

The Cultural and Heritage Traveler

2013 Edition

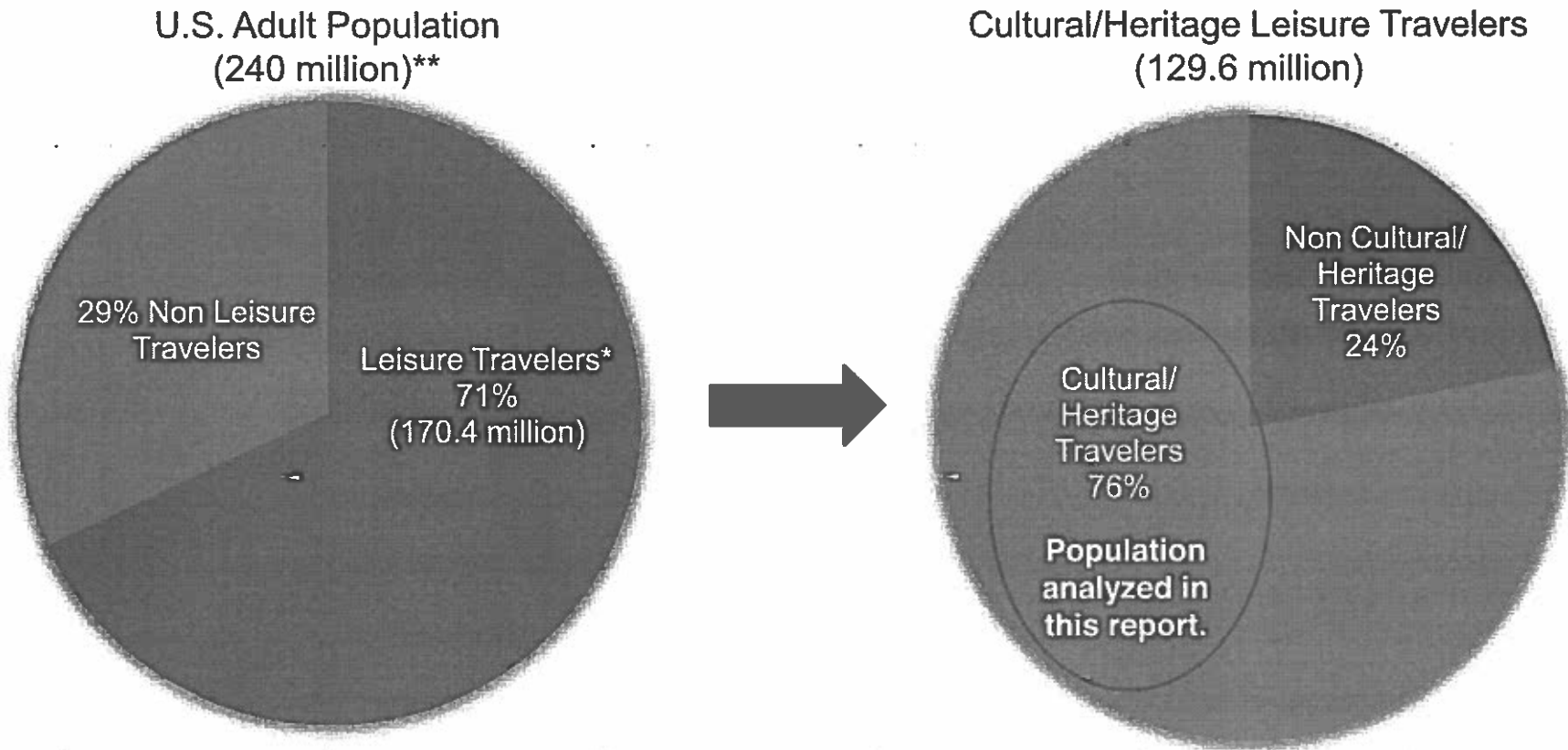
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Sizing the Cultural/Heritage Leisure Travel Market

Leisure Travelers* represent 71% of the U.S. adult population, or approximately 170.4 million Americans. 76% of all leisure travelers (129.6 million) can be defined as cultural/heritage travelers, having participated in cultural/heritage activities on their most recent trip or within the past three years.**

In 2009, 68% of the Adult Population were leisure travelers with 78% of these classified as CH travelers. The growth in the population overall was 15 million, up from 225 million adults in 2009.



