



# MARKET RESEARCH

Louisiana Rural Tourism/Byways Conference

May 10, 2022 – Natchitoches, Louisiana

Heritage  
Traveler Profile

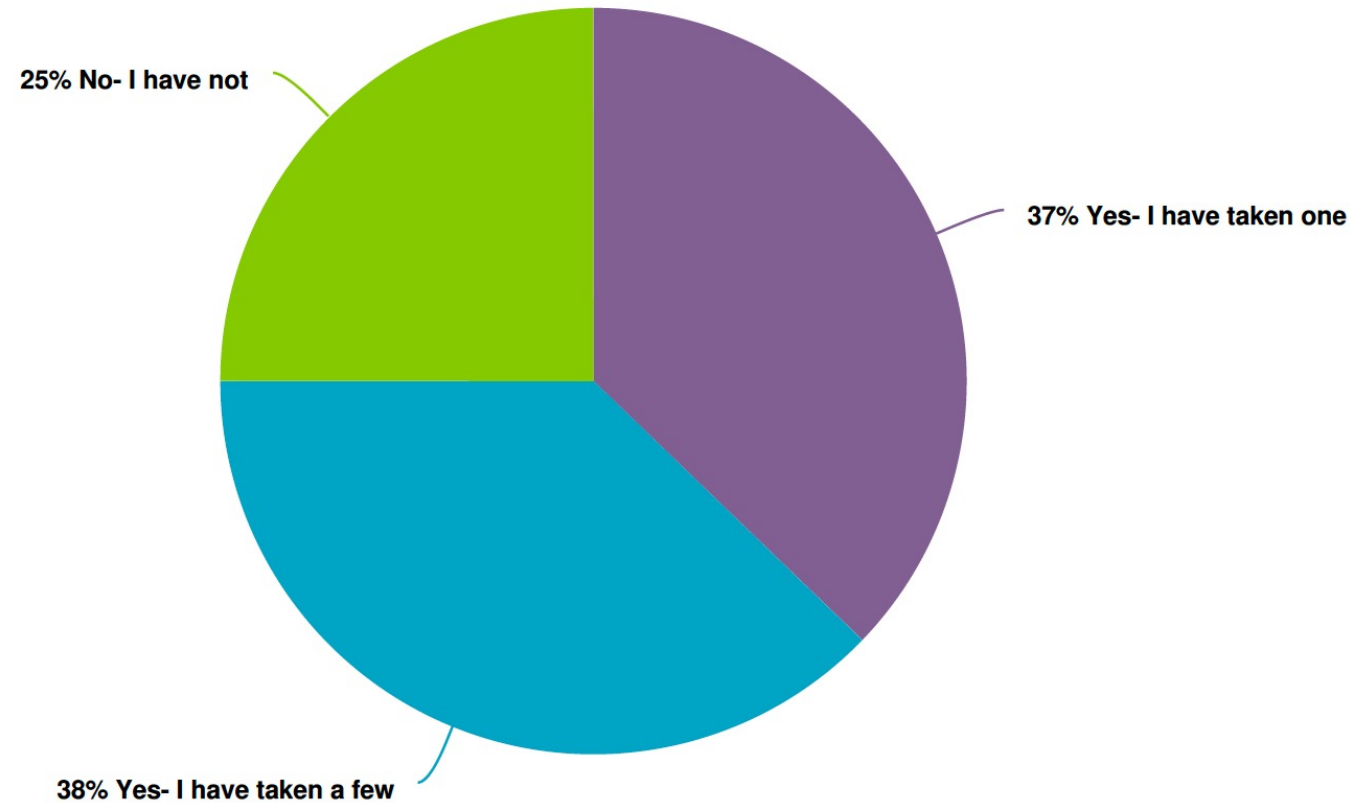
Audience getting Younger

Still Affluent

Frequent (Group) Traveler

Multi-generational

18. Have you taken a trip in the last four years in which you specifically went to explore the heritage of the destination?



