**Watermen’s Heritage Tours Web Page One-Pager  
  
Project Manager:** Anne Kyle

**Purpose:** Create a list page for visitmaryland.org with information on the official Watermen Heritage Tours to promote the tours as a Chesapeake experience related to the Crab and Oyster Trail.

**Background:** Watermen Heritage Tours were originally initiated by the Chesapeake Conservancy as a way to educate the public about the Chesapeake Bay and its heritage and culture, including the traditional watermen way fo life. Tours were a way for watermen to supplement their income from harvesting seafood. Many tours included the opportunity for participants to take home their catch of crabs with them. This is a true dock to table educational and culinary experience. Tours usually take participants out on a working boat to try traditional crabbing and/or oystering techniques and hear stories about the waterman way of life, Chesapeake Bay heritage and more. Some tours offer opportunities for guests to see historic sites or lighthouses from the water. Some are on historic oystering or crabbing vessels, such as a skipjack.

**Situational Analysis:** Our Crab and Oyster Trail landing page includes information on ways people can experience Chesapeake Bay culture, nature and heritage, including information on maritime museums and watermen’s heritage tours. Initially, these listings were plotted on the site maps for each regional page within the Maryland Crab and Oyster Trail. In an effort to reduce clutter on the regional maps and simplify the pages, museums and tours were removed from the regional pages. A separate list page was created for maritime museums with a link from the Maryland Crab and Oyster Trail landing page information. A page needs to be created for watermen’s heritage tours also.

Currently, the Maryland Crab and Oyster Trail landing page has a link to a Chesapeake Conservancy web page about watermen’s heritage tours [www.watermenheritagetours.org](http://www.watermenheritagetours.org). It is our practice to create our own content and avoid linking to other websites, because we can not manage that content or keep it up-to-date. As such, OTD staff is now checking the information on the Chesapeake Conservancy web page and creating our own database listings, so that our own list page is underway. Our own page will have a map with the listings plotted geographically, so they are easy for the consumer to locate.

**Goals of the Project:** Promote Chesapeake Watermen Heritage Tours through the Maryland Crab and Oyster Trail and other Chesapeake web content on visitmaryland.org, because the tours are a quintessential visitor experience for those wanting to visit the Bay, sample its seafood and/or have a dock to table culinary adventure. The tours are an experiential way for visitors to learn about Chesapeake heritage.

**Success Measurement:** Completed web list page. Watermen Heritage Tours added to our business listings database. Web page hits and click-throughs to watermen heritage tours.

**Delivery Date:** September 1, 2018