*Leisure Travelers: Travelers who have taken at least one trip in the past 12 months for pleasure, vacation or personal purposes within the United States that was 50+ miles away from home one-way OR where the traveler spent at least one overnight and have shared or sole responsibility for travel planning.

**U.S. Census Bureau, 2013.

Overview: Cultural and Heritage Traveler Segments

The five segments that emerge among leisure travelers were based on the level of influence cultural/heritage activities had on their travel decisions. The segments are mutually exclusive and collectively exhaustive. The five segments are outlined below:

Passionate Cultural/Heritage Leisure Travelers: Leisure travelers Cultural/Heritage Leisure Travelers: Leisure travelers who participate in Cultural and Heritage activities to a larger extent than other segments. And for a large percentage of this group, these activities are a driver of destination choice.

- 13% of leisure travelers or 23 million leisure travelers

Well-Rounded/Active Cultural/Heritage Leisure Travelers: Leisure travelers that are open to experiencing all types of activities while on a leisure trip, including cultural and/or heritage activities.

- 14% of leisure travelers or 24 million leisure travelers

Aspirational Cultural/Heritage Leisure Travelers: Leisure travelers who desire to experience and participate in cultural/heritage activities, but have limited experiences with cultural activities during their most recent trip and during the past three years.

- 27% of leisure travelers or 46.3 million leisure travelers

Self-Guided/Accidental Cultural/Heritage Leisure Travelers: Leisure travelers who take advantage of cultural/heritage activities while on a leisure trip, but cultural/heritage activities aren't the driver for their destination choices. They most often prefer exploring small towns, galleries and self-guided historical tours.

- 11% of leisure travelers or 18 million leisure travelers

Keeping it Light Cultural/Heritage Leisure Travelers: Leisure travelers that don't seek out cultural/heritage activities but will attend what they perceive as fun art, cultural and musical events.

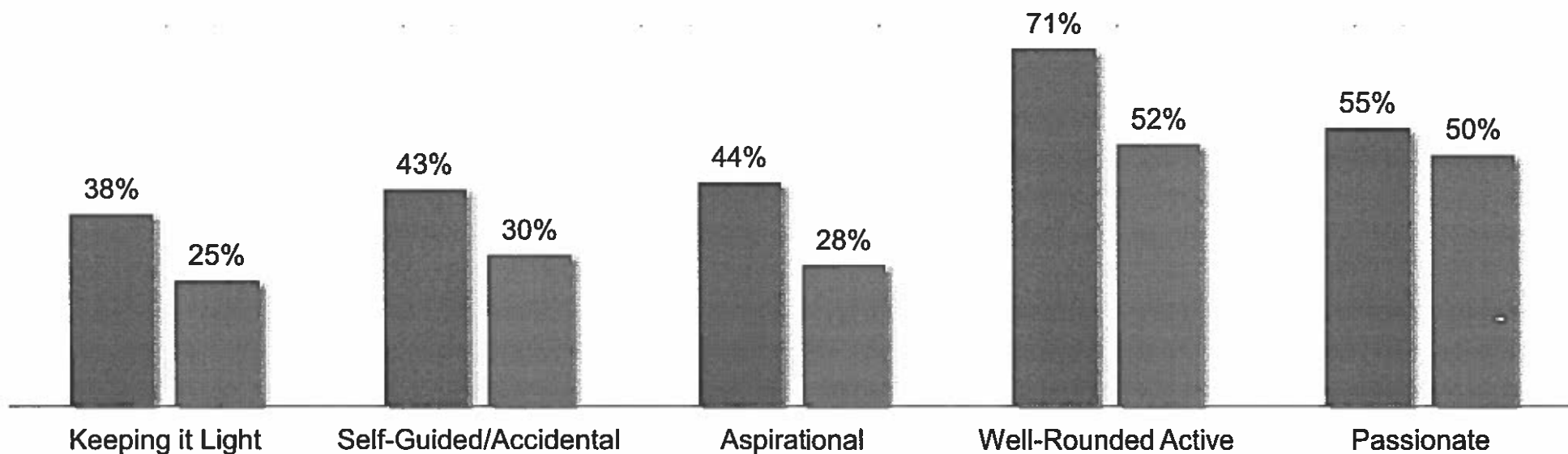
- 11% of leisure travelers or 18.5 million leisure travelers

