### "WELCOME"

# THE CULTURAL TOURISM SYMPOSIUM

WEDNESDAY, JULY 26, 2023



Arts + Culture

CULTURAL TOURISM SYMPOSIUM : JULY 26, 2023



#### **RICHARD W. PETERSON**

**President & CEO** 







### **CULTURAL TOURISM:**

#### **A Broader Perspective**







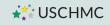
### Cultural Experiences: In The Center of Visitor Engagement

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.





### Cultural & Heritage Tourism Ingredients For Visitor & Guest Experiences





# Museums & Venues







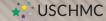


# Culinary & Agritourism



### Hotels & Accommodation Partners

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### Historic Places & Heritage Sites







# The Food Movement





# Parks & Outdoor Spaces









## Local Business Community





### Civic Organizations & Arts Councils





### **THANK YOU!**

**RICHARD PETERSON, PRESIDENT & CEO** 

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