WELCOME TO THE FUTURE.

Urban Regeneration & Cultural Tourism
Or Urban Future

- Half of humanity – 3.5 billion people – live in cities today
- By 2030, almost 60 per cent of the world’s population will live in urban areas
- 95 per cent of urban expansion in the next decades will take place in developing world
- By 2030, the world is projected to have 41 mega-cities with more than 10 million inhabitants. Source: United Nations

An estimated 60-70 % of all leisure and business tourism will directly impact cities
Rapid urbanization is a challenge to tourism and culture

**Threats**

- The world’s cities occupy just 3 per cent of the Earth’s land, but account for 60-80 per cent of energy consumption and 75 per cent of carbon emissions.
- Rapid urbanization is exerting pressure on fresh water supplies, sewage/solid waste disposal, the living environment, public health and destruction of our heritage.
- Congestion, crowding and environmental degradation are lowering the quality of life for local people and negatively impacting on the visitor experience (e.g. Barcelona).

**Opportunities**

- The high density of cities can bring mass transportation, public access to the Internet, and transformative/disruptive technological innovation.
- Economic rejuvenation can be catalyzed by sustainably developing a city’s tangible and intangible heritage through walkable urban places by enhancing the quality of life for residents and improving the visitor experience.
DC: The WalkUP Wake-Up Call
The Nation’s Capital As a National Model for Walkable Urban Places

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Walkable Urban Places (WalkUPs)

- Research shows that higher density walkable urban development results in substantially **less energy consumption** per capita hence reducing greenhouse gas emissions, **reduced reliance on private cars**, **increased visitor flows**, **healthy lifestyles** , **catalyst for business location/relocation**, **increased real estate values/RO** and **restoration/reuse of heritage assets**

- For example, our GW study in 2012 identified 43 Walk Ups in Washington metro area represent the 0.91-1% of metro DC real estate and close to 60% of economic impact; also 44% of metro knowledge jobs are located in these walkups. **Achilles Heel!** A growing share of African American residents (55%) say that gentrification and redevelopment has been bad for people like them.
Concluding Points

• Develop walkable urban places as a “city’s front porch” where visitors, and resident have opportunities to positively interact and share truly authentic cultural experiences.

• Create network linkages & capacity building for place management, real estate investment and PPPs at the local neighborhood level, e.g., Business Improvement Districts (BID’s), Main Street, Creative Districts, Shopping Streets & Centers, Neighborhood Associations, Historic Districts, among others.

• Recognize the need to expand beyond destination promotion into a broader place management approach to synergize a positive tourism & culture relationship.