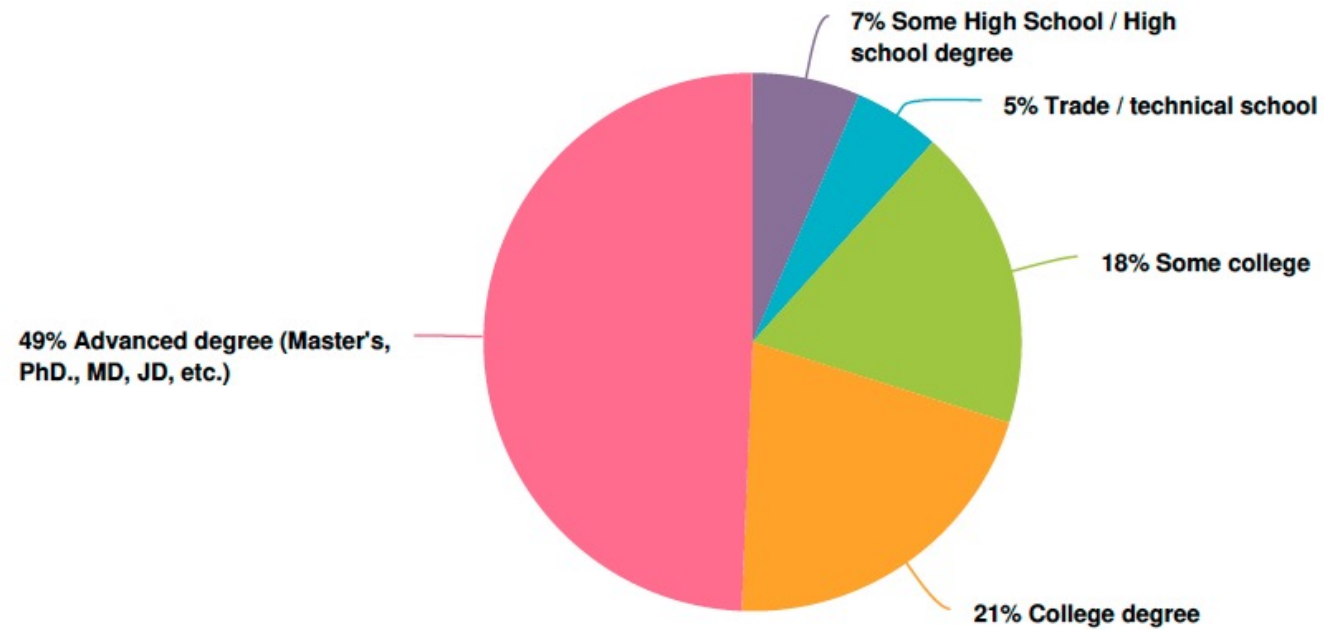
# AGE

- 56% are 30-49 years old
- 17% are aged 50-59
- 12% are aged 70-79



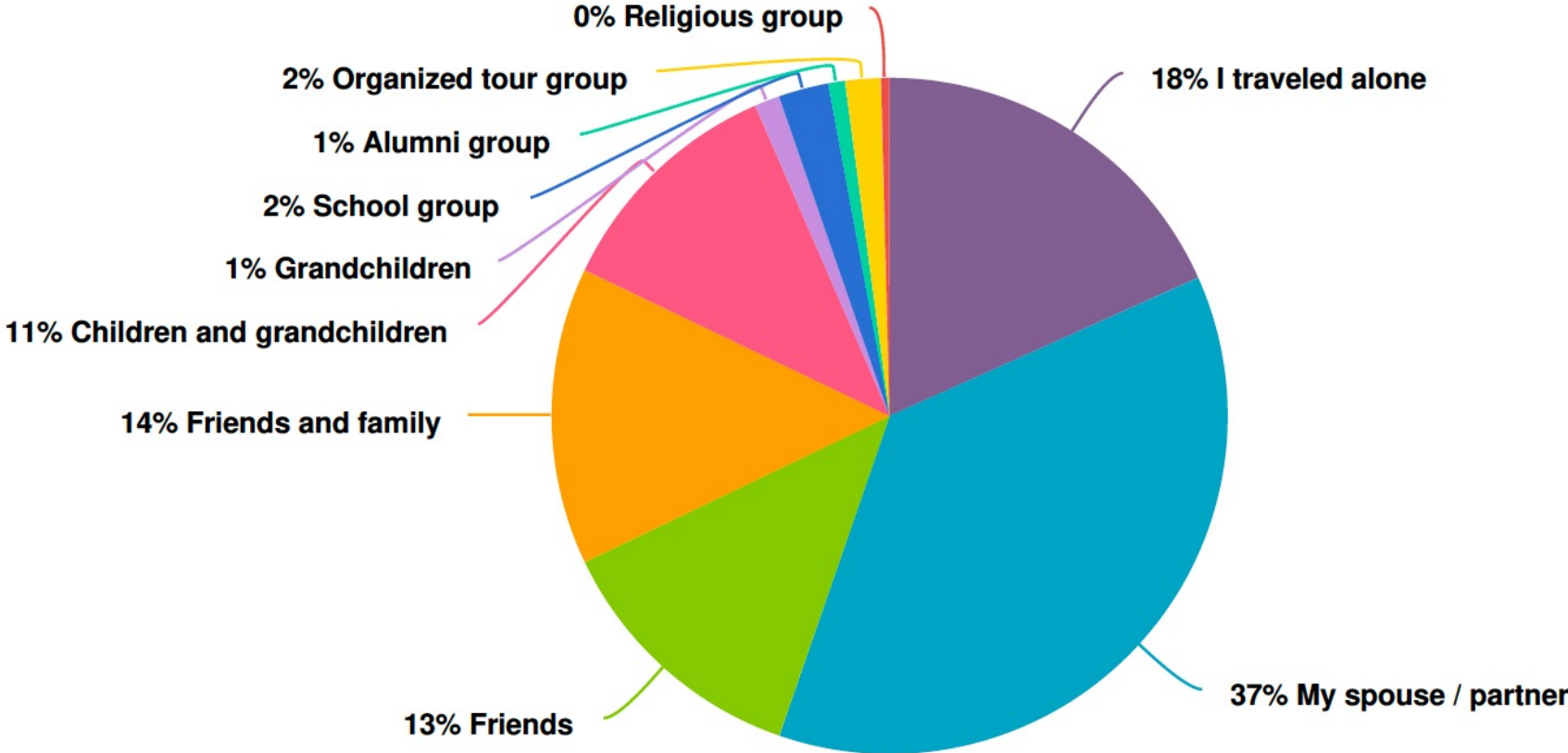
