



A SNAPSHOT OF: The U.S. Cultural Traveler Market — 2007

Cultural Traveler Definition



- **Overnight Travelers** who visited/attended the following attractions or activities as part of their trips:
 - *Museums*
 - *Art Galleries*
 - *Landmarks/Historical Sites*
 - *Theater/Opera/Dance Symphony performance*

- An analyzable base of 32,631

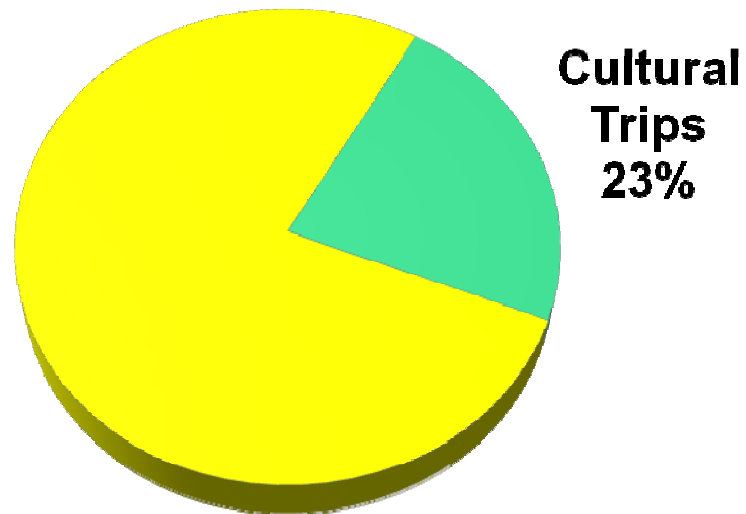


1. The Overnight Cultural Travel Market

Size of the Cultural Travel Market



Total Overnight Trips



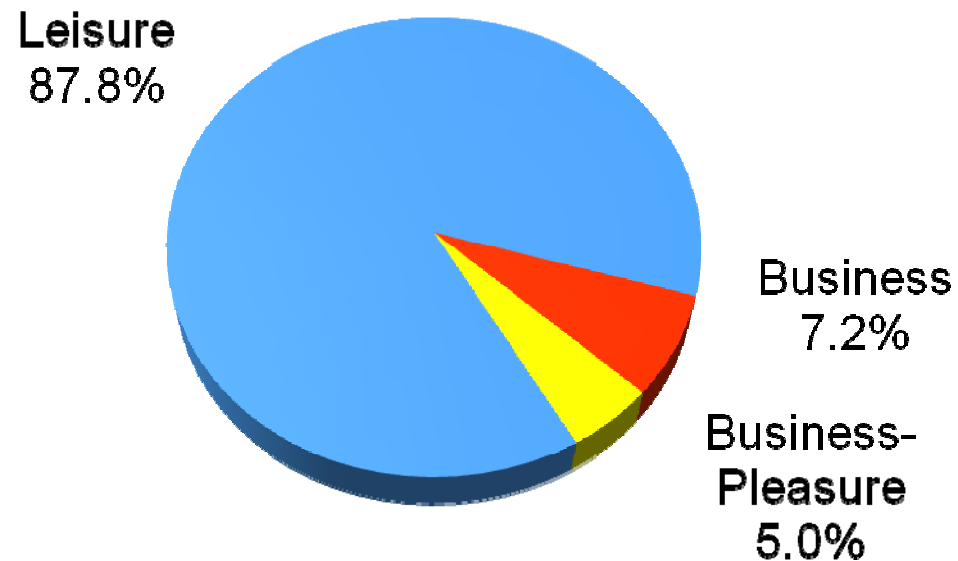
2007 Travel Year

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Cultural Travel Market Segments

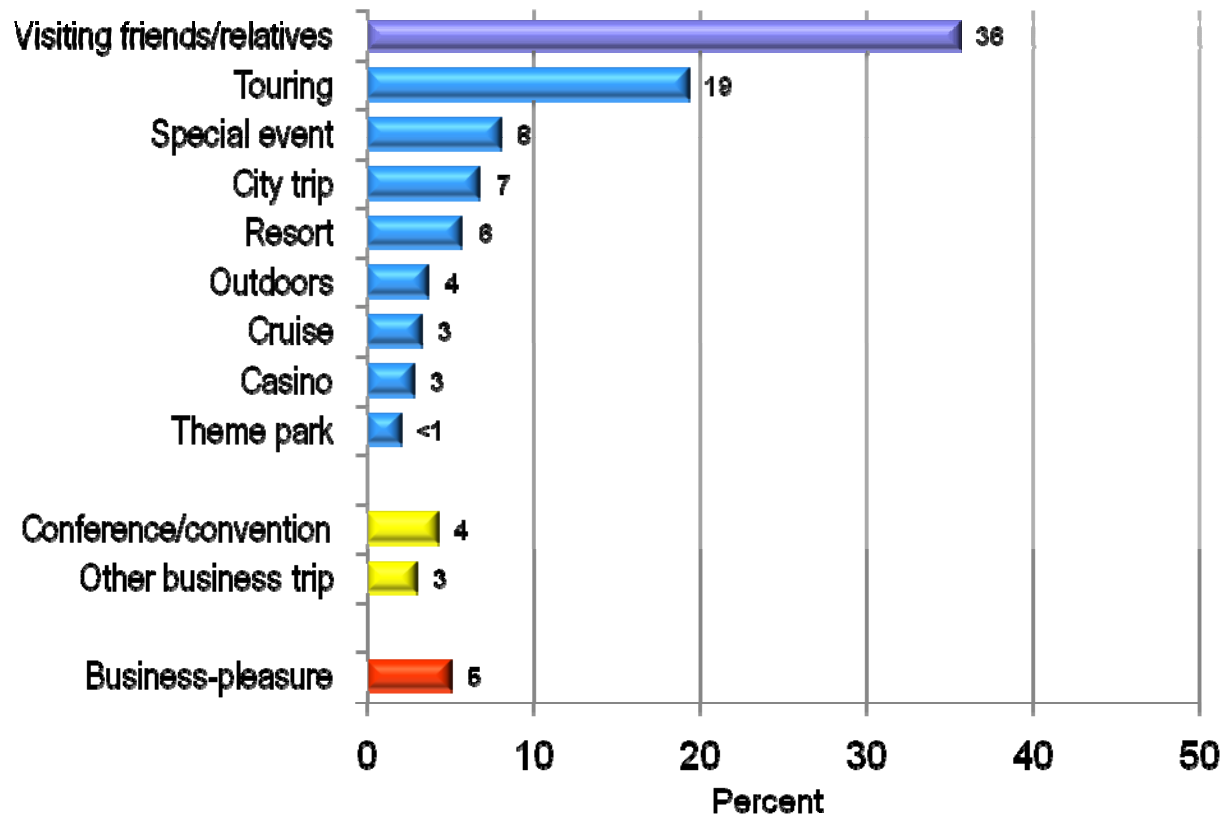


Total Cultural Trips



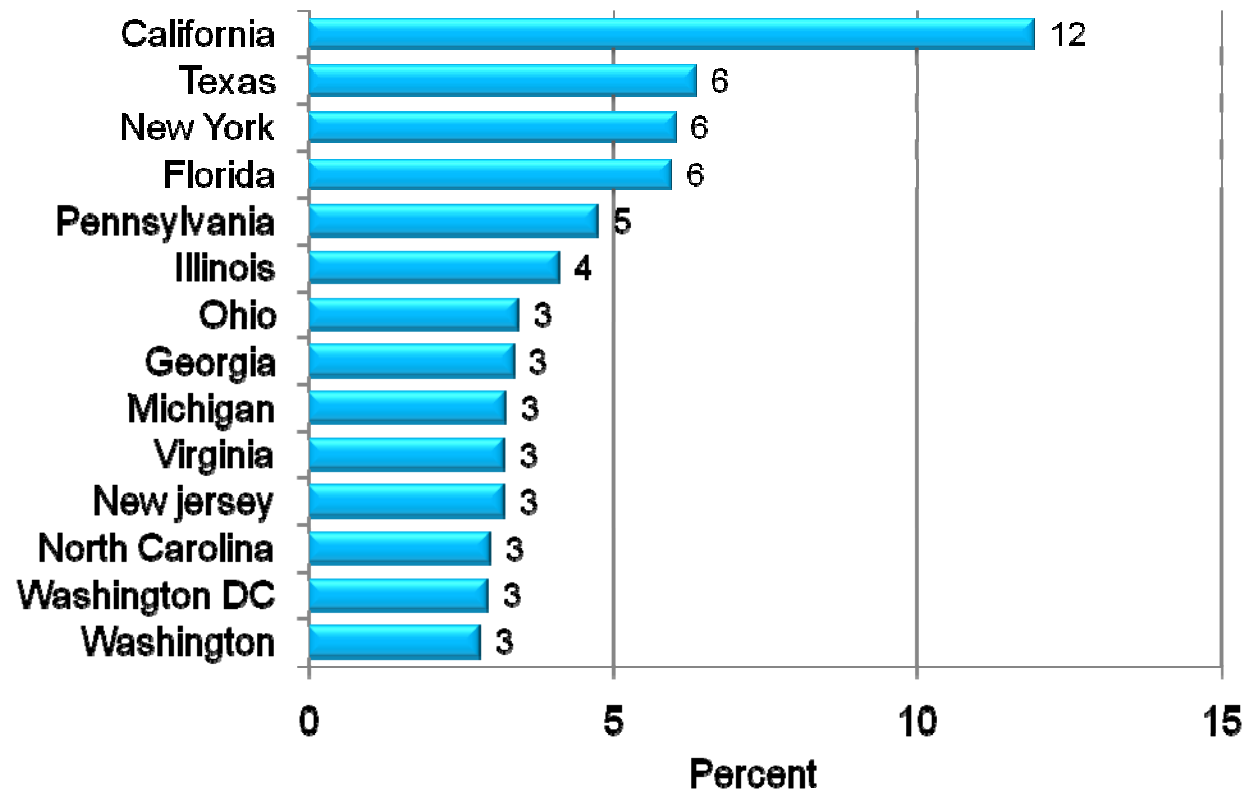
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Cultural Trip Segments



