

Overview of the Historic/Cultural Traveler

**source--2003 Travel Industry of America's "The Historic/Cultural Traveler*

Cultural, arts and historic and heritage activities are quite popular among US travelers today. Of 81% of U.S. adults who took at least one trip of 50 miles or more, one way away from home in the past year included at least one such activity or event while traveling. This represents one in five of all domestic person-trips.

Nearly half of all adults who traveled in the past year report that they attended a performing arts event during any past-year trips.

Four in ten adults who traveled in the past year report they visited a designated historic site, such as a building, landmark, home or monument.

Historic/cultural trips are more likely than the average U.S trip to include higher spending.

- They are also more likely than average to last seven nights or more and include a stay at hotels, motels or bed and breakfasts.
- On average, excluding transportation, historic/cultural travelers spend \$623 per trip versus \$457 per trip of the average traveling household.
- Many say a specific historic or cultural activity was the main reason for taking a historic/cultural trip.
- Four in ten historic cultural travelers say they extend the duration of their trip because of an historic or cultural activity.

Historic/cultural travelers want to enrich their lives with new travel experiences. Most agree that trips where they can learn something new are more memorable to them. Over half agree that they have hobbies or interests that influence their travel plans and that they enjoy going to places that are popular with local residents.

- Three in ten of historic/cultural travelers say the destination of their most recent trip was influenced by a specific historic/cultural activity.
- One in five say that the timing of their most recent trip was influenced by activities at a destination.

Historic/cultural trips are more often generated by Baby Boomer households and by households that are educated and/or affluent.

- Four in ten historic/cultural trips are taken by Baby Boomer households (aged 35-54).
- Six in ten historic/cultural trips are generated by households with a college degree and a third by households with an annual household income of \$75,000 a year or more.
- One third are generated by households with children

Most historic and cultural travel is by auto.

The South Atlantic, Pacific and East North Central areas of the U.S. are the most popular destinations for historic/cultural travel.

Aside from "word of mouth" resources, historic/cultural travelers most often look at Internet websites to gather travel information.

Many historic/cultural travelers plan trips at the "last minute."—within one month of taking their most recent trip.