotouring	3%
Q4H Activities/Attractions Visited - State/National Park	6%
Q4H Activities/Attractions Visited - Wildlife viewing	5%
<b>Entertainment / Amusement</b>	
Q4H Activities/Attractions Visited - Casino/gaming	1%
Q4H Activities/Attractions Visited - Fine dining	10%
Q4H Activities/Attractions Visited - Nightclub/dancing	4%
Q4H Activities/Attractions Visited - Shopping	20%
Q4H Activities/Attractions Visited - Spa/health club	less than 0.5%
Q4H Activities/Attractions Visited - Special events/Festivals (e.g., Mardi Gras, hot air balloon	3%
Q4H Activities/Attractions Visited - Theme park	6%

Q4H Activities/Attractions Visited - Wine tasting/winery tour	2%
Q4H Activities/Attractions Visited - Zoos	1%
<b>Family Activities</b>	
Q4H Activities/Attractions Visited - Family reunion	3%
Q4H Activities/Attractions Visited - High School/College reunion	1%
Q4H Activities/Attractions Visited - Visiting friends	16%
Q4H Activities/Attractions Visited - Visiting relatives	31%
<b>Sightseeing</b>	
Q4H Activities/Attractions Visited - Rural sightseeing	15%
Q4H Activities/Attractions Visited - Urban sightseeing	7%
<b>Top 25 Most Frequently Visited Cities in Virginia</b>	
Richmond	54%
Charlottesville	23%
Lynchburg	15%
Washington, DC	15%
Williamsburg	11%
Virginia Beach	11%
Fredericksburg	8%
Norfolk	8%
Roanoke	8%
Newport News	6%
Winchester	6%
Danville	6%
Alexandria	5%
Petersburg	5%
Staunton	5%
Farmville	5%
Waynesboro	5%
Harrisonburg	5%
Arlington	4%
Chesapeake	4%
Front Royal	4%
Fairfax	4%
Cumberland Gap	4%
Hampton	4%
Manassas	4%
<b>Top 25 Virginia Attractions Most Frequently Visited by Travelers</b>	
Blue Ridge Parkway (Blue Ridge Highlands)	7%
Appalachian Trail (Heart of Appalachia)	7%

Blue Ridge Parkway (Shenandoah Valley)	7%
Colonial Williamsburg (Hampton Roads)	7%
Monticello (Central Virginia)	6%
Blue Ridge Parkway (Central Virginia)	6%
Busch Gardens (Hampton Roads)	6%
Chesapeake Bay Bridge-Tunnel (Eastern Shore)	5%
Potomac Mills Mall (Northern Virginia)	5%
Appalachian Trail (Blue Ridge Highlands)	5%
Tyson's Corner Mall (Northern Virginia)	5%
Kings Dominion (Central Virginia)	5%
Smith Mountain Lake (Blue Ridge Highlands)	5%
Civil War Trail (Heart of Appalachia)	4%
Skyline Drive (Shenandoah Valley)	4%
Blue Ridge Parkway (Northern Virginia)	4%
Virginia Museum of Fine Arts (Central Virginia)	4%
Yorktown Battlefield - national park (Hampton Roads)	4%
Appalachian Trail (Central Virginia)	4%
Colonial Parkway (Hampton Roads)	3%
Civil War Trail (Blue Ridge Highlands)	3%
Williamsburg Pottery (Hampton Roads)	3%
Jamestown Settlement - reconstructed village with the three ships (Hampton Roads)	3%
Science Museum of Virginia (Central Virginia)	3%
Skyline Drive (Northern Virginia)	3%
<b>Satisfaction With Experience in Virginia</b>	
Not at all satisfied	less than 0.5%
Not very satisfied	1%
Somewhat satisfied	11%
Very satisfied	42%
Extremely satisfied	46%
<b>Advance Planning Time - Considered Visiting Virginia</b>	
Less than 2 weeks before the visit	33%
Within 2 weeks - 4 weeks of visit	15%
At least 1 month, but less than 3 months before the visit	20%
At least 3 months, but less than 6 months before the visit	11%
At least 6 months, but less than 1 year before the visit	11%
More than a year before the visit	11%
<b>Advance Planning Time - Decided to Visit Virginia</b>	
Less than 2 weeks before the visit	39%
Within 2 weeks - 4 weeks of visit	18%