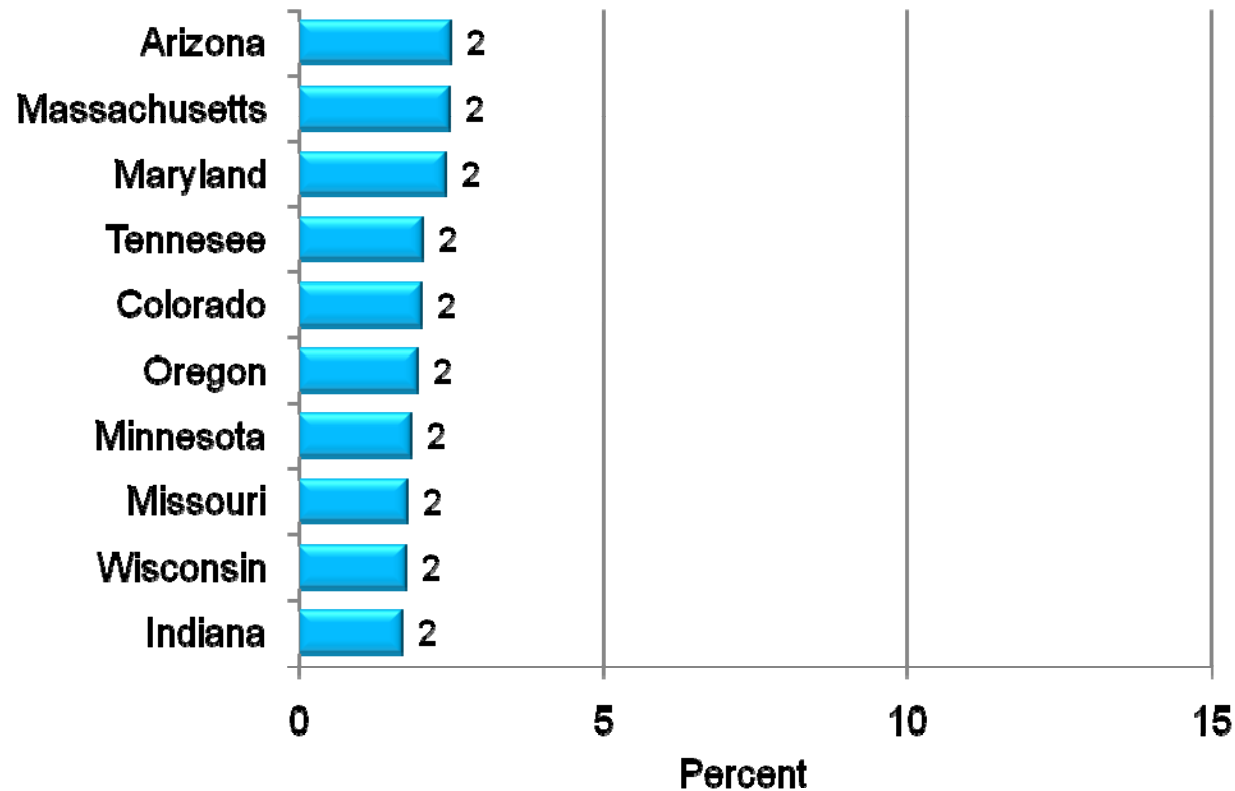
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State Source of Business: Overnight Cultural Trips



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State Source of Business: Overnight Cultural Trips (Cont'd)

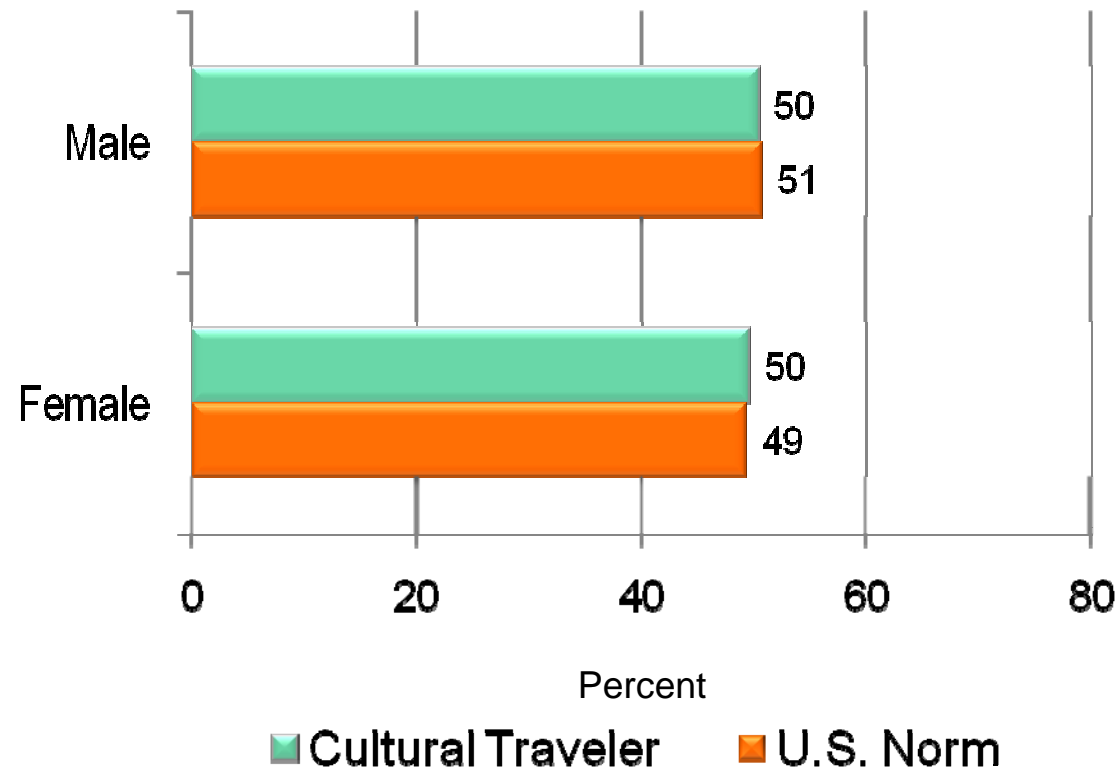


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2. Cultural Traveler Profile

