**THE ARTS + FACT SHEET**

**HERITAGE TOURISM AND RURAL ECONOMIC DEVELOPMENT**

**IMPACT POINTS**

**68% of tourism**

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

**Arts and cultural economic activity accounts for 4.9% of the total U.S. GDP.**

Research from the U.S. Bureau of Economic Analysis shows that the arts drive 4.9% of the U.S. GDP, generating $736.6 billion in 2015.

**Cultural tourists spend 60% more than other tourists.**

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

**The arts engage tourists of all ages.**

Attracting tourists across the age spectrum is central to a community's tourism economy. Engagement in arts and cultural interests rate high for Millennials (73%), Boomers (64.8%), and Gen Xers (67.8%).

**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.

**16% of communities reinvest tourism revenues directly into culture.**

Increasingly, communities recognize that tourism benefits from the arts and are increasing money available for local arts agencies. 16% receive funding from local hotel/motel taxes.


**READING LIST**

**Monograph: Cultural Tourism: Bridging America Through Partnerships in Arts, Tourism and Economic Development**

Glickman, Louise, Volume 1, Number 1

**Publication Year:** 1997

To build a long-lasting relationship, culture and tourism must join hands in collaboration, implementation and communication.

**Strengthening Rural Economies through the Arts**

NGA (National Governors Association) Center for Best Practices, Electronic Edition

Many states have created arts-based economic development strategies to support rural communities across the who are confronting economic development issues.

**Cultural Tourism: Attracting Visitors and Their Spending**

Hargrove, Cheryl Hargrove, Cheryl

**Publication Year:** 2014

Americans for the Arts has commissioned five essays spanning the intricacies of arts, entertainment, and cultural districts specifically for policymakers, arts leaders, planning professionals, community development practitioners, and others who... Show More [] are Show Less []

**ORGANIZATIONS**

**AMERICAN ALLIANCE OF MUSEUMS**

The American Alliance of Museums' mission is to champion museums and nurture excellence in partnership with our members and allies.

**AMERICANS FOR THE ARTS**
Washington, District of Columbia

Americans for the Arts is a nonprofit organization that advances the arts and arts education advocacy in America.

CULTURAL TOURISM ALLIANCE

The Cultural Tourism Alliance is a group of tourism marketing professionals who share the vision and challenge of increasing tourism to towns, cities, regions, and states in the United States through the promotion of authentic and unique cultural and heritage offerings.

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