Global Trends and Prospects

Heritage tourists are one of the highest yield tourism groups:

– Heritage tourists spend 38% more per day than traditional tourists.

– Heritage tourists stay 34% longer than traditional tourists.

– Heritage tourists spend 20% more and stay 22% longer than arts oriented tourists.

(Heritage Council of Western Australia 2006: 15).
Many countries and cities are using heritage to market the destination.
Heritage Tourism: Multiple Levels of Impact

- Brand Impact
- Macro Impact
- Micro Impact
• Diversify revenue generation
• Invest in capital expenditure
• Negotiate with tour operators & cruiseships
• Invest in employees
• Invest in marketing and branding