Gender

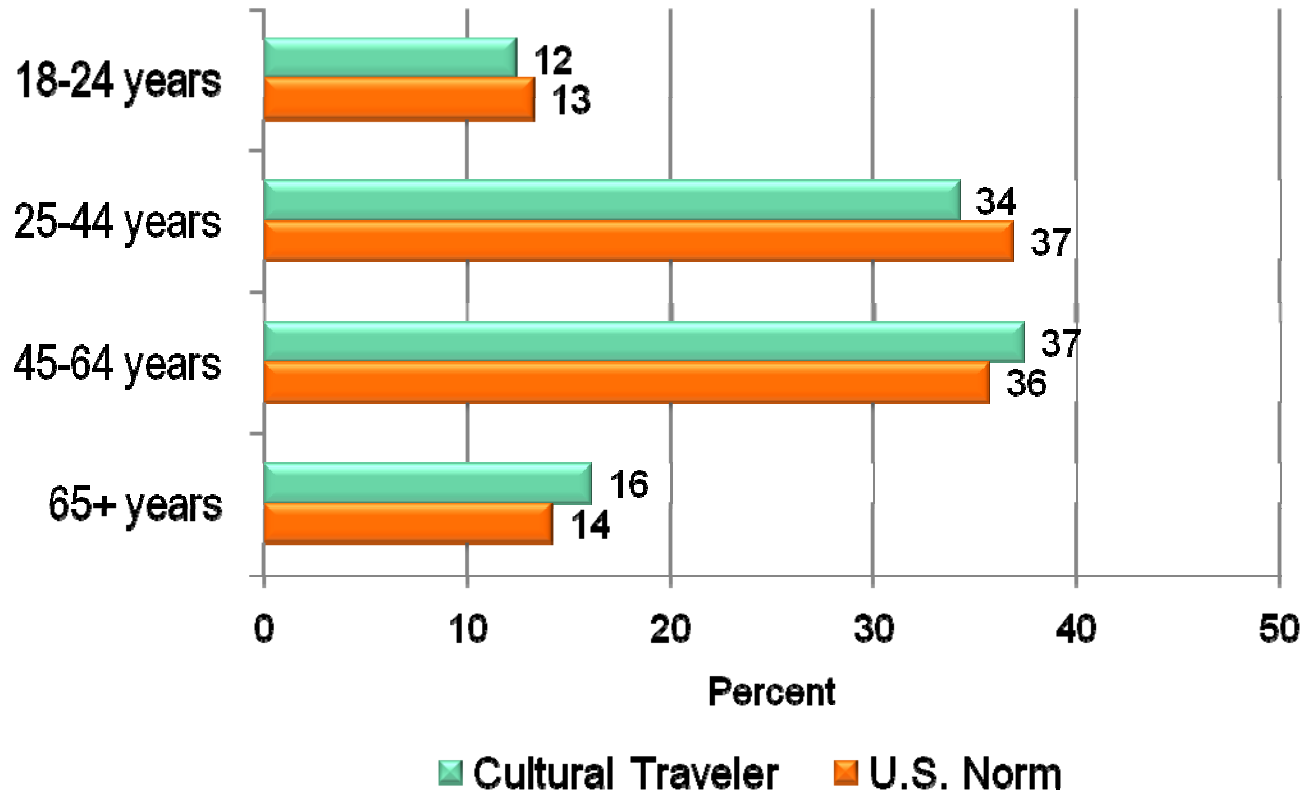


Age



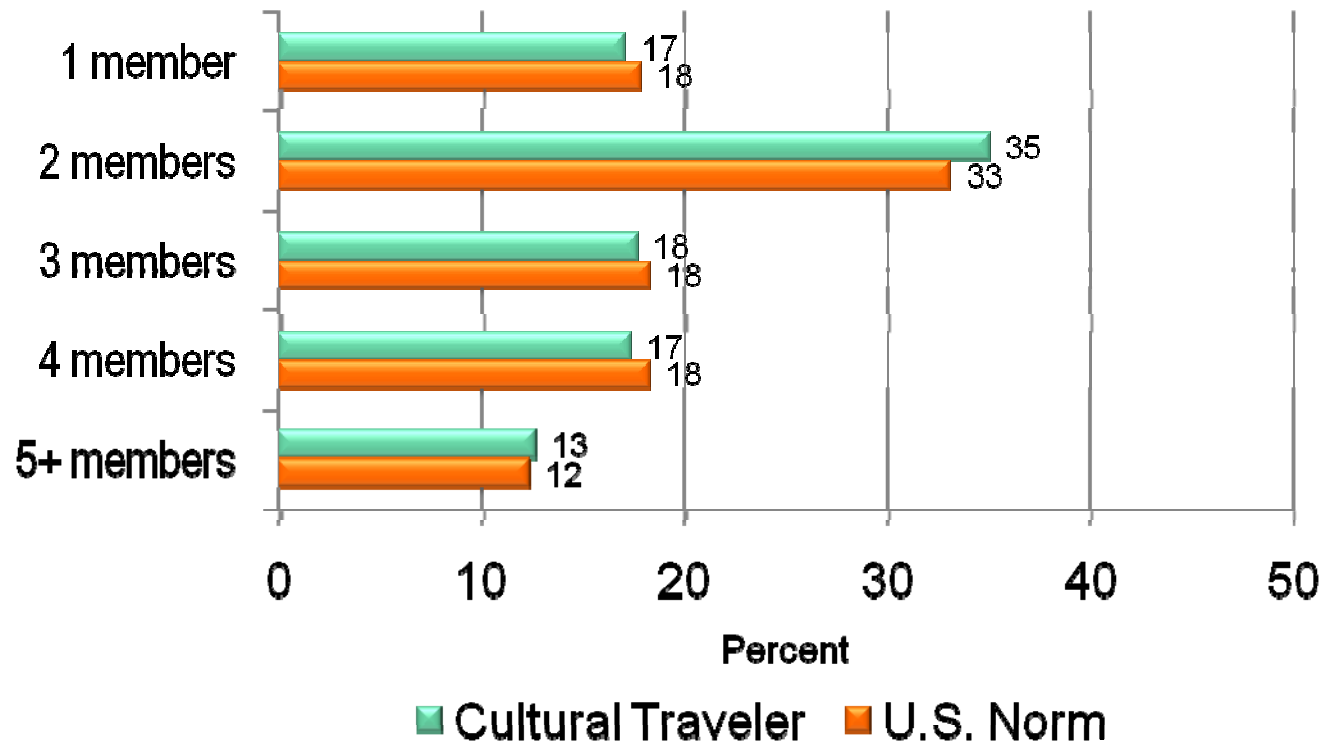
Cultural Ave. = 46.2

US Ave. = 45.0



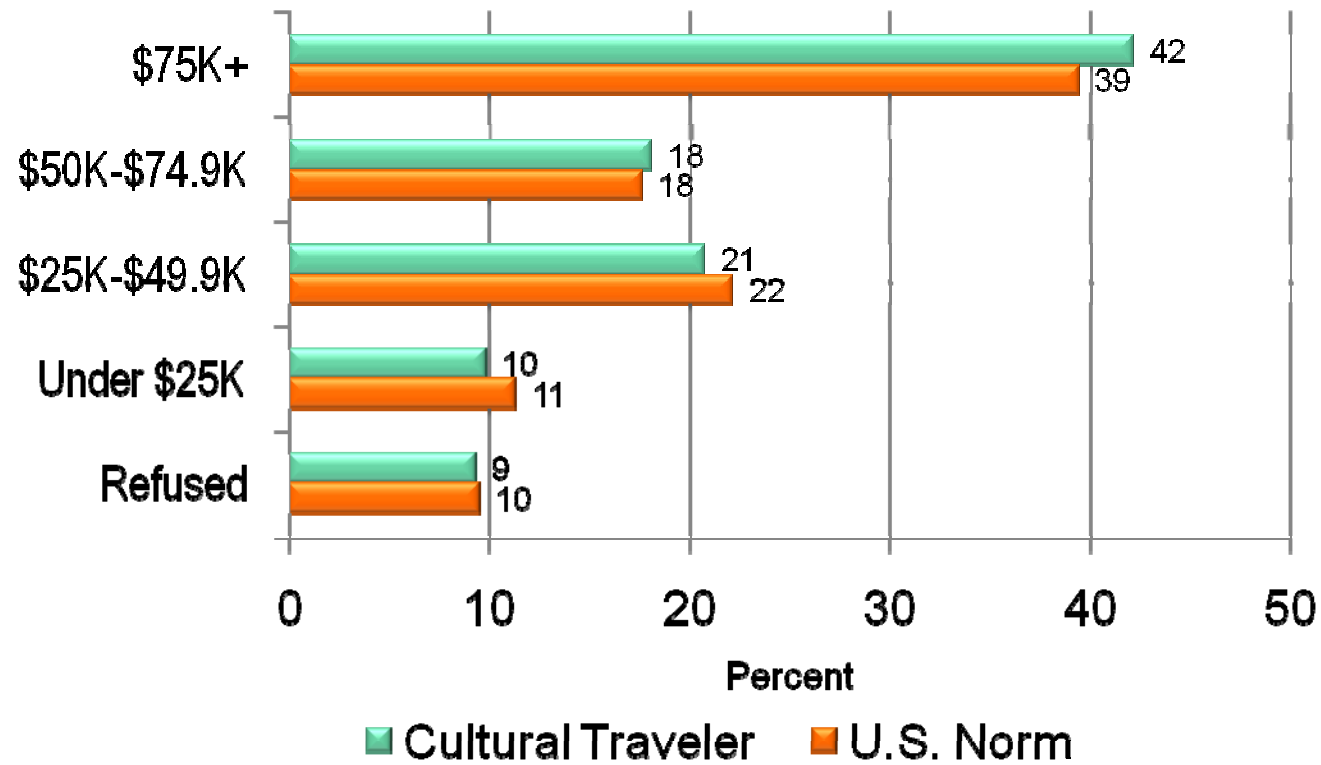
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Household Size



