



Chesapeake Conservancy



Chesapeake Conservancy



Our mission:

“strengthen the connection between people and the watershed, conserve the landscapes and special places that sustain the Chesapeake's unique natural and cultural resources, and encourage the exploration and celebration of the Chesapeake as a national treasure”



Watermen Heritage Tourism Training Program



“to provide Maryland watermen with skills, knowledge and training to participate in or build new heritage tourism businesses associated with Maryland’s maritime attractions, especially the Captain John Smith Trail”

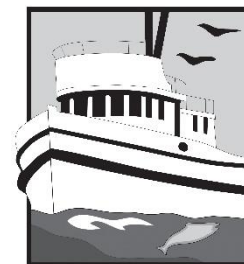


Watermen Heritage Tourism Training Program



Purpose:

1. Connect the public with natural and cultural resources
2. Sustain the watermen and their culture



COASTAL
HERITAGE
ALLIANCE

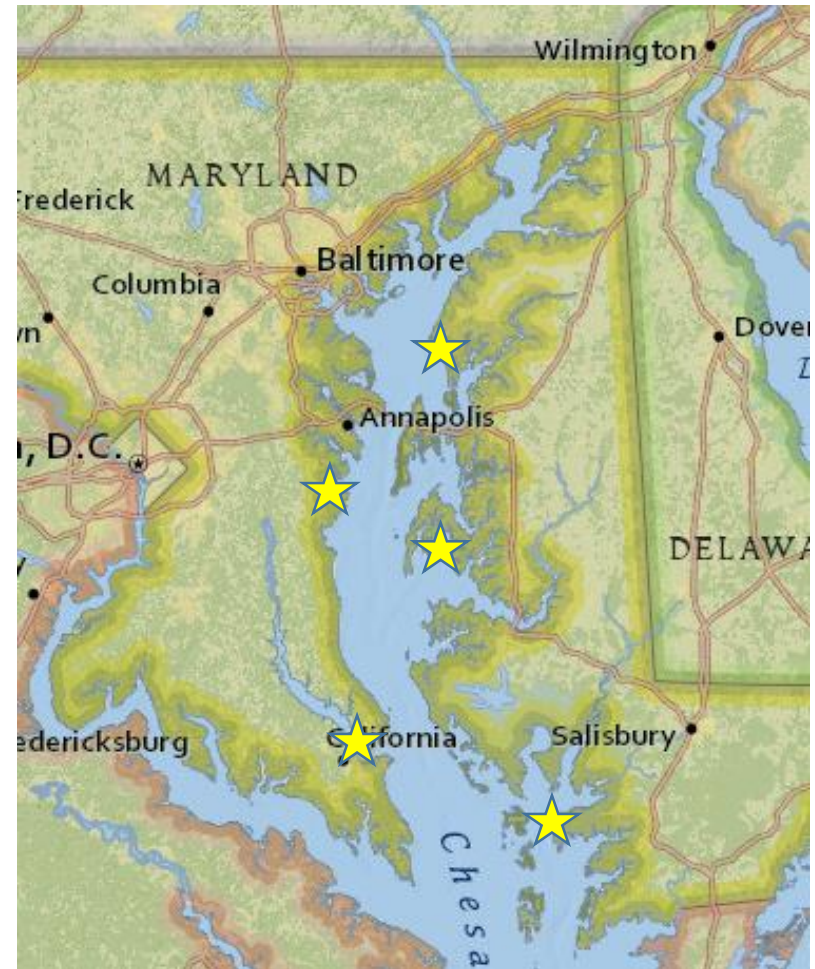


Training



Workshop Locations:

- Neavitt, Talbot County
- Dames Quarter, Somerset
- Galesville, Anne Arundel
- Solomons, Calvert
- Rock Hall, Kent

