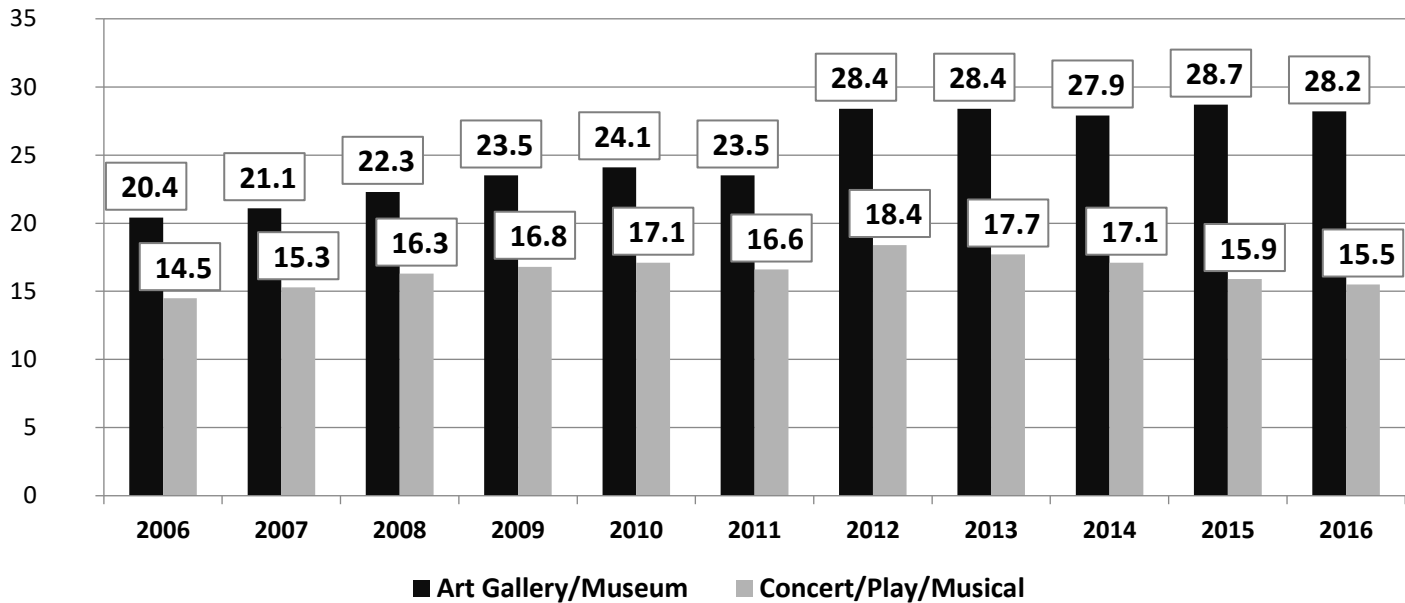




Arts Facts . . . Cultural Tourism

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

Percentage of Foreign Visitors Participating in Arts & Culture While Visiting the U.S. 2006-2016



U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. In 2016, 28 percent of overseas visitors went to an art gallery or museum, while 16 percent attended a concert, play or musical during their visit, per the 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. In 2016 the overseas cultural tourist’s median length of stay was 11 nights (for business travelers the median was 7). 88 percent of cultural heritage travelers went shopping, and 38 percent visited more than one state (compared to 79 percent and 26 percent of business travelers respectively).

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.

The United States has exported more arts and cultural goods and services than it imported since 2006, including during the Great Recession. In 2014, the arts netted a \$26.4-billion-dollar trade surplus. The arts have outperformed the overall U.S. Balance of Trade—increasing its surplus tenfold from 2006 to 2014—while U.S. goods and services trade as a whole has registered a deficit every year over the same period.

Sources: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis, 2017; Mandala Research, 2013; U.S. Travel Association.