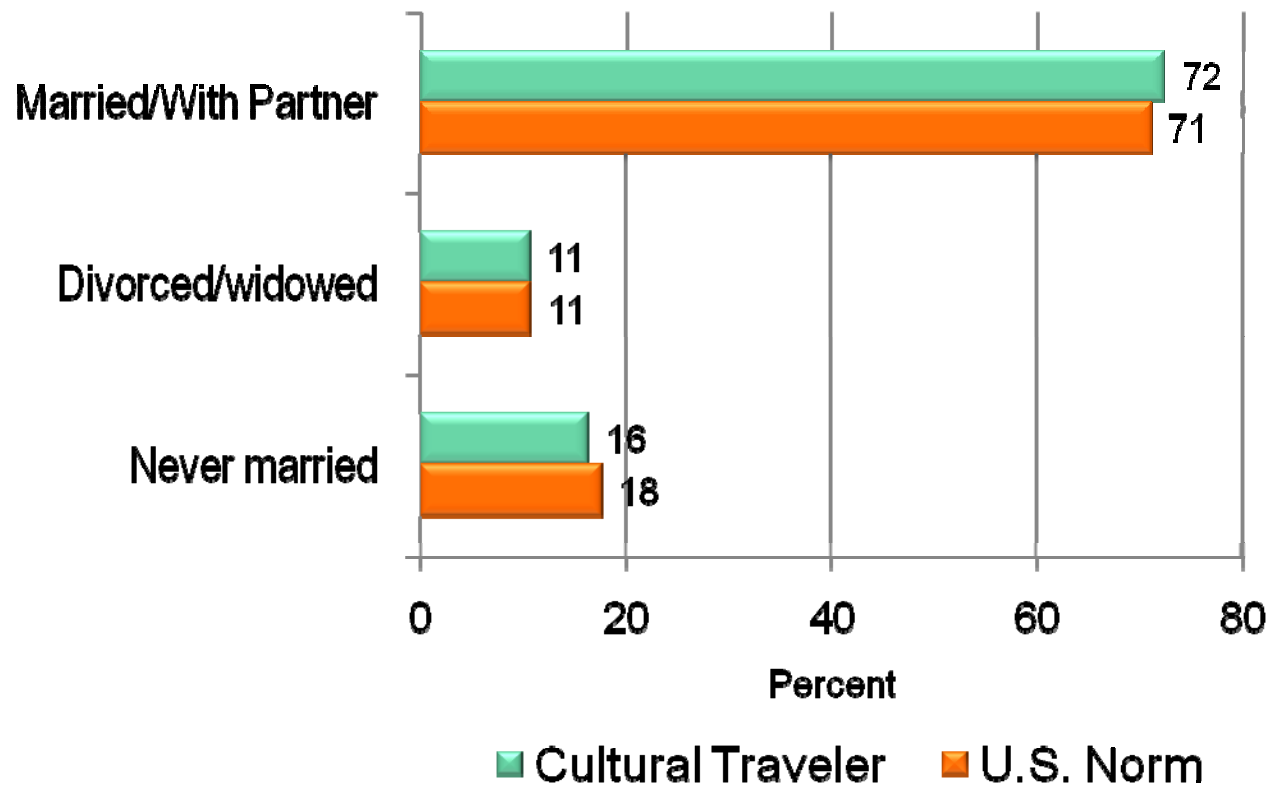
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Income



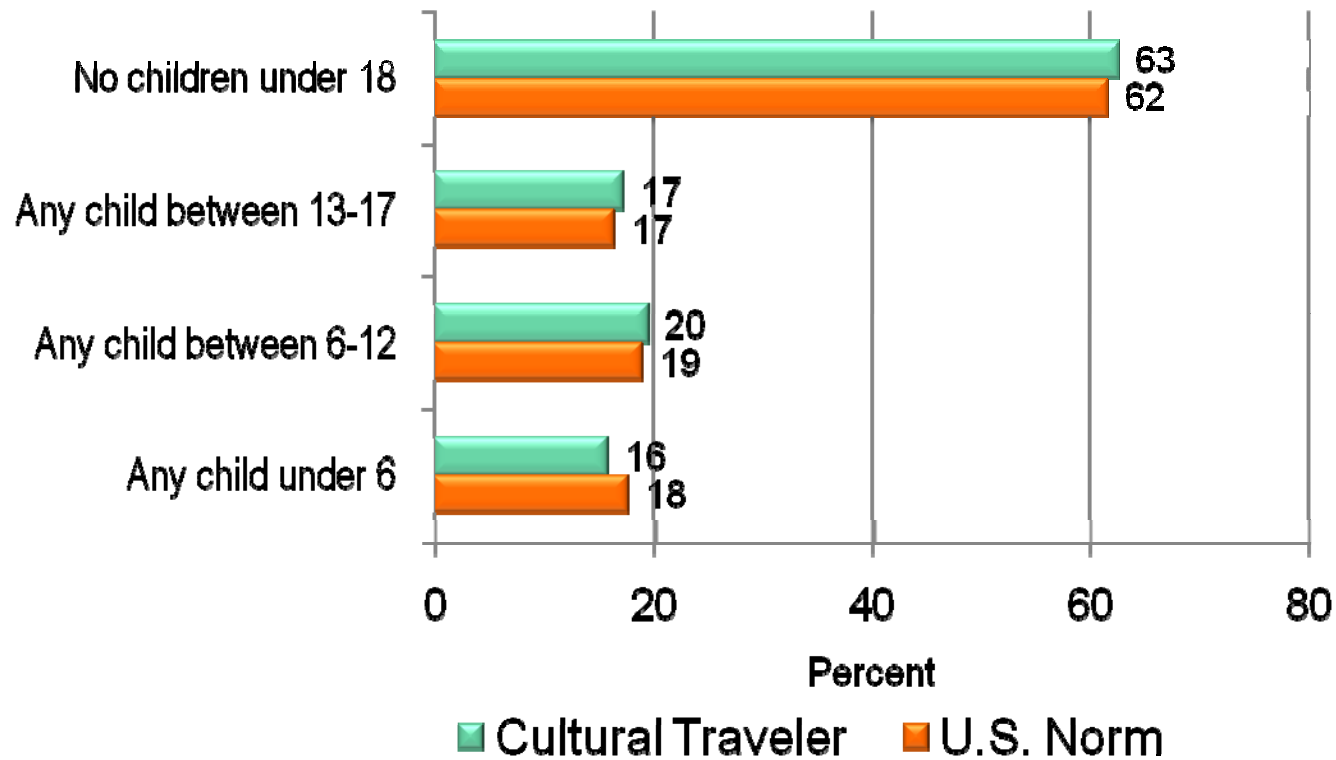
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Marital Status



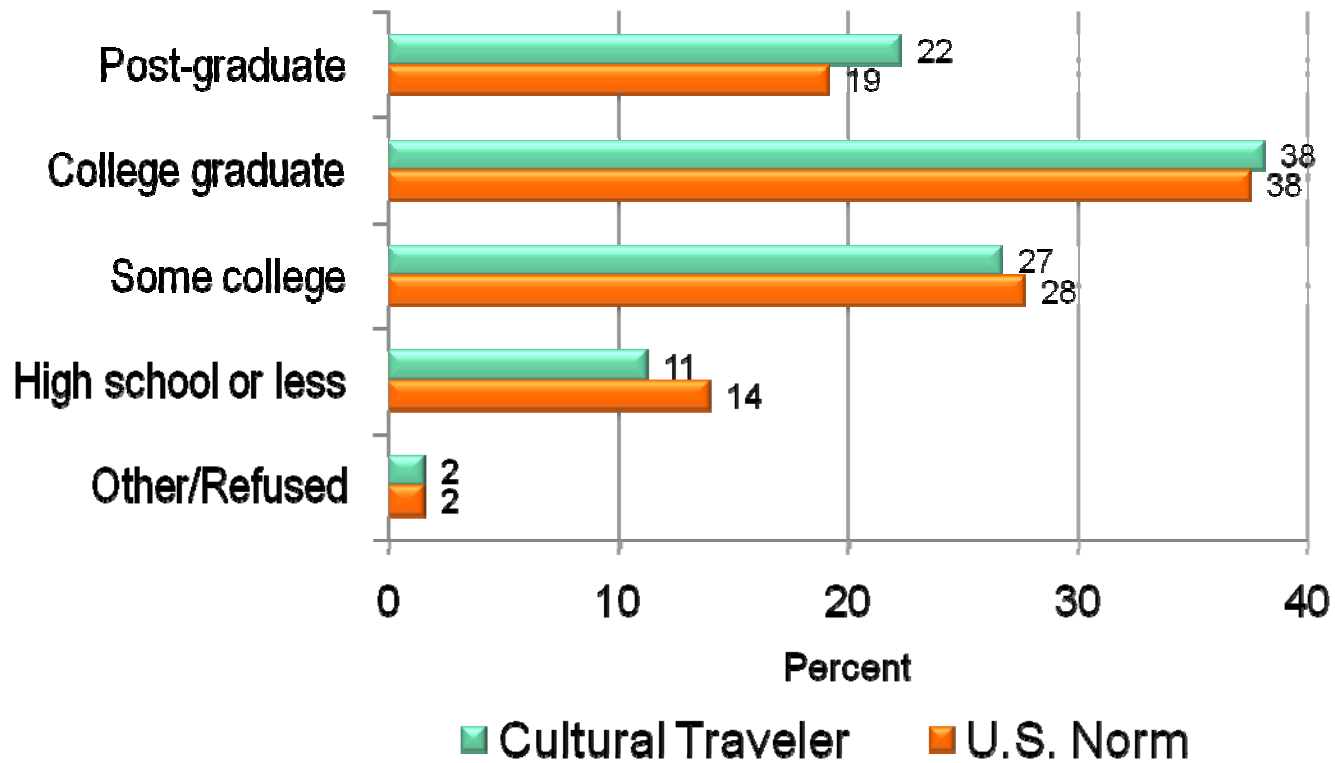
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Children in Household