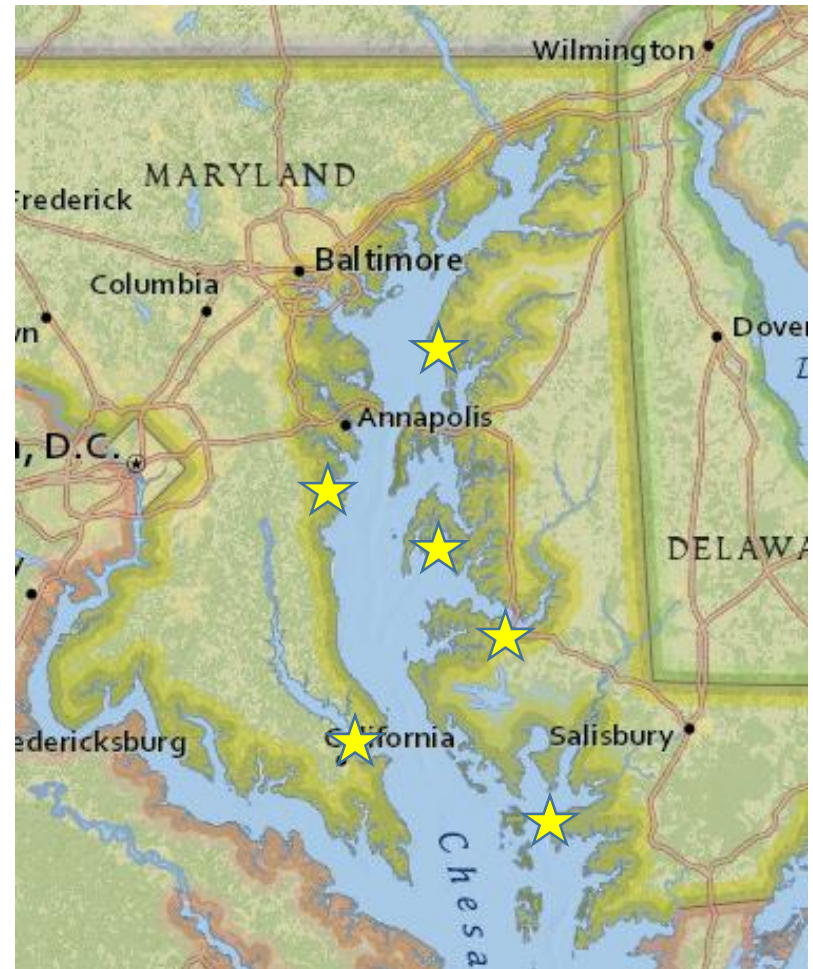


Training



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- Neavitt, Talbot County
- Dames Quarter, Somerset
- Galesville, Anne Arundel
- Solomons, Calvert
- Rock Hall, Kent
- Cambridge, Dorchester



Training



Curriculum:

- 3 days in-class
- 1 day on-the-water
- Demonstration Tour



Training



Goal:

- Train 60 to 100 watermen
- Certify 75%



Result:

- Trained 106 watermen
- Certified 75%



Oysters have been a part of the Chesapeake's history since history began

Join one of our watermen to learn about oysters firsthand while experiencing the Chesapeake like few ever get the chance to.

[Click here to learn more](#)



Watermen Heritage Tours

Working the water. It's a time-honored way of life on the Chesapeake Bay, with its own rhythms and stories, characters and places. If you've wanted to know more, to get an inside look, to meet the people and go on an adventure, this is the place to begin.

You Can Help

Watermen Heritage Tours is a project of a partnership formed by the Chesapeake Conservancy, Coastal Heritage Alliance, Maryland Watermen's Association, and the Chesapeake Bay

Watermen Heritage Tours



Types of Tours:

- On-the-Water Tours
 - Crabbing Adventures
 - Oyster TONGING
 - Sunset Sails
- Land-Based Excursions
 - Catered Seafood Feast
- Speakers & Presentations
 - Have a watermen speak at your event



