

Arts + Social Impact Explorer Fact Sheet

ARTS + TOURISM

IMPACT POINTS

68% OF TOURISM IN U.S. DRIVEN BY ART

The arts, cultural heritage, and history drive over two-thirds of all of the tourism in the United States.¹

35.3 MILLION TRAVEL FOR THE ARTS

The arts drive travel planning. 35.3 million adults say that a specific art, cultural, or heritage event or activity influenced their choice of destination.²

CULTURAL TOURISTS SPEND 2X MORE

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.³

68% INCREASE IN EMPATHY FOR OTHER CULTURES

Research shows that 68 percent of travelers say that traveling to another culture increases their empathy, and 77 percent say they can communicate better with different types of people after traveling.⁴

ARTS ENGAGE TOURISTS OF ALL AGES

Attracting tourists across the age spectrum is central to a community's tourism economy. Engagement in arts and culture interests rate high for Millennials (73 percent), Boomers (64.8 percent), and Gen Xers (67.8 percent).⁵

CULTURAL TOURISM = INCREASED PEACE

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 peace-building.⁶

16% INVESTMENT OF LOCAL TAXES FOR CULTURE

Increasingly, communities recognize that tourism benefits from the arts and are increasing money available for local arts agencies. Sixteen percent of local arts agencies receive funding from local hotel/motel taxes.⁷

OVERVIEW

Tourism is a business that contributes economically and socially to our communities, and cultural tourism is even better business. According to the Americans for the Arts' Arts & Economic Prosperity 5 study, arts and culture travelers stay longer and spend more than other travelers, resulting in a strong economic impact for the communities with arts and culture offerings.

In addition, cultural tourism—whether you're heading to the next town over or halfway around the world—inspires connection, empathy, and a renewed appreciation for the ways of others. Communities understand the role that arts and culture have in strengthening tourism, regional identity, and person-to-person connection. Increasingly, municipal governments have allocated local hotel/motel taxes to the arts, encouraging growth and continued investment.

The arts are the fourth largest driver of tourism and influence decisions made when planning travel. Experiences can include brick-and-mortar establishments (e.g., museums and theaters) along with transitory events (e.g., festivals and community projects). They appeal not only to domestic audiences but also to foreign ones, with a significant number traveling specifically to experience new cultures.

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for the
ARTS



EXAMPLES OF PRACTICE

African American Music Trails of Eastern North Carolina, Asheville, NC



African American Music Trails helps travelers explore African American music in eastern North Carolina. Researchers, writers, and photographers have worked with local residents and arts organizations to provide in-depth insiders' views of music and musicians.

africanamericanmusicnc.com
michelle.lanier@ncdcr.gov

image: Gospel singer Latisha Scott and the Edgecombe County High School Band. Photo by Titus Brooks Heagins for the North Carolina Arts Council.

Downtown Fort Collins Creative District, Fort Collins, CO



The Downtown Fort Collins Creative District is part of the Colorado Creative Industries Creative District. It features art galleries, musical venues, theaters, and public art, as well as housing, restaurants, breweries, and other locally owned businesses.

dfccd.org

image: Artist Rachel Herrera painting the DFCCDC buildings. Photo by Summit Studios.

Wyoming County Rural Arts Initiative (WCRAI), Warsaw, NY



WCRAI funds artistic microenterprises and small businesses to increase tourism to the Finger Lakes Region of New York. Started in 2016, several artists have already opened shops or increased production in towns throughout the county.

wyochamber.org/about-wyoming-county/arts-and-culture/wyoming-county-rural-arts-initiative
sgardner@wyochamber.org

image: Wyoming County Rural Arts Initiative project funding recipient Robert Doyle at his photography studio speaking with colleagues about their work in July 2017. Photo courtesy of Leslie Locketz.

The City of Providence Department of Arts, Culture, and Tourism, Providence, RI



The Providence Department of Art, Culture + Tourism (AC+T) ensures the continued development of a vibrant and creative city by integrating arts and culture into community life while showcasing Providence as an international cultural destination.