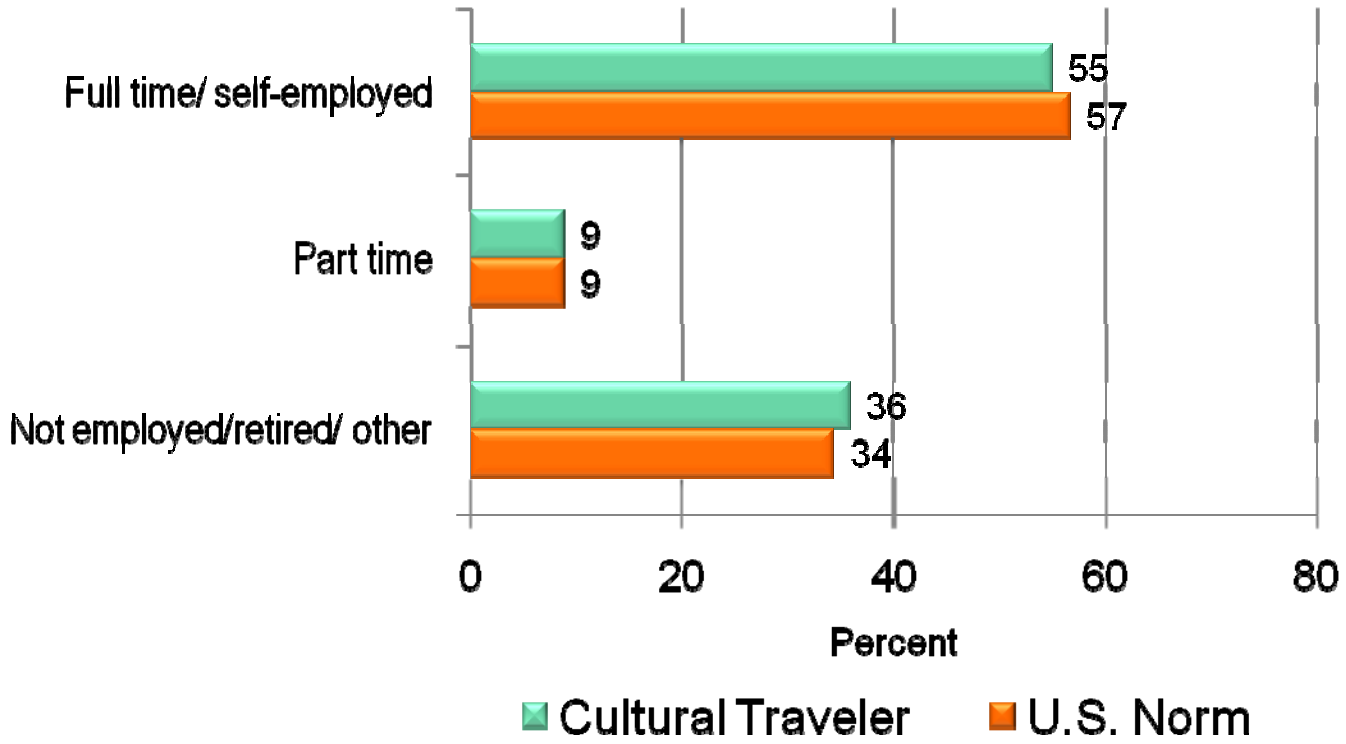
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Education



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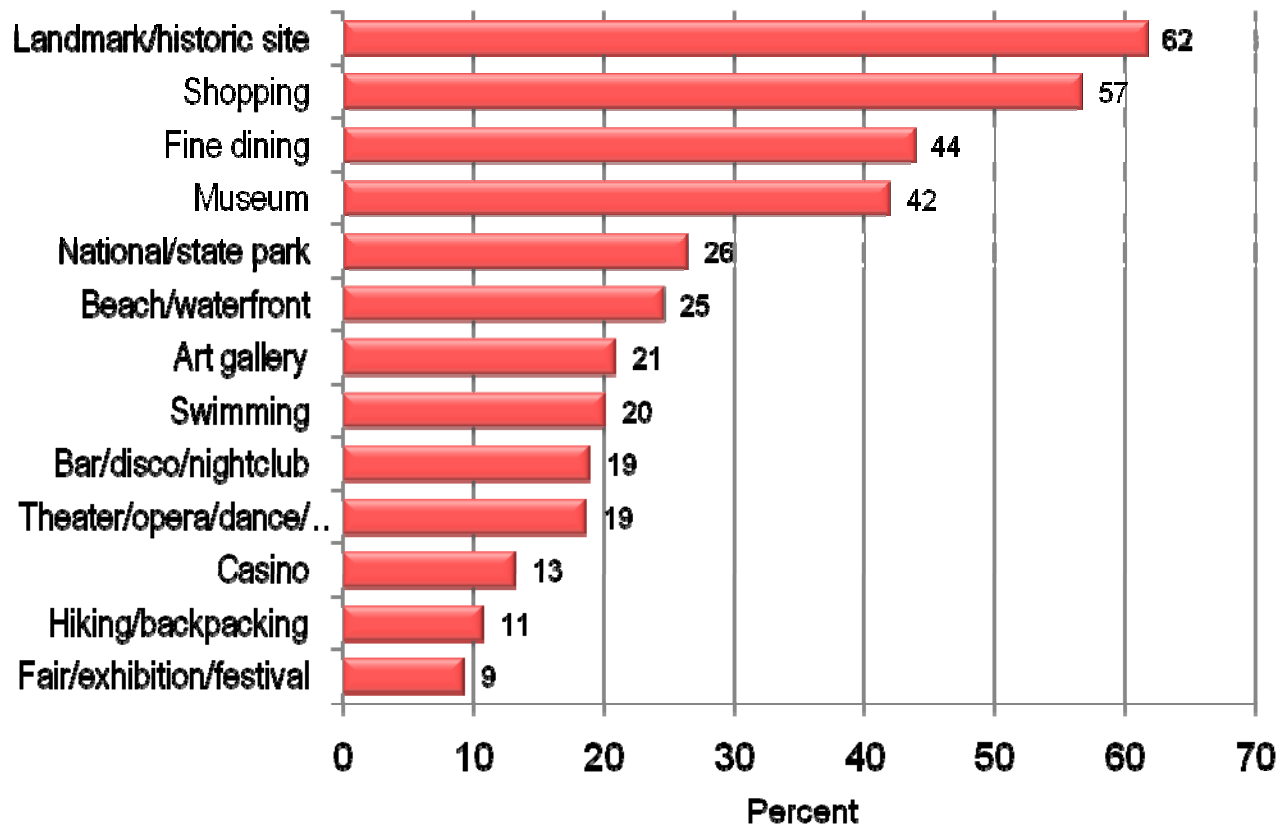
Employment





