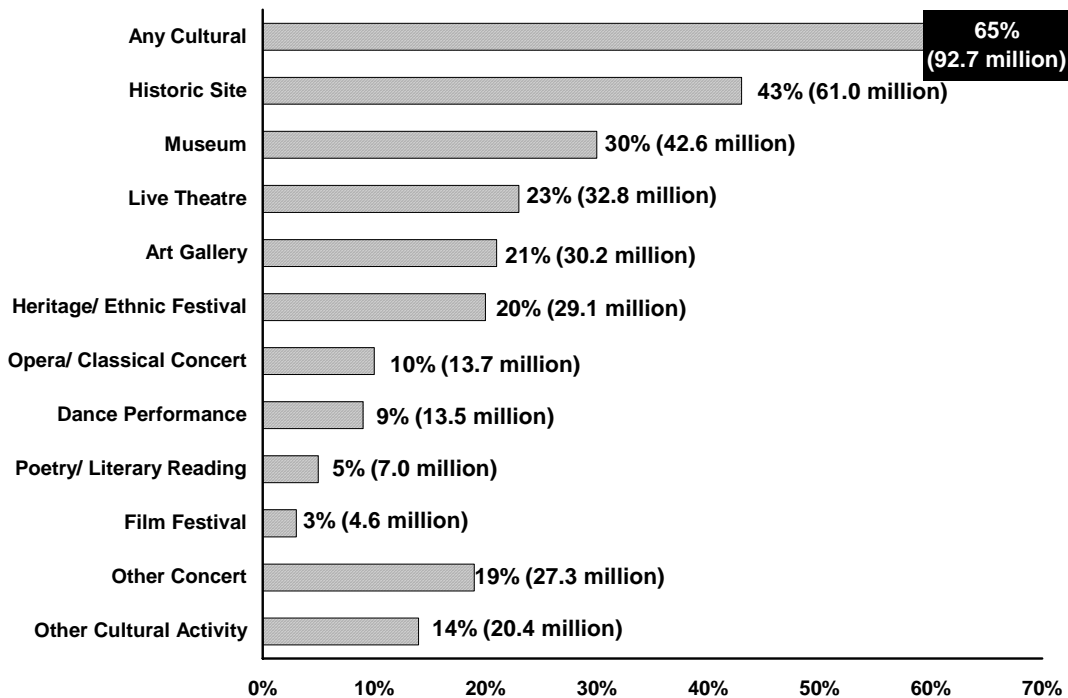




Arts Facts . . . Cultural Tourism
 65 percent of American adult travelers included a cultural event during a trip in 2001. Cultural travelers are ideal tourists—they spend more and stay longer.

Percentage of 143.3 million U.S. Adult Travelers that Included Cultural Events on Trips of 50+ Miles (2001)



- Two-thirds (65 percent) of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in the past year. This equates to 92.7 million cultural travelers.
 - Of the 92.7 million adult travelers who included a cultural event on their trip, 32 percent (29.6 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event. Of those who extended their trip, 57 percent did so by one or more nights.
 - Compared to all U.S. travelers, cultural tourists spend more (\$631 vs. \$457), are more likely to use a hotel (62 percent vs. 56 percent), travel longer (5.2 nights vs. 4.1 nights), and are more likely to spend \$1,000+ (18 percent vs. 12 percent).
- Source: Partners in Tourism and Travel Industry Association of America, 2002.