Development & Management of Tourist-Oriented Walkable Urban Places

ENHANCING A CITY’S ATTRACTIVENESS & QUALITY OF LIFE FOR TOURISTS & RESIDENTS

September 21-23, 2016
A pioneer in the field of walkable urban research and management,

the Center for Real Estate and Urban Analysis (CREUA) at GW conducts research that explores the relationships between walkable urban development and its impact on economic development, social equity, and tourism.

This growing body of research offers insights into how city planners, developers, equity advocates, and the tourism industry can identify the optimal mix of real estate, policy, and investment needed to catalyze walkable urban development. Walkable urbanism is now the dominant development pattern that leads to thriving business and resident communities and tourism growth.

This three-day executive program offers a deep dive into how smart development transformed Washington, DC, into the nation’s most walkable urban metropolitan area—and one of the world’s top tourist destinations.

Around the world, metropolitan areas are structurally transforming, shifting from the low-density, segregated development patterns of the late 20th century. There has been a market-led return to the higher density, integrated walkable urban development patterns common a century ago. Recent research has shown that walkable urban places result in substantially less energy consumption per capita and reduced greenhouse gas emissions, while increasing tourism, real estate values, local government tax revenues, and the overall health of residents.

Tourism has taken advantage of walkable urban places as an attraction for visitors; it is likely that the majority of tourism is now walkable urban. However, their development and management has not generally been a priority for the tourism industry. This is going to change, as this Executive Leadership Institute will teach and highlight.

GW’s Center for Real Estate and Urban Analysis, in partnership with the GW International Institute of Tourism Studies, has developed a methodology that creates a census of all real estate in a metropolitan area and distinguishes walkable urban places (mixed-use, high-density places with access to multiple forms of mass transit) from drivable sub-urban locations (low-density places with segregated product types and accessible only by highways).

This research has documented the increased valuation premiums and tax revenue favoring walkable urban places over drivable sub-urban locations that can lead to public policy shifts and new investment alternatives for the private sector.

The research also shows that the majority of tourism is in walkable urban places, leading to the conclusion that the tourism industry should become more involved in their development and management, not just their promotion.

Using our updated Walkable Urban Places (WalkUP) analysis for metropolitan Washington, DC, this Executive Leadership Institute brings together the most recent empirical evidence about the dramatic differences in economic performance between walkable urban and drivable sub-urban places. It will provide practical tools to analyze, design, and manage WalkUPs in order to achieve the best possible economic, tourism, and social equity results. The institute will analyze examples from the Washington, DC, metro area and other innovative walkable place-making practices from leading cities around the world.

The goal is to present WalkUPs as a “city’s front porch” where visitors, residents, and workers have opportunities to interact and share truly authentic experiences.

Who Should Attend

Government officials engaged in economic development, planning, tourism, arts and culture, transportation, infrastructure, and open space/parks

Real estate investors/developers and owners/operators of hotels, entertainment and sports venues, and destination retail

Nonprofit stakeholders including destination management organizations, cultural heritage organizations, museums and performing arts, the creative sector, historic preservation districts, architects/planners, and public relations and media specialists

Place-based institutions such as business improvement districts, Main Street programs, neighborhood associations, historic preservation districts, universities, medical centers, cultural heritage routes, creative districts, community improvement districts, and hospitality zones

Who Should Attend
This annual conference will present new research describing development trends of the 5.5 million person metropolitan Washington region; the metro area that is proven to be the model for how the United States is building its walkable urban future.

There are more examples of walkable urban places (WalkUPs) in metro DC than any other metro area in the country. This trend started 20 years ago, as documented by previous GW research, and our updated 2016 research demonstrates an acceleration of the trend toward increased real estate valuations, absorption, low vacancy rates, and increased government revenues. For the first time, the research will also focus on metro DC tourism, dividing the market into walkable urban tourism (the largest sector), historic, resort, and other segments. Economic indicators of visitor counts, hotel performance, per capita spending, and the sharing economy will show the difference in walkable urban tourism and other market sectors.

This research, and the panels reacting to its release, will provide a foundation for the Executive Education Institute.

**MAJOR TOPICS:**

**Conceptual Presentations**
- Summary of key concepts, including walkable urbanism, economic performance, social equity, visitor economy, place making, and management.
- Elaboration of a comprehensive methodology for real estate investment analysis of walkable urban places (WalkUPs) in terms of asset valuation, tax revenue capture, transport connectivity, and social equity.
- Documentation of the relationship between WalkUPs and their overall attractiveness of as a place to visit, work, and live.
- Real estate development and investment models for WalkUPs.
- The role of place making and event and heritage management in WalkUP management, considering issues of cultural authenticity, historic preservation, shared attraction of locals and visitors, and mass transport access.
- Critical assessment of localized place management models, including business improvement districts, Main Streets, creative districts, Projects for Public Spaces, historic districts, destination management organizations, urban cultural routes, shopping centers/streets, streets as places, and technology centers, among others.
- Understanding the critical role of citizen participation, political advocacy, and place-based governance in the planning and management of WalkUPs, including pedestrian right of ways, signage/way finding, disabled accessibility, open space/park usage, and reduction of parking/automobile facilities.

**Hands-on Interaction with Walkable Urban Place Managers & Tourism Experts**
- Guided field seminars to innovative WalkUPs in the Washington, DC, metropolitan area with major tourism market appeal: Downtown DC, Georgetown, Dupont Circle, Capitol Riverfront, and National Harbor.
- Discussion of approaches to address social equity issues related to WalkUPs such as affordable housing, public transit access, safety and security, job availability, health facilities, and quality schools.
- Training on how to use a practical tool kit for the planning and management of WalkUPs that enhances a destination’s attractiveness and can be enjoyed by all key stakeholders—tourists, residents, and workers.

**Tuition: $1,295**
Executive Leadership Institute Faculty

CHRISTOPHER LEINBERGER

Christopher is the Charles Bendit Distinguished Scholar and Research Professor at George Washington University School of Business. A land use strategist, developer, teacher, researcher, and author, he is also president of LOCUS, a non-resident senior fellow at Brookings Institution, and founding partner of Arcadia Land Company, a walkable urban development firm.

DONALD E. HAWKINS

Don is the Dwight D. Eisenhower Professor of Tourism Policy and Professor of Management and Tourism Studies at George Washington University School of Business, as well as Professor of International Affairs in the Elliott School of Foreign Affairs. He is Special Advisor to the UNWTO Secretary General for the UNWTO Knowledge Network. He is the Chairman of Solimar International.

ROBERT MCNULTY

Bob is the Founder and President, Partners for Livable Communities, Global Fellow, Wilson Center for Scholars, Sustainability and Resiliency Program; Visiting Fellow, Kellogg College, Oxford University; Fellow, Center for Population Aging, Martin School, Oxford; and Policy Fellow in Residence, Rockefeller Foundation.

SALVADOR ANTON CLAVE

Salvador is Research Scholar at the International Institute of Tourism Studies at George Washington University. He is a Full Professor of Regional Geographical Analysis at the Rovira i Virgili University in Catalonia, Spain, where he is the director of the Doctoral Program in Tourism and Leisure. He has served as Dean of the Faculty of Tourism and Geography between 2002 and 2014.