Awareness of Cultural and Heritage Traveler Term

Awareness of the term "Cultural and Heritage Traveler" increased among all segments. The largest increase in awareness from 2009 to 2013 was among Well-Rounded CH travelers.

Awareness Among CH Segments

■ 2013 ■ 2009

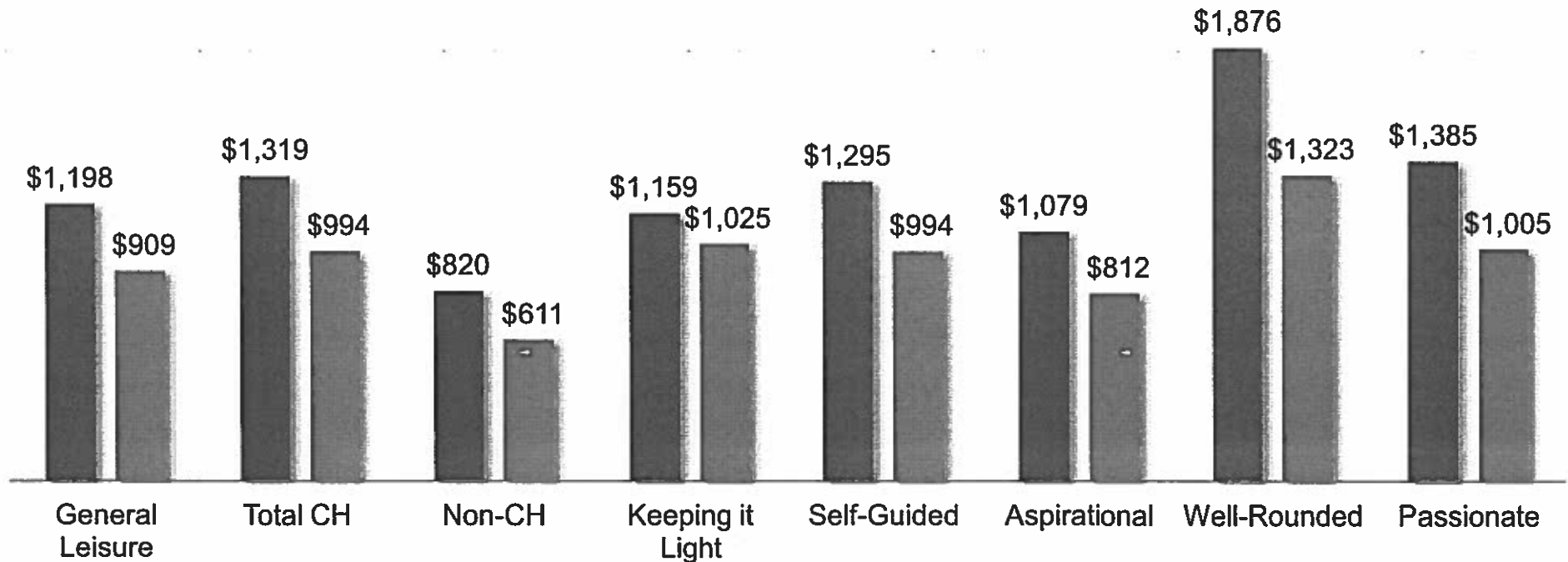


Spending Comparison

Based on self-reported spending data, the amount spent by each of these groups has increased over the period from 2009 to 2013. The largest increases are among Well-Rounded (29%) and Passionate travelers (27%). The smallest increase is among those Keeping it Light at 12%. While the number of leisure trips dropped from 5 to 3.6 during the same period, the increase in spending helped to mitigate the overall financial impact of this drop.

