

“WELCOME”

THE CULTURAL TOURISM SYMPOSIUM

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Visit
SACR★MENTO



CULTURAL TOURISM:

A Broader Perspective



Cultural Experiences: In The Center of Visitor Engagement

TOURISM PERSPECTIVE

Cultural & Heritage Tourism

Cultural heritage tourism is travel to experience the places, artifacts and activities that authentically represent the stories and people of the past and present, including cultural historic and natural resource.



Consumer Snapshot : Cultural & Heritage Tourism

DEMOGRAPHICS INSIGHTS

Four of every ten cultural consumers are affluent with **\$110,000+** average household income.

63% are married or living with a significant other.

On average **75%** of cultural heritage consumers **will revisit a destination, museum, experience.**

The average length of stay is **5 nights / vs. 3.8 nights** for overall U.S. leisure travelers

TRAVELER DATA POINTS

Eight of ten leisure travelers identify as culture & heritage consumers.

70% include regional food, wine and agritourism experiences.

69% actively seek **history and local culture.**

67% of all extended cultural traveler trips **are out of state.**

Cultural travelers on average spend \$1,5000 per trip; **9% more than overall 'leisure' travelers.**



Framing Community & Economic Impact

The **Arts & Economic Prosperity** study indicates that the arts not only support jobs and generating government tax revenues, but also sustained growth for tourism.

82% of Americans believe arts & culture are important to local businesses and the local economy.

The national arts & culture industry generated **\$166.3 billion** of economic activity.

Of which the total event-related spending was an estimated **\$102.5 billion**; direct **event ticketing, admissions, dining, parking, retail stores and hotels.**

And most importantly, this activity supported **4.6 million jobs & generated \$27.5 billion in revenues for local, state and federal governments.**

Source Arts & Economic Prosperity Study

Your Local Cultural Canvas:

Connecting - Inspiring



The Intersection of Cultural Tourism

A balanced approach brings forward the wider community – gathering together the key ingredients that will bolster cultural heritage tourism development & engagements.





MUSEUMS /
VENUES



ARTS & HERITAGE
COUNCILS



CULINARY /
AGRITOURISM



HOTELS &
ACCOMMODATIONS



HISTORIC PLACES &
HERITAGE SITES

Cultural & Heritage Tourism Ingredients For Visitor & Guest Experiences



Museums & Venues



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Culinary & Agritourism



Hotels & Accommodation Partners



Historic Places & Heritage Sites



The Food Movement



Parks & Outdoor Spaces



Local Business Community



Civic Organizations & Arts Councils





THANK YOU!

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