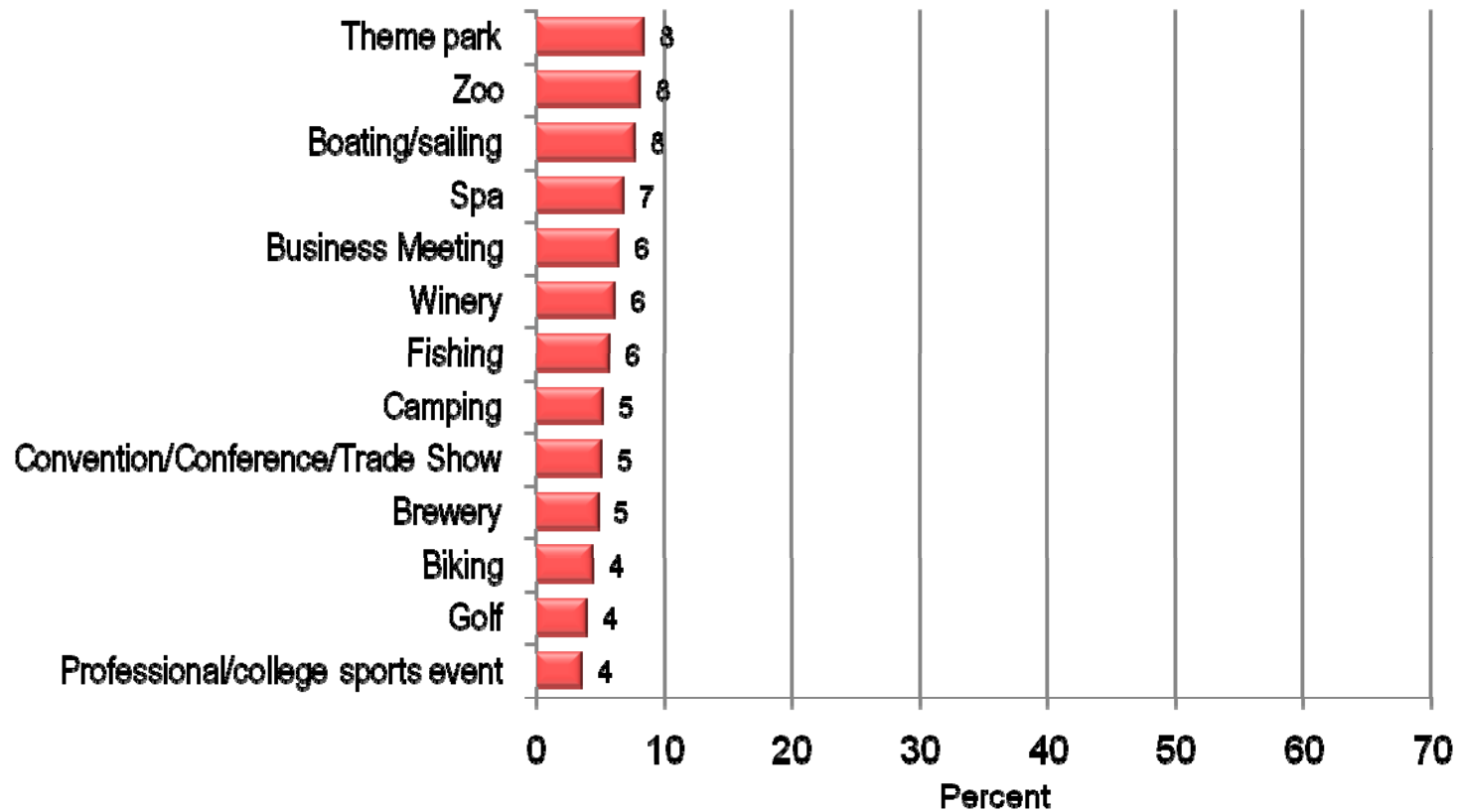
3. Trip Experiences and Characteristics

Top Experiences



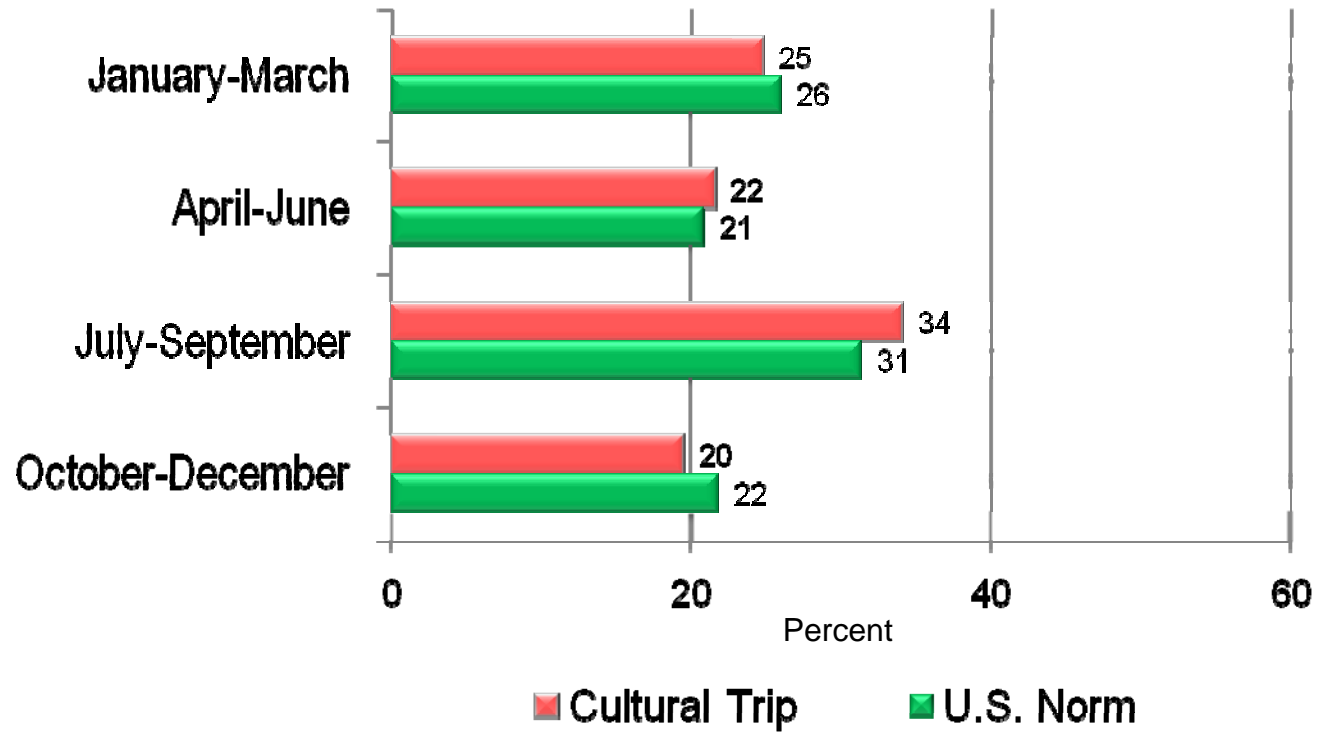
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Top Experiences (Cont'd)



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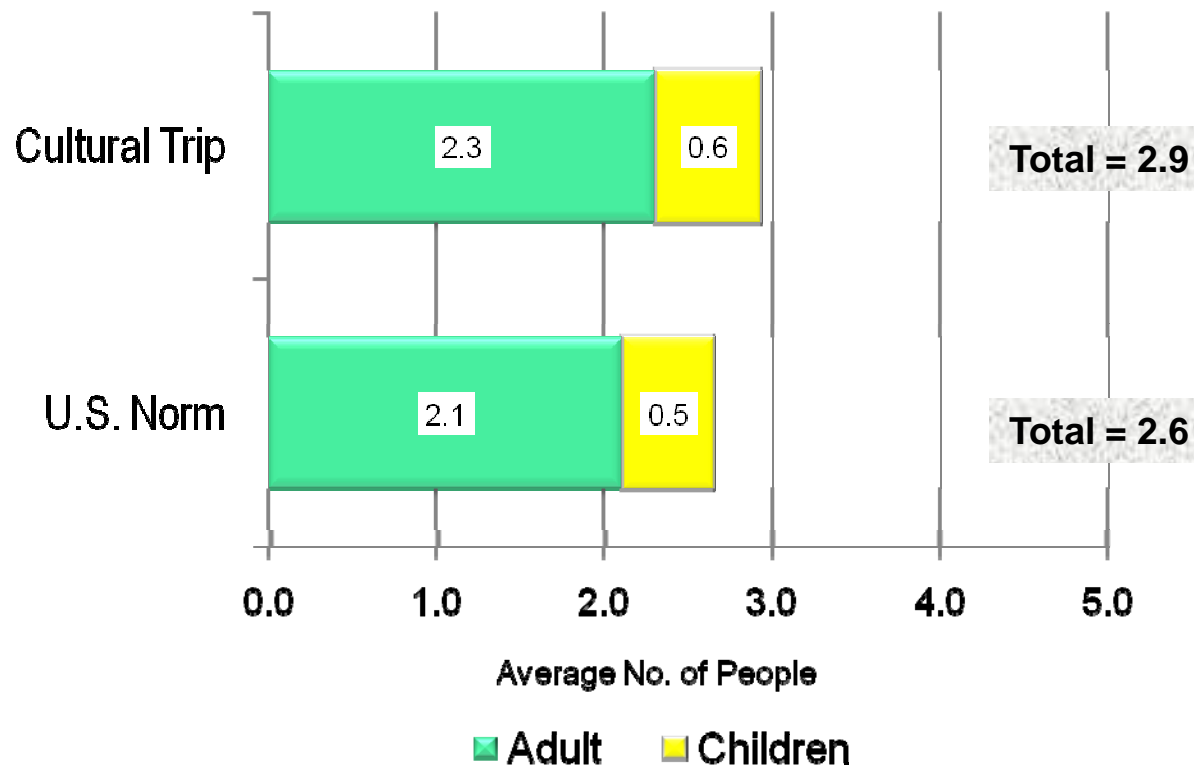
Seasonality



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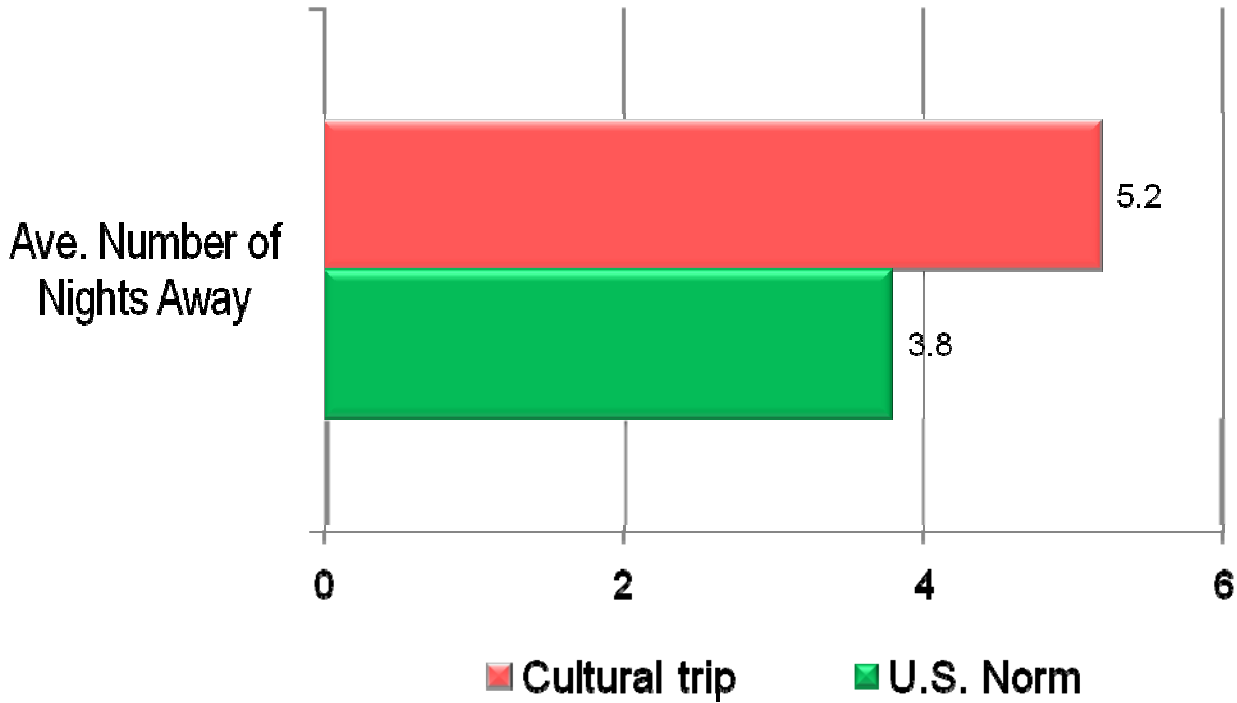
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Size of Travel Party

