68% of tourism

Cultural heritage and history drive over two-thirds of all of the tourism in the United States.

Cultural tourists spend 60% more than other tourists.

Research shows that cultural tourists spend nearly twice as much while traveling as other tourists do—on average of around $1,000 versus $600 per trip—providing important additional economic impacts to destination communities.

Cultural heritage accounts for 68% of all tourism.

When combined with tourism, arts and cultural heritage can be a significant economic catalyst. 68% of long-distance (over 50 miles) American travelers say they included a visit to an arts/cultural heritage site during their trip.

The arts help grapple with complex heritage and history while preserving it.

Artistically preserving heritage can help reconcile difficult history, encourage self-expression, and aid family healing in service to community empowerment and change.

Cultural tourism may be a secret to peace (no, really).

A growing body of literature connects culturally-based tourism to "soft diplomacy," and highlights the strong links between cultural exchange and increased intercultural dialogue, mutual understanding, political stability, and peacebuilding.


Americans for the Arts.


READING LIST

Arts Facts: Cultural Tourism (2018)

Americans for the Arts, 2018
Publication Year: 2018

This one pager prepared in 2018 by Americans for the Arts provides an overview of the benefits of Cultural Tourism in the United States and includes the percentage of foreign visitors participating in arts & culture while visiting the U.S.

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The Cultural and Heritage Traveler Study

McCormick, Rosemary McCormick, Rosemary

The primary objective of MSA’s travel and tourism white paper series is to provide education and resources to increase visitation to museums and increase business at museum stores.

How the Arts and Cultural Sector Strengthen Cultural Values and Preserve Heritage and History

American Planning Association

This is one of several briefing papers created by the APA's Planning and Community Health Research Center on how planners use arts and culture to achieve economic, social, environmental, and... Show More ▼ community goals.

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ORGANIZATIONS

CREATIVE FORCES: NATIONAL ENDOWMENT FOR THE ARTS MILITARY HEALING ARTS NETWORK

The Network serves active military personnel and veterans by bringing arts therapists into the core of patient-centered care. Service members use visual arts therapy, music therapy, and therapeutic writing to help address emotional, physical, and neurological challenges.

NATIONAL ENDOWMENT FOR THE ARTS

Established by Congress in 1965, the NEA is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their
imaginations, and develop their creative capacities.

NATIONAL ENDOWMENT FOR THE HUMANITIES

THANK YOU TO OUR SPONSORS

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