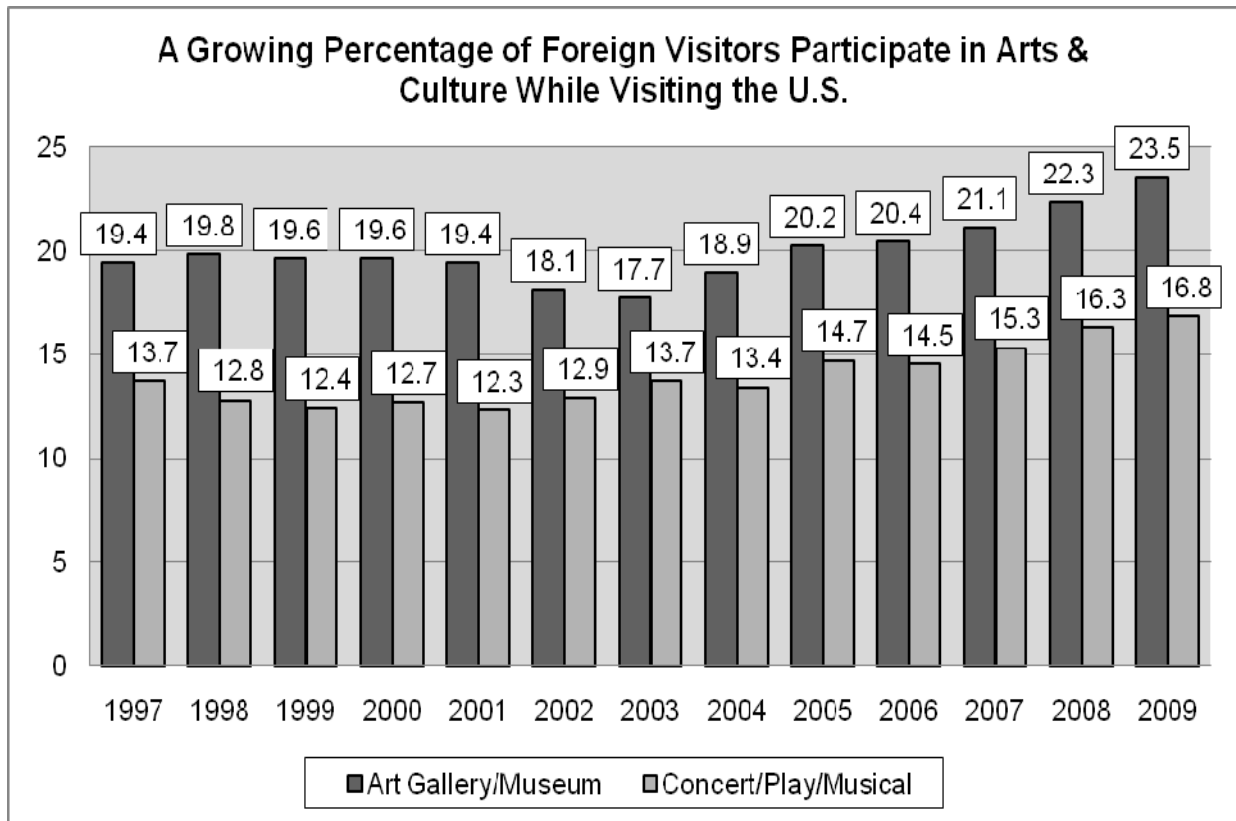




Arts Facts . . . Cultural Tourism

Cultural travelers—both domestic and international—are ideal tourists. They spend more and stay longer.



U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. There has been steady growth in the percentage of tourists who fly to the U.S. and attend arts activities as a part of their visit. These data are collected by the International Trade Commission in the Department of Commerce and are based on survey sample sizes between 21,000 and 31,000 travelers annually.

Cultural travelers to the United States out-stay, out-travel and out-spend other types of international tourists. A 2005 report by the U.S. Department of Commerce states that in 2004 the international cultural tourist visitor's length of stay was just over 3 nights longer than the general international visitor's. A 2003 U.S. Department of Commerce report reveals that within this extended stay, cultural travelers "reported a greater number of states and destinations visited than general visitors". In 2003 these statistics represented 5.57 million travelers, or one in three international tourists.

Cultural tourism is the most frequently used marketing strategy. Marketing of cultural destinations and events accounts for the largest portion of all marketing expenditures (26%) by national tourism organizations. Two-thirds 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 2002. This equates to 92.7 million cultural travelers. Of this group, 32 percent (29.6 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event.

Source: Travel Industry Association of America, U.S. Department of Commerce, 2010.