Total Spend

■ 2013 ■ 2009

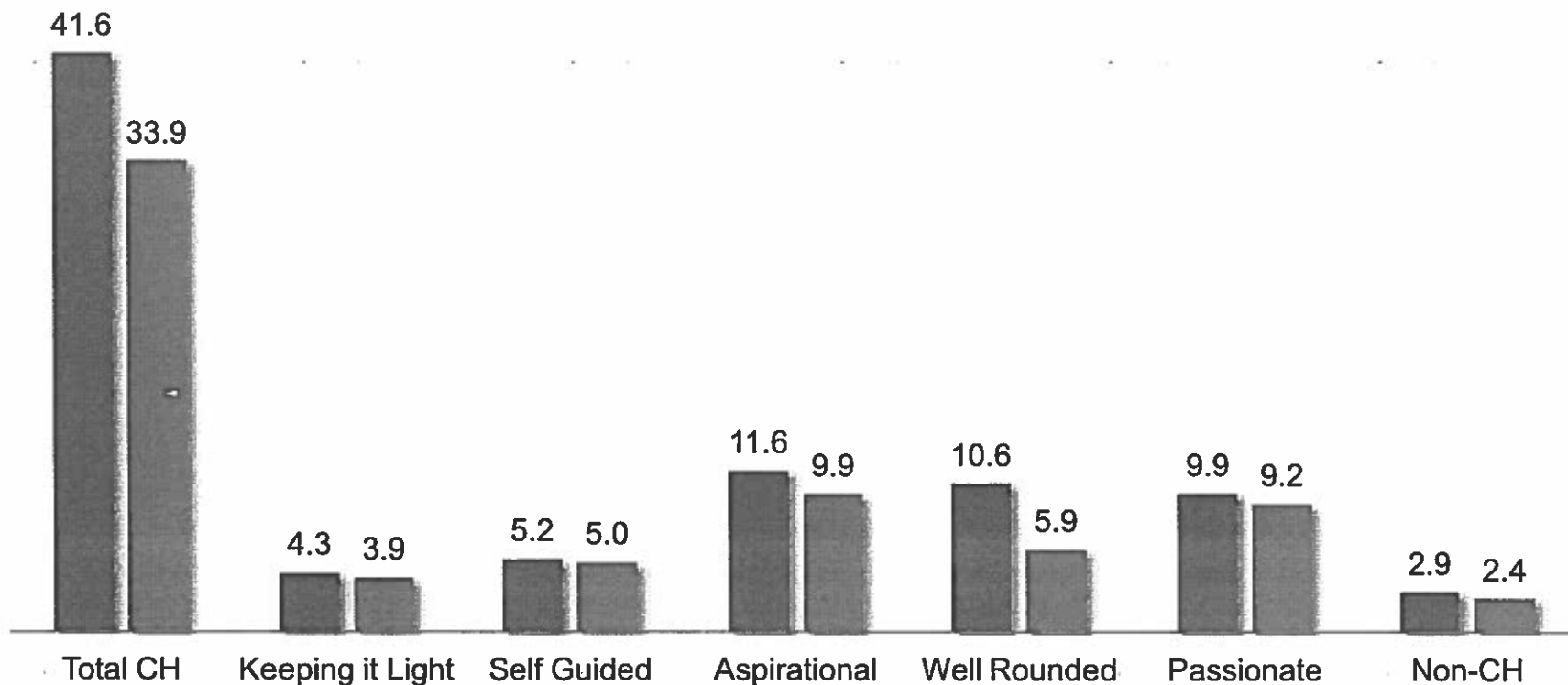


Population Likely to Take a Cultural/Heritage Trip in the Future

Typically there is a gap between what consumers *say* they will do and what they *actually* do. To account for this behavior, the data below has been weighted to project *actual* behavior. In 2013, it is likely that there will be an increase of almost 8 million CH travelers. Of these, the greatest number will be in the Well-Rounded group; this is a positive sign as this group spends the most.

