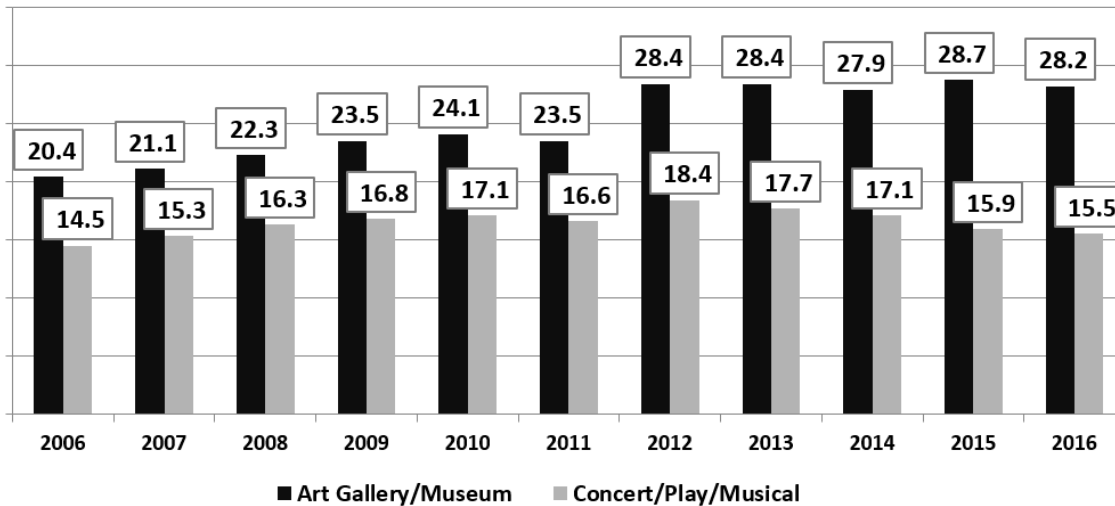




Arts Facts . . . Cultural Tourism

Cultural travelers—both domestic and international—are ideal tourists. They spend more money, stay at their destinations longer, and seek authentic arts and cultural experiences.

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% of overseas visitors went to an art gallery or museum, while 16% attended a concert, play, or musical during their visit, per research by 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% of cultural heritage travelers went shopping, and 38% visited more than one state (compared to 79% and 26% of business travelers, respectively).

More than two-thirds (68%) 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% (**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% did so by one or more nights.

According to [research](#) by the U.S. Bureau of Economic Analysis, the arts registered a \$17.8 billion international trade surplus in 2021 (down from \$28.5 billion in 2020).

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