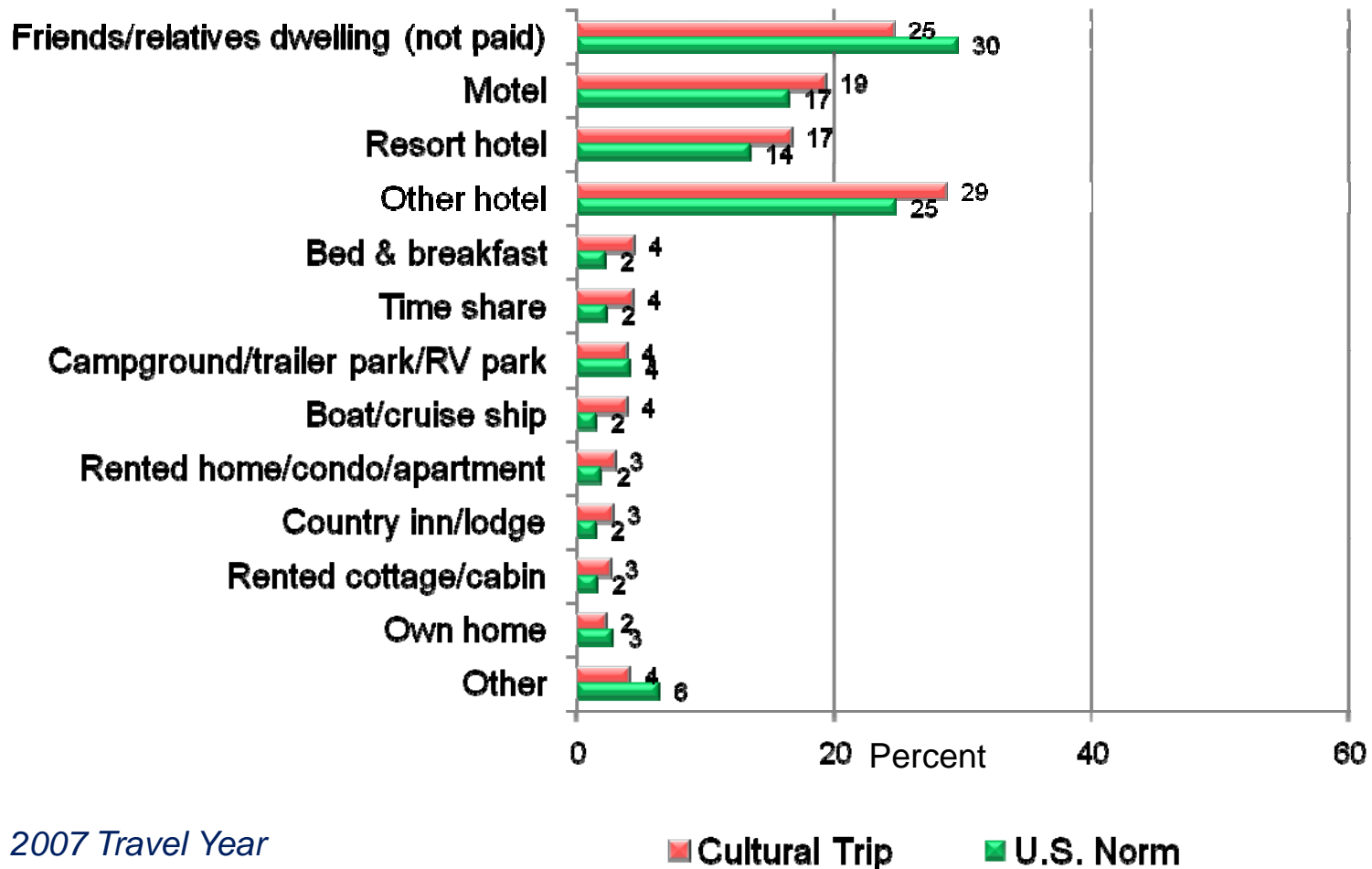


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Total Nights Away

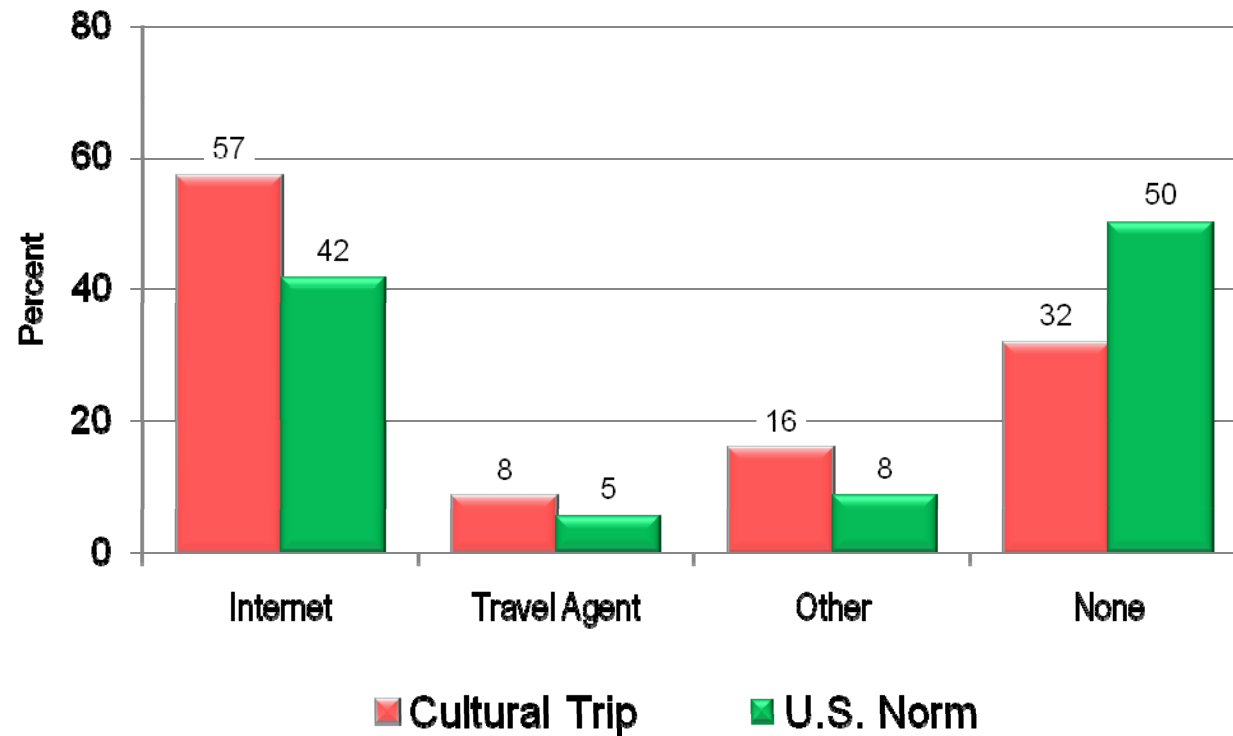


Accommodations



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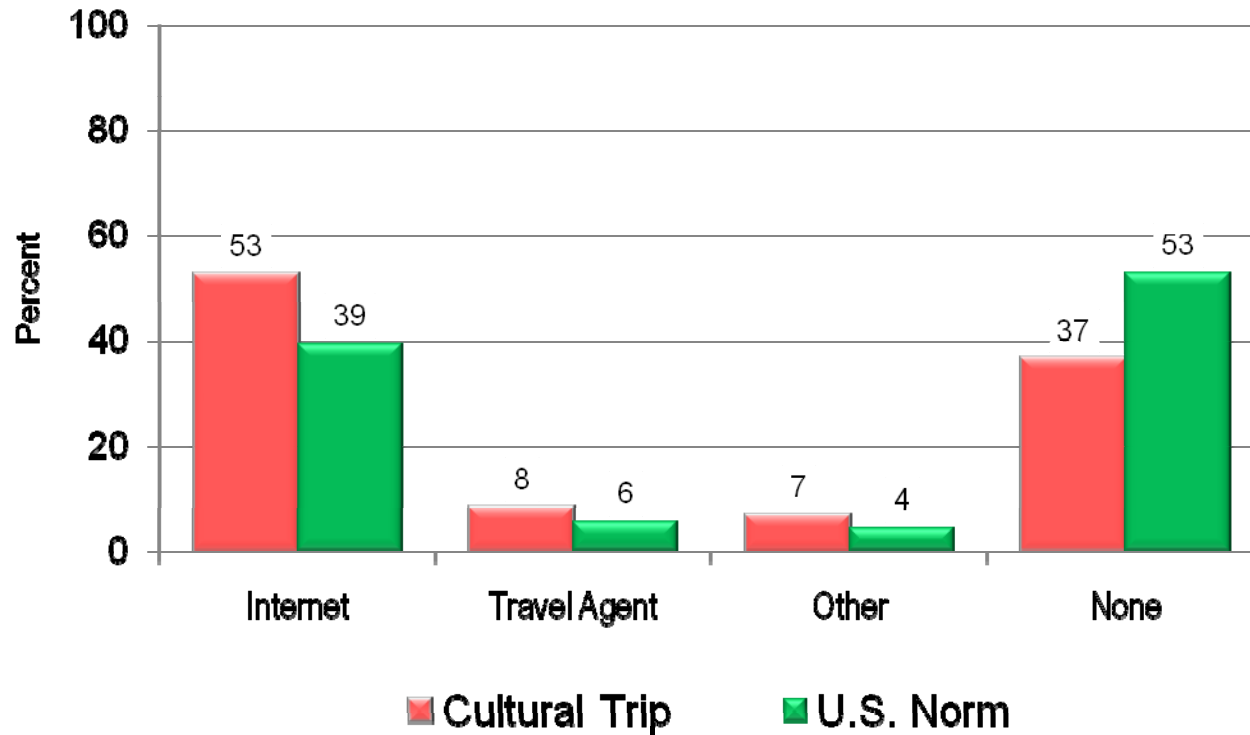
Method of Trip Planning



