

CULTURAL, HERITAGE AND HISTORICAL TOURISM

Definition

Cultural, heritage and historical tourism describes all tourist trips that include cultural activities (e.g. the visiting of monuments or sites), as well as experiences and interaction with local people.



Estimate of Global Market Size

Over the last five years it is widely acknowledged that the culture, heritage and historical tourism segment has been increasing at a rate higher than the growth of tourism worldwide. It is estimated that around 20% of tourist trips worldwide incorporate some form of cultural, heritage or historical activity; consequently the size of the market can be estimated as being over 160 million trips per annum.

However, if this is refined to include only tourists that specifically go on holiday to visit a cultural, heritage or historical attraction, then the percentage share of the international tourism market is estimated as being between 5% and 8%: or 40 million to 65 million trips per annum.

Potential for Growth

Since 1972 the United Nations Educational Scientific and Cultural Organisation (UNESCO) has been compiling a list of the world's heritage sites; currently there are 851 properties that UNESCO considers as having outstanding universal value. This figure increases year on year. Of the 851 sites, 31 properties are listed as World Heritage Sites in danger. As awareness of UNESCO world heritage sites increases and their cultural importance is more fully recognised, demand to visit these sites, especially those classified as "in danger", is likely to increase the volume of cultural tourists worldwide.

It is widely accepted that the cultural, heritage and historical tourism market segment will continue to grow for the foreseeable future. This will be led by the ageing "baby boomer" generation (those born between 1946 and 1964).

The growth this market exhibits means that destinations will develop their tourism product to accommodate their cultural selling points, hence increasing the growth of this sector further.

Brief Profile of Consumers

The culture, heritage and historical tourism segment is largely made up of “empty nesters” (adults whose children have left home) and the senior age group; they predominantly fall into the 45 to 60 years age group. However, the younger age group, driven by “gap year” students (typically aged 20-29 years), are also a key demographic group.

Cultural tourists usually have a higher than average annual income and are generally well educated. They have a large amount of travel experience, are quality conscious and are sensitive to environmental and social concerns. Research shows that this segment is slightly skewed towards females, with a 55% female – 45% male split.

Main Source Markets

The key source markets for cultural tourism correspond closely to the main outbound source markets, and are considered to be:

- Germany
- United States
- United Kingdom
- Japan
- France
- Italy
- Spain
- Scandinavia

Main Competing Destinations

The key competing destinations for cultural tourism are in Europe and Asia. Most prominent among these are:

- Europe (most countries are strong in this segment)
- Asia (significantly: China, India, Thailand, Malaysia)
- South America (significantly: Mexico, Argentina, Brazil, Peru)

Key Tour Operators

Several large operators, such as Explore and Cox & Kings feature cultural tours in their brochures. However, the operators listed focus specifically on cultural tours.

Responsible Travel

United Kingdom

<http://www.responsibletravel.com>

3rd Floor, Pavilion House, 6 Old Steine, Brighton BN1 1EJ

Tel: (+44) 1273 600030

Email: amelia@responsibletravel.com

Cultural Tours

United Kingdom

<http://www.culturaltours.co.uk>

320 Regent Street, London, W1B 3BB

Tel: (+44) 20 7636 7906

Fax: (+44) 20 7436 3053

Email: info@culturaltours.co.uk

Far Horizons

United States

<http://www.farhorizons.com>

PO BOX 2546, San Anseimo, CA 94979

Tel: 800 552 4575, 415 482 8400

Email: journey@farhorizons.com

Key Points for Marketing and Distribution

National newspapers, specifically the broadsheet publications – and their colour magazine supplements - that attract a more affluent, educated audience, are the most effective media for marketing and distribution. In particular these include:

United States: New York Times - travel section

<http://travel.nytimes.com>

United States: Washington Post - travel section

<http://www.washingtonpost.com/wp-dyn/content/artsandliving/travel>

United Kingdom: Times - travel section

http://travel.timesonline.co.uk/tol/life_and_style/travel

United Kingdom: Telegraph - travel section

<http://www.telegraph.co.uk/travel>

Germany: Faz Frankfurter Allgemeine Zeitung

<http://www.faz.net>

Additional Information**General Information**

UNESCO World Heritage Sites

<http://whc.unesco.org>

International Council on Monuments and Sites

<http://www.international.icomos.org>

Organisations/Institutions in the Caribbean

OECS Cultural Network: promoting the cultural life of the Eastern Caribbean States, namely: Antigua and Barbuda, Dominica, Grenada, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Martinique and Guadeloupe.

<http://www.oecsculture.com>