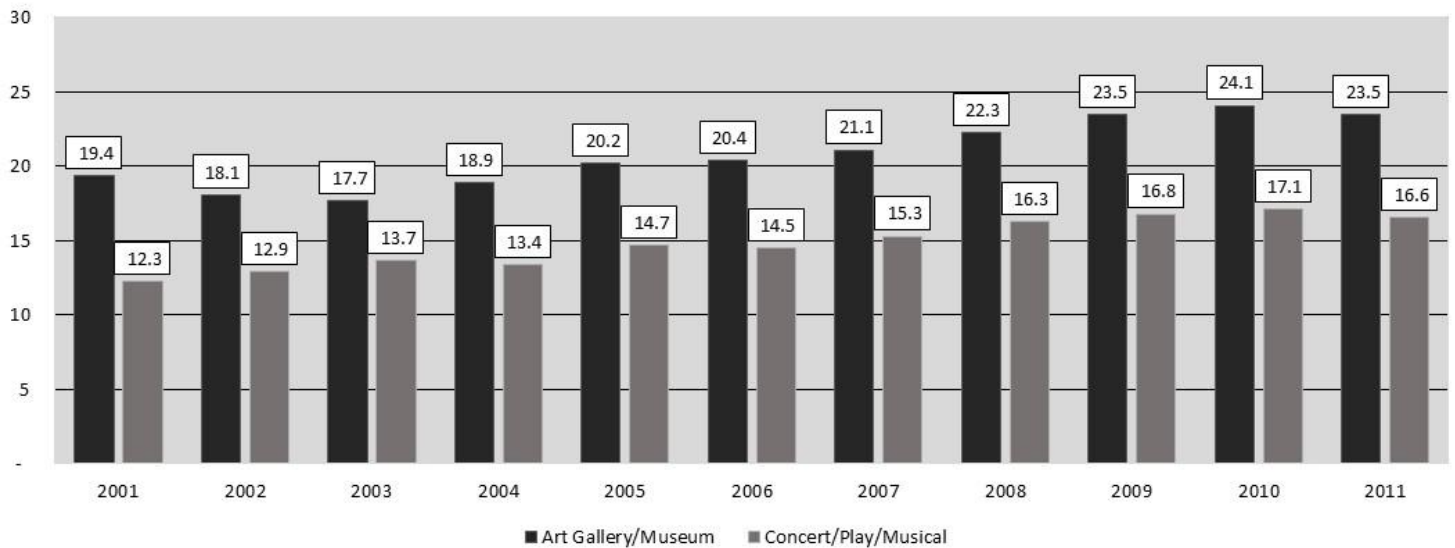




Arts Facts . . . Cultural Tourism

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

The Percentage of Foreign Visitors Participating in Arts & Culture While Visiting the U.S.



U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. Over the past decade, 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, according to International Trade Commission in the Department of Commerce. Arts destinations help grow the economy by attracting foreign visitor spending—effectively making the arts an export industry.

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 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 5.6 million travelers, or one in three international tourists.

Cultural tourism is the most frequently used marketing strategy by national tourism organizations. Marketing of cultural destinations and events accounts for the largest portion of all marketing expenditures (26 percent) by tourism organizations, according to the U.S. Travel Association.

More than two-thirds (68 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 2012. This equates to **116 million** cultural travelers. Of this group, 28 percent (**32.5 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, 40 percent did so by one or more nights.

America's arts industries have a growing national audience. U.S. exports of arts goods (e.g., movies, paintings, jewelry) increased from \$64 to \$72 billion between 2010 and 2011, up 11 percent. With U.S. imports at just \$25 billion, the arts achieved a \$47 billion trade surplus in 2011.

Sources: Mandala Research, 2013; U.S. Travel Association; U.S. Department of Commerce, 2012.