



NEWS RELEASE

For Immediate Release

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New Findings in 2013 Cultural & Heritage Traveler Study

Hilton Head Island, SC. – The U.S. Cultural & Heritage Tourism Marketing Council has released the 2013 Cultural & Heritage Traveler Study, the second segmentation study of U.S. Cultural and Heritage Travelers. The study, conducted by Mandala Research & Consulting, updates and compares the initial study on the Cultural & Heritage Traveler released in 2009. These new measurements highlight the changes and consistencies over the past 4 years in cultural and heritage travel in the United States and among the profiled segments of cultural travelers. The study also provides new insight into the economic value of the cultural traveler to travel-related companies and destinations.

Additional partners in fielding this study were the Americans for the Arts, Shop America Alliance, and Las Vegas Convention & Visitors Authority. The goal of all in participating in this study was to gain a better understanding of the cultural and heritage traveler. These findings help to hone the marketing strategies necessary to attract this lucrative travel segment. Another benefit of this survey is that it confirms that the cultural and heritage traveler is the most productive travel segment of the travel industry, generating over 90% of the economic benefit of all U.S. leisure travelers.

The new study shows that 60% of travelers say they are likely to take a cultural/heritage trip, up from 51% in 2009. They are also spending more. Total trip spend in 2013 is \$1,319 versus \$994 in 2009.

Key data and insights in this report include:

- * Psychographics & Demographics
- * Trip planning and travel behavior
- * Devices used to research, book and find information while traveling
- * Levels of involvement in cultural activities and overlap across activities
- * Traveler's definition of "cultural" activities and travel and its importance
- * Generational differences in cultural travel preferences (Millennial, Gen X, and Boomers)
- * Overall economic value of this segment to the marketplace

The data from this second study confirms many of the findings from the first study about the cultural traveler's interests and travel styles. With the release of this 2013 report, trends and shifts in travel behaviors and preferences since 2009 have been identified. In addition, the 2013 report includes new data and insights related to devices travelers use for travel research, booking and finding information while traveling.

"Capturing this information about this affluent and active travel segment enables us to more effectively target limited marketing dollars to grow this market. It provides unique insights to help us fine-tune marketing and communications outreach to cultural travelers," said Sheila Armstrong, President of the U.S. Cultural & Heritage Tourism Marketing Council. "By conducting this survey, we can better assist communities and sites in developing cultural and heritage tourism strategies and tactics. This will result in higher visitation and ultimately deliver a more positive impact on the employment and economic health of these destinations."

For more information about the study or to purchase the full study, contact Laura Mandala, President of Mandala Research at laura@mandalaresearch.com or call 703.798.5452.

For more information about the U.S. Cultural & Heritage Tourism Marketing Council, contact Sheila Armstrong, President, at sarmstrong@culturaltraveler.com or call 843.341.6392.

About Mandala Research

Mandala Research & Consulting, a nationally recognized firm specializing in travel and tourism, was responsible for fielding the research, as well as the methodological design, data analysis, and dissemination of the results. For more information, visit MandalaResearch.com or call 703.798.5452.

About the U.S. Cultural & Heritage Tourism Marketing Council

The US Cultural & Heritage Tourism Marketing Council (USCHT) is a travel trade association with a mission to market U.S. cultural and heritage tourism experiences. USCHT represents leading U.S. tourism destinations, attractions and travel partners engaged in marketing U.S. cultural and heritage to travelers throughout the United States and around the world, co-produces the annual ONE Travel Conference, the SASI-ONE Awards and *The Cultural Traveler* guidebook and sponsors market research on the Cultural and Heritage Traveler. For more information, visit TheCulturalTraveler.com or call 843.341.6392.