Population in Millions Estimated Likely to Take a CH Trip

■ 2013 ■ 2009



Q43. How likely are you to take a cultural and/or heritage trip in the next 12 months?

Psychographics of Cultural/Heritage Travelers

Passionates seek travel experiences that combine a wide variety of activities such as culture, shopping, nature, exercise and dining (92%). A large majority of Well-Rounded/Actives prefer taking trips that allow them to bring back local and regional memorabilia to share with family and friends. They also view tasting regional wines as an important part of the cultural and heritage experience.

| Top 2 Box (Strongly Agree/Somewhat Agree) | Total | Keeping it Light | Self-Guided/ Accidental | Aspirational | Well- Rounded/ Actives | Passionate |
|--|-------|---------------------|----------------------------|--------------|------------------------------|------------|
| I prefer taking trips that are a combination of a wide variety of activities such as culture, shopping, nature, exercise, and dining | 87% | 89% | 76% | 89% | 86% | 92% |
| I like to bring back local regional memorabilia from the places I visit and share them with my friends and family | 81% | 77% | 72% | 80% | 86% | 87% |
| I believe tasting foods wines of the region I'm visiting is an important part of the cultural and/or heritage travel experience | 80% | 76% | 71% | 79% | 88% | 85% |
| I like to pursue a life of challenge novelty and change | 73% | 64% | 65% | 73% | 82% | 75% |
| I seek travel experiences where the destination, buildings and surroundings have retained their historic character | 72% | 62% | 74% | 68% | 79% | 81% |
| I want my travel to always be educational so I make an effort to explore and learn about the local arts, culture, environment | 66% | 52% | 62% | 66% | 79% | 70% |
| I am willing to pay more for travel experiences that do not harm the environment | 55% | 38% | 39% | 58% | 72% | 58% |
| I spend more money on cultural and/or heritage activities while I am on a trip | 52% | 40% | 43% | 48% | 73% | 56% |
| I often give back by donating money, volunteering etc. to the cultural and/or heritage destinations I have visited | 49% | 37% | 30% | 49% | 71% | 52% |
| I would pay more for lodging that reflects the cultural and/or heritage destination I am visiting | 49% | 31% | 33% | 48% | 69% | 55% |

Potential Spending Impact 2013

Well-Rounded/Active Leisure travelers have the largest potential financial impact on domestic tourism: an estimated \$66 Billion will be spent in 2013 among this leisure traveler segment. Passionate Seekers will have an estimated impact of \$48 Billion. Leisure travelers who participate in cultural/heritage activities make up 76% of the domestic leisure travelers.

| | Leisure Travelers Segmentation Analysis | | | | | | |
|---|---|---------|------------------|------------------------|--------------|---------------------|------------|
| | Total CH | Non-CH | Keeping It Light | Self-Guided Accidental | Aspirational | Well-Rounded Active | Passionate |
| Sample Size | 1,523 | 480 | 217 | 212 | 544 | 278 | 271 |
| Average Amount Total Spend | \$1,319 | \$820 | \$1,159 | \$1,295 | \$1,079 | \$1,876 | \$1,385 |
| Median # Leisure Trips | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| Population (in Millions) | 129.57 | 40.83 | 18.46 | 18.04 | 46.28 | 23.65 | 23.05 |
| Median Household Size | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Estimated Economic Value: (in Billions) | \$170.90 | \$33.48 | \$21.40 | \$23.36 | \$49.94 | \$66.55 | \$47.90 |

Total: \$171 billion attributable to cultural/heritage leisure travelers

Q21A. About how much would you say you, personally, spent in total on this most recent trip (including transportation, lodging, entertainment, food & dining expenses, etc.)? Please include spending on items that you paid for even if they were for other people.

Note: Formula (Average Total Spend * Median Leisure Trips * Estimated Population) / Median Household Size = Estimated Economic value (in Billions); Total Spend, Leisure Trips and Population Estimates Rounded.

Source: USTA 2012 Domestic Travel Statistics used in calculation of estimate.