At least 1 month, but less than 3 months before the visit	17%
At least 3 months, but less than 6 months before the visit	11%
At least 6 months, but less than 1 year before the visit	9%
More than a year before the visit	6%
<b>Planning Information Sources for Virginia</b>	
<b>Offline Sources</b>	
Friends/relatives	23%
Own experience	32%
Travel agent (in person or by phone)	1%
Travel club (eg. AAA)	4%
Travel book	2%
Newspaper	1%
Magazine	2%
TV	1%
Radio	less than 0.5%
Destination printed material	4%
Travel provider (airline, hotel, rental car cruise, etc.) either in person or by phone	2%
Other offline planning sources	1%
<b>Online Sources</b>	
Corporate travel department (in person or by phone)	1%
Corporate desktop travel tool/intranet	1%
Online full service travel website (Expedia, Travelocity, etc.)	5%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	7%
Other online planning sources	2%
Destination website	9%
MySpace	less than 0.5%
Facebook	4%
LinkedIn	1%
Match.com	less than 0.5%
Twitter.com	less than 0.5%
Blogs	less than 0.5%
TripAdvisor	1%
Yahoo Trip Planner	1%
VibeAgent	less than 0.5%
Other social/commercial networking sources (Specify)	1%
iPhone	5%
Mobile Web Browsing	2%
Other mobile sites	1%

<b>Other</b>	
Someone else planned for me and I don't know the method	7%
No plans were made for this destination	33%
<b>Booking Methods Used for Virginia</b>	
<b>Offline Methods</b>	
Travel agent (in person or by phone)	1%
Directly with travel provider (airline, hotel, rental car, cruise, etc.) either in person/phone	7%
Travel club (e.g. AAA)	1%
Corporate travel department (in person or by phone)	4%
Directly with destination or attraction (tourist/visitor center, etc.) in person or by phone	6%
Some other offline booking method	1%
<b>Online Methods</b>	
Corporate desktop travel tool/internet	1%
Travel provider website (airline, hotel, rental car, cruise, tour)	8%
Destination website (official site of state, city or attraction)	3%
Online full service travel website (Expedia, Travelocity, etc.)	7%
Traditional travel agency website (American Express, Carlson Wagonlit, etc.)	less than 0.5%
Some other online booking method	2%
<b>Other</b>	
Someone else booked for me and I don't know the method	8%
No bookings were made for this destination	57%
<b>Top 10 Other States Visited for Leisure in Past 12 Months</b>	
Washington D.C	28%
North Carolina	27%
Maryland	24%
Florida	20%
Pennsylvania	20%
New York	18%
South Carolina	14%
New Jersey	13%
Georgia	11%
West Virginia	11%

<b>Travel Party Origin - Top 10 DMAs (Designated Marketing Areas) for the profiled travel segment</b>	
Washington, DC (Hagerstown)	17%
Roanoke-Lynchburg	10%
Norfolk-Portsmouth-Newport News	9%
Richmond-Petersburg	9%
New York	5%
Charlottesville	4%
Raleigh-Durham (Fayetteville)	3%
Philadelphia	3%
Baltimore	2%
Atlanta	2%
<b>Travel Party Origin - Top 10 States for the profiled travel segment</b>	
Virginia	44%
North Carolina	8%
Pennsylvania	6%
Maryland	6%
Ohio	4%
New Jersey	3%
Florida	3%
Georgia	2%
New York	2%
Michigan	2%
<b>Ethnicity of Household Head</b>	
No Answer	3%
White	79%
Black/African-American	11%
Asian or Pacific Islander	5%
American Indian, Aleut Eskimo	less than 0.5%
Other	2%
<b>Hispanic Origin of Household Head</b>	
No Answer	3%
Spanish/Hispanic	3%
Not Spanish/Hispanic	94%
<b>Household Size</b>	
1	25%
2	37%
3	16%