# EDUCATION

37. What is your highest level of education? Please select the best answer.

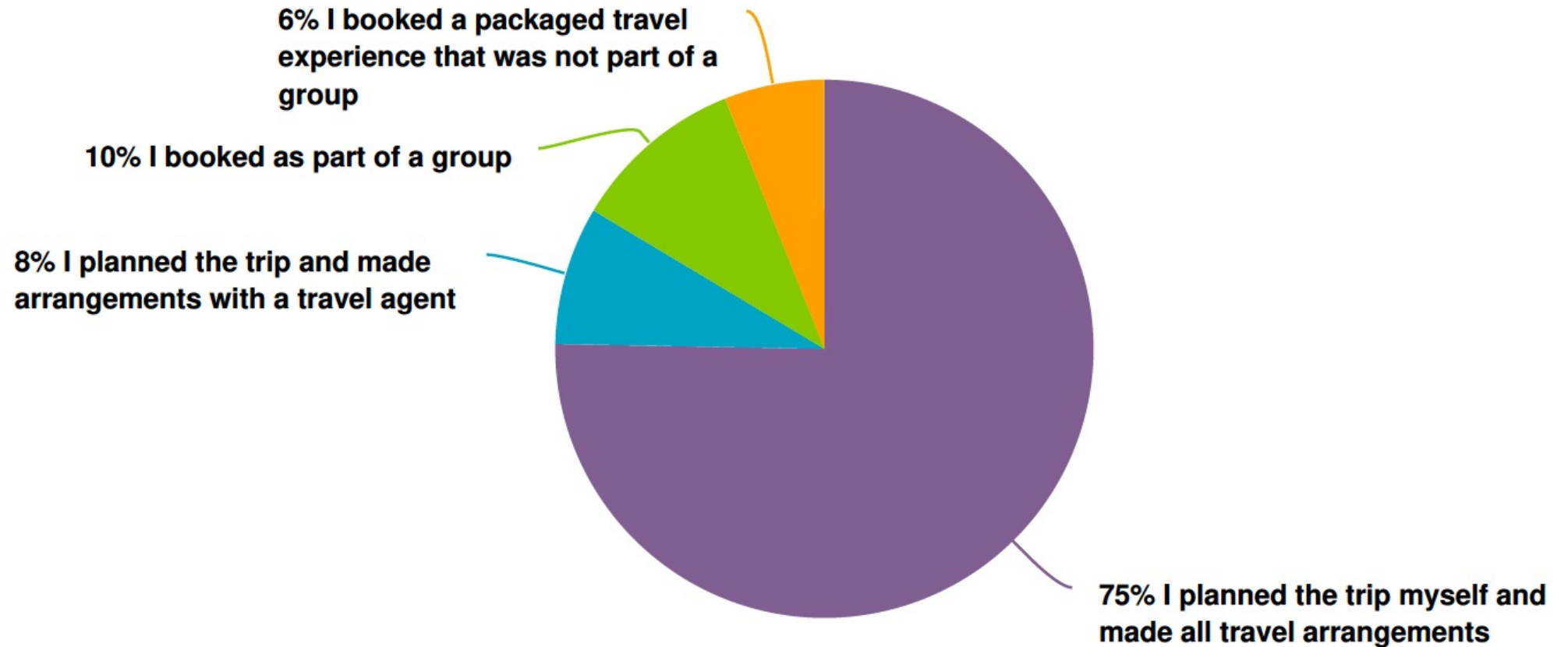


# TRAVEL PARTY

