

## Economic Value of Cultural and Ecotourism

House Select Committee on the Use of Off-Road Vehicles on Cape Lookout National Seashore  
December 16 2014

**Brent Lane**

Adjunct Professor of Heritage Economics  
Director, UNC Center for Competitive Economies  
UNC Kenan-Flagler Business School

## Heritage Assets?

**her-i-tage** *n.*

Property that is or can be inherited or something that is passed down from preceding generations.

**as-set** *n.*

An economic resource, tangible or intangible, that is capable of being owned or controlled to produce value.

## ENC Global Heritage Brands

- Barbecue
- Bill fishing
- Blackbeard
- Canada Hole
- Graveyard of the Atlantic
- Great Dismal Swamp
- Lighthouses
- Lost Colony
- Outer Banks
- Wild Horses
- Wright Brothers

## NC Federal Lands



## NC's Heritage Infrastructure

### STATE

- 39 state parks
- 31 game lands
- 23 historic sites
- 12 museums
- 9 state forests
- 4 aquaria
- 1 zoo

### FEDERAL

- 14 parks, etal.
- 8 forests
- 10 wildlife refuges
- 38 historic landmarks
- 2,809 historic places

## 2014 North Carolina County Tier Designations