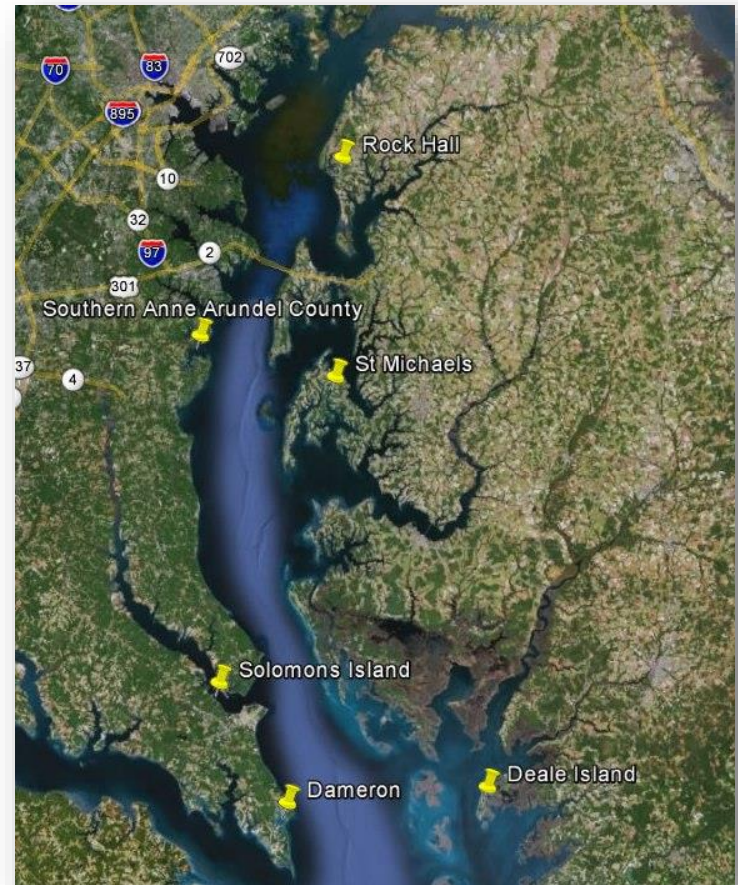
www.watermenheritagetours.org

Watermen Heritage Tours



Tour Locations:

- Anne Arundel County
 - 45 minutes from DC
 - 45 minutes from Baltimore
- Southern Maryland
 - 90 minutes from DC
- Upper Eastern Shore
 - 2 hours from Philadelphia
- Lower Eastern Shore
 - Weekend destination for DC, Baltimore, and Philadelphia



Watermen Heritage Tours



Tour Credentials

- Guides are working Maryland watermen
 - Certified through WHTTP
- All provide watermen's history & culture, natural history of the area
 - Authentic Maryland experience

Watermen Heritage Tours



Solomons Island Heritage Tours

- Lighting Our Way
 - 4 Chesapeake Lighthouses
- War of 1812
 - Historic Cruise on Patuxent
- Waterman for a Day
 - Crab Potting and Crab Steam



www.watermenheritagetours.org

Watermen Heritage Tours



Ed Farley

- Pick up at any port
- Sail on historic skipjack
 - *H.M. Krent*
- Run an oyster dredge
- Observe waterfowl & historic towns

www.watermenheritagetours.org



Watermen Heritage Tours



Captain Charles and Mary Beth Brown

- Crabbing Demonstration
- Oyster Seeding Facility Tour
- Guided Kayaking Excursion
 - War of 1812 stops
 - Bald Eagle sightings



www.watermenheritagetours.org

Promotion



- MD Office of Tourism Development Training
- Meetings with DMOs
- Articles Published



Season One Tours



Location	# of Tour Operators	# of Tours Completed	# of participants
Upper Western Shore	1	12	36
Southern Maryland	3	44	1231
Upper Eastern Shore	1	3	11
Middle Eastern Shore	3	92	564
Lower Eastern Shore	2	6	32
Totals	10	157	1874

Marketing Campaign



- Paid Advertisements
 - *Baltimore Sun, Washington Post, Philadelphia Inquirer*
 - *Country Living Magazine, Good Housekeeping, Woman's Day*
- Rack Cards
 - 20 visitor centers
- Reader Response Mailings

Step into the world of a working waterman...
see the beauty and wonder of the Chesapeake Bay like never before!

Sign up for a tour today!

Join a working waterman aboard a historic sloop or traditional workboat, and embark on an extraordinary experience!
Learn about the watermen's culture and history, hear what life is like out on the water, and discover the natural and cultural history of the area.

With so many watermen serving as guides for the Watermen Heritage Tours, no two tours are exactly the same! You can take a sunset sail on a sloop or enjoy a land tour of an oyster-seeding facility. You can try your hand at oyster tonging, or have an authentic crabbing experience—including catching, cooking, and partaking in a delicious crab feast.

Or let one of the trained waterman guides customize a private tour just for you. Sign up for a tour today!