4	15%
5	5%
6	1%
7	1%
<b>Age of Household Head</b>	
18-24	8%
25-34	18%
35-44	21%
45-54	17%
55-64	18%
65+	19%
Mean:	47.5
<b>Marital Status</b>	
Now married	55%
Never married	28%
Divorced, Widowed, Separated	18%
<b>Education of Male Household Head</b>	
No answer	33%
Grade School	less than 0.5%
Some high school	1%
Graduated High school	8%
Some college - no degree	11%
Graduated college-Associate's degree (2 year)	7%
Graduated college-Bachelor's degree (4 year)	22%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	17%
	2%
<b>Education of Female Household Head</b>	
No answer	17%
Some high school	less than 0.5%
Graduated High school	8%
Some college - no degree	24%
Graduated college-Associate's degree (2 year)	5%
Graduated college-Bachelor's degree (4 year)	24%
Post Graduate degree-MS,MA,MBA,DVM,PhD,DDS,etc.	21%
<b>Annual Household Income</b>	
Under \$7,500	1%
\$7,500-\$9,999	1%
\$10,000-\$12,499	2%
\$12,500-\$14,999	3%

\$15,000-\$17,499	1%
\$17,500-\$19,999	1%
\$20,000-\$22,499	1%
\$22,500-\$24,999	1%
\$25,000-\$27,499	5%
\$27,500-\$29,999	1%
\$30,000-\$32,499	1%
\$32,500-\$34,999	1%
\$35,000-\$37,499	3%
\$37,500-\$39,999	4%
\$40,000-\$42,499	3%
\$42,500-\$44,999	3%
\$45,000-\$47,499	less than 0.5%
\$47,500-\$49,999	4%
\$50,000-\$54,499	5%
\$55,000-\$59,999	3%
\$60,000-\$64,999	2%
\$65,000-\$69,999	5%
\$70,000-\$74,999	3%
\$75,000-\$79,999	6%
\$80,000-\$84,999	2%
\$85,000-\$89,999	2%
\$90,000-\$94,999	5%
\$95,000-\$99,999	4%
\$100,000-\$124,999	10%
\$125,000-\$149,999	5%
\$150,000-\$174,999	5%
\$175,000-\$199,999	2%
\$200,000-\$249,999	2%
\$250,000-\$299,999	1%
\$300,000+	1%

**Travel Attitudes: Percent that feel each comment 'Describes Them Perfectly'**

I'm a real label reader. I won't buy anything without reading the small print	20%
My life just keeps getting busier and busier	20%
I love shopping in markets and small specialist stores	19%
I often read packs and websites to find out more about products and services that I'm buying	16%
When I find a new travel destination or tourism operator that I really like I have to tell others all about it	16%
I love to relive my travel experiences by discussing them with other people	14%

I am prepared to pay more to visit places or use operators that offer something really original	12%
I frequently adapt products I've bought to suit my own tastes and needs	11%
My family and friends often ask my advice on travel matters	10%
My choice of brands is important - I believe that what I buy says something about who I am	10%
I rarely seem to have time to do the things that are really important to me in my life	9%
I buy environmentally friendly products and services whenever possible	9%
I love in-store demonstrations of new products and services - I just can't walk past them	8%
I frequently search magazines and websites for information about travel destinations and tourism operators I'm interested in	8%
I admire imaginative travel brands that do things differently to others	8%
I often go out of my way to find travel and tourism operators that offer really genuine, authentic experiences	7%
The ethics of travel and tourism companies has a big influence on what operators I use	7%
I make a genuine effort to support travel and tourism companies that put something back into the community	7%
Anything that saves me time is worth paying extra for	7%
I love hunting out the newest travel experiences before anyone else catches on to them	6%

**Most Recent Trip to Virginia**

2000 or earlier	
2001	
2002	
2003	
2004	
2005	
2006	
2007	
2008	
2009	
2010	
2011	
2012	51%
2013	49%

## Appendix C

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### Additional Resources

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