<http://www.providenceri.gov/art-culture-tourism/>
sfortunato@providenceri.gov

image: People in the PVD Fest 2017 parade. Photo by Erin Smithers.

top image: PVD Fest in Providence, RI

REFERENCES

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3. ABS. (2013) Arts and Culture in Australia: A Statistical Overview, 2012. Statistics retrieved 16 May 2018 from <http://artfacts.austriacouncil.gov.au/overview/global-13/ov-fact48/>.

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6. Carbone, F. International Tourism and Cultural Diplomacy: A New Conceptual Approach Towards Global Mutual Understanding and Peace through Tourism. (2017) Tourism, 65(1), 61-74. Retrieved 15 May 2018 from <https://hrcak.srce.hr/file/263329>.

7. Americans for the Arts. (2016). Local Arts Agencies in America: 2016 [Electronic version]. Retrieved 3 March 2018 from http://www.americansforthearts.org/sites/default/files/25%20Highlights%20from%20the%202015%20LAA%20Census_0.pdf



READING LIST

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



This Americans for the Arts monograph features issue papers on how collaboration, implementation, and communication help build long-lasting relationships between tourism and culture.

<https://www.americansforthearts.org/node/87668>

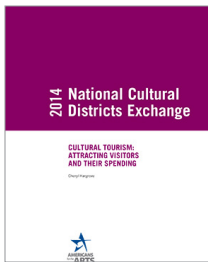
Understanding the Critical Issues for the Future of Travel and Tourism



This report from the World Travel & Tourism Council looks at the impact of environmental and sustainability issues on the future of global tourism.

<https://www.americansforthearts.org/node/100858>

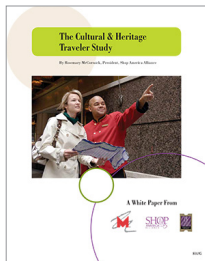
Cultural Tourism: Attracting Visitors and Their Spending



This research paper, commissioned for the National Cultural Districts Exchange, outlines definitions and strategies related to cultural tourism as it relates to arts and culture districts.

<https://www.americansforthearts.org/node/93990>

The Cultural & Heritage Traveler Study



The seventh in a series of white papers provides education and resources to increase visitation to museums and increase business at museum stores.

<https://www.americansforthearts.org/node/100857>

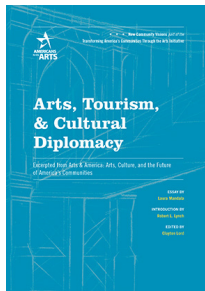
Tourism as a Driver of Peace



Countries with a more open and sustainable tourism sector tend to be more peaceful. This research from the World Travel & Tourism Council looks for the first time at the empirical links between tourism and peace.

<https://www.americansforthearts.org/node/100854>

Arts, Tourism, & Cultural Diplomacy



This essay by Laura Mandala in Arts & America; Arts, Culture, and the Future of America's Communities looks at the changing face of tourism in the United States, trends and associated arts interventions, and the role that the arts may play in positively impacting those changes.

<https://www.americansforthearts.org/node/90693>



ORGANIZATIONS

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.

chtalliance.com

National Trust for Historic Preservation

The National Trust works to save historic places in the United States. It believes that historic places help define and distinguish communities by building a strong sense of identity.

savingplaces.org/historic-sites

Brand USA

Brand USA works in close partnership with the travel industry to maximize the economic and social benefits of travel. These benefits include fostering understanding between people and cultures and creating jobs essential to the economy.

Download factsheets about the tourism of each U.S. state. (https://www.thebrandusa.com/partners/state_fact_sheets)

<https://www.thebrandusa.com/>

US Travel Association

US Travel represents 1,200-member organizations in the travel industry. It provides articles, reports, and toolkits addressing the role of culture in travel.

ustravel.org

CulturalHeritageTourism.org

CulturalHeritageTourism.org provides a platform for cultural heritage and destination tourism professionals to connect and share best practices.

culturalheritagetourism.org

top image: Historic District in Fort Collins, Co

THANK YOU TO OUR SPONSORS



The Arts & Social Impact Explorer was made possible thanks to the generous support of the Mellon Foundation and the National Endowment for the Arts. Additional support provided by the Doris Duke Charitable Foundation.

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Americans for the Arts developed this Fact Sheet as part of the Arts + Social Impact Explorer.