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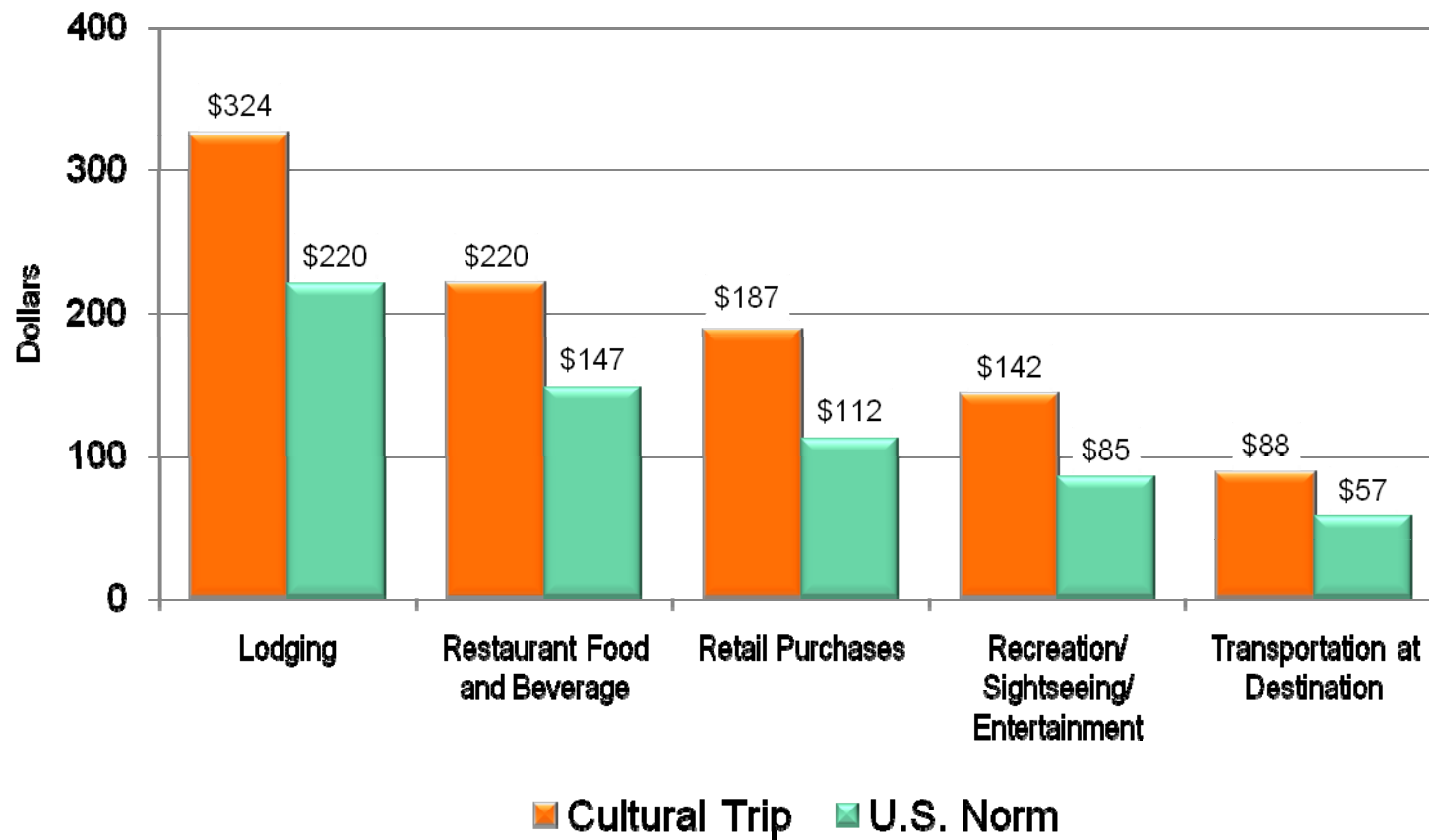
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Method of Trip Booking



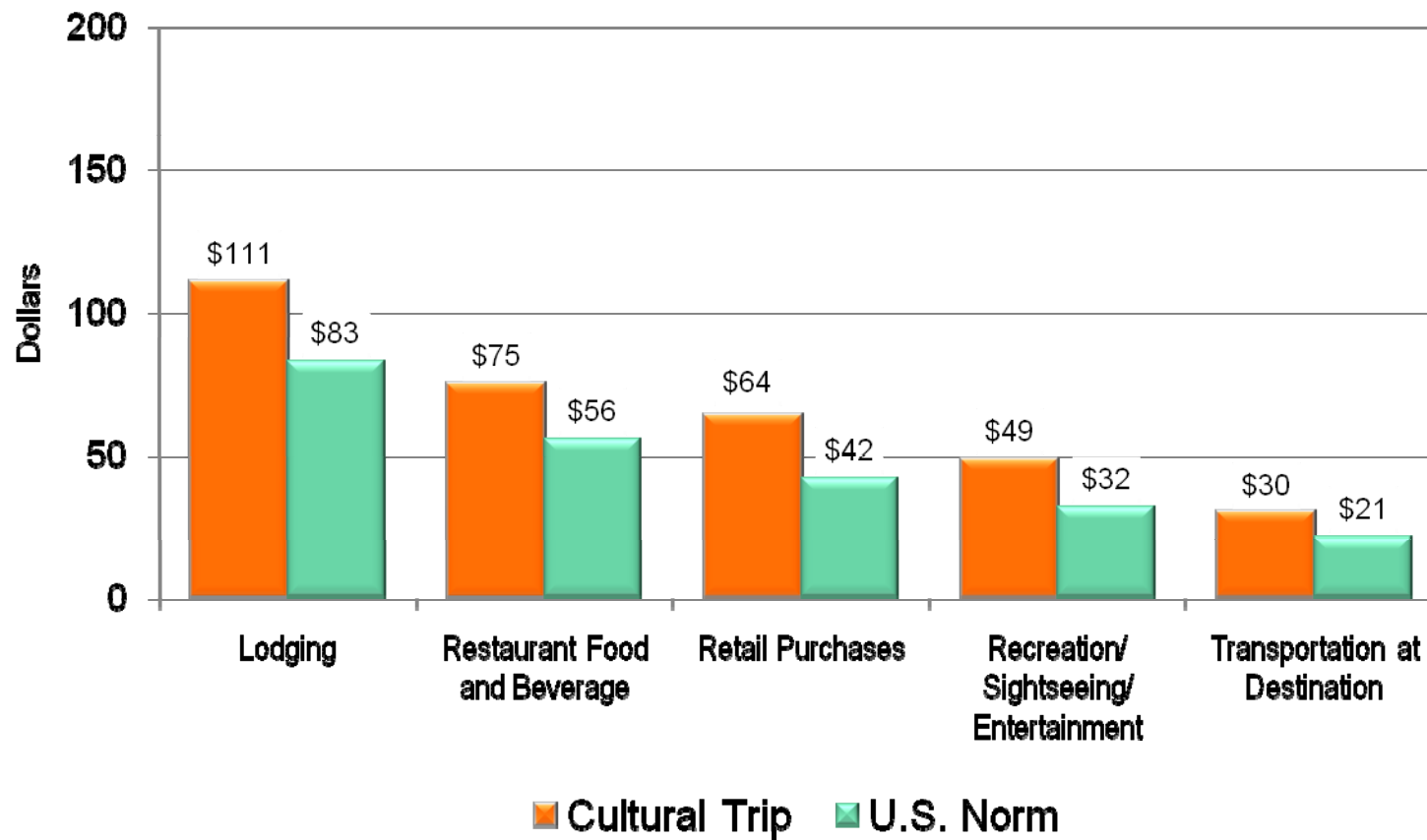
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Average Trip Expenditures — Per Party Per Trip



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Average Trip Expenditures — Per Person Per Trip



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Thank You

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