Go to www.watermenheritagetours.org or call 443.924.0500

IN PARTNERSHIP WITH:

Sustaining Tours



- Connections to Repeat Users
 - Universities & Colleges
 - Goucher College
 - Washington College
 - Festivals
 - Maryland Seafood Festival
 - Calvert Maritime Museum's Solomons Maritime Festival
 - Delmarva Discovery Center's Winter Watermen's Festival
- Watermen Heritage Tour Network



Marketing Results



- Articles in 26 publications
 - Washington Post
 - The Baltimore Sun
 - Guardian
 - Star Democrat
- 76% increase in tours
 - Season I: 157 Tours
 - Season II: 277 Tours



Program Results



- Supplementing Income
- Promoting Local Attractions
- Conserving Cultural Artifacts



Model Program



- Maryland Historical Trust's Preservation Partnership Award
- Northern Neck Watermen Tours



Dorchester Training



Focus:

- Cambridge
- African American Heritage
- Connection to Community



Mid-Shore
Community Foundation
George B. Todd Fund

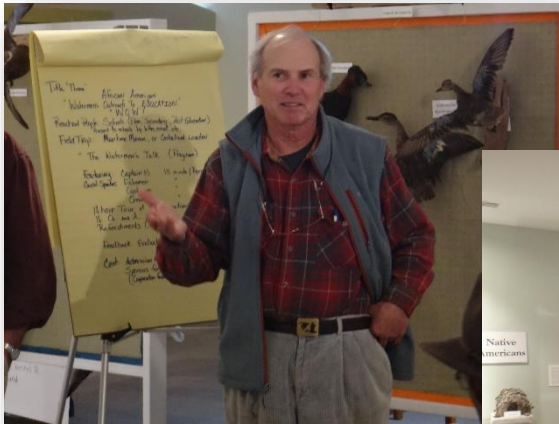


Dorchester Training



Participants:

- African American Captains
- Oyster Aquaculturists
- Crabbers, Oystermen



Dorchester Training



Panelists:

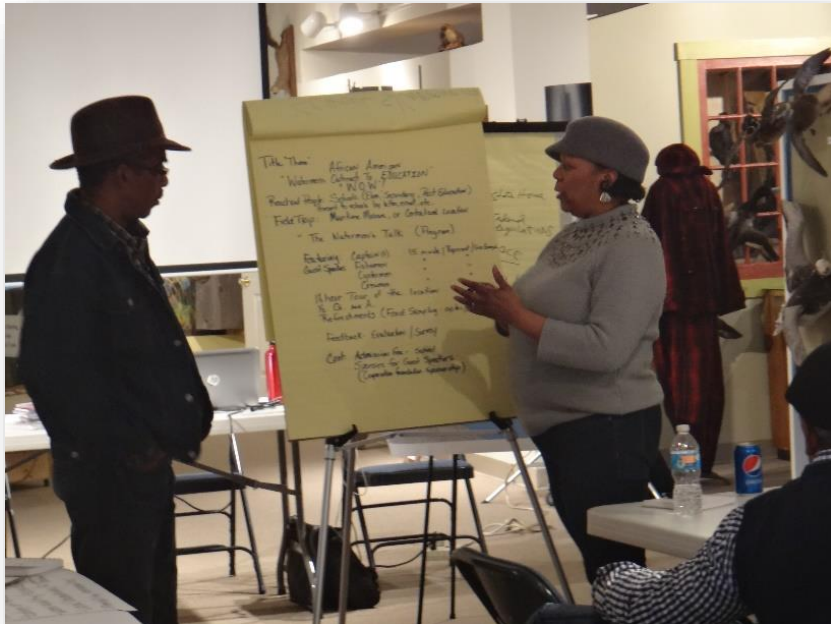
- Dorchester Skipjack Committee
- Blackwater Paddle and Pedal
- Chesapeake Ghost Tours
- Cambridge Eateries
- Dorchester Office of Tourism
- Small Business Development Center



Dorchester Training



- Draft Tours
- Video Documentary



Next Steps



- Certify Dorchester Tours
- Engineer Self-sustaining Model



Lessons Learned



- Flexibility
 - Type of Tour, Regulations
- Level of Promotion
- Developing Packages





WATERMEN
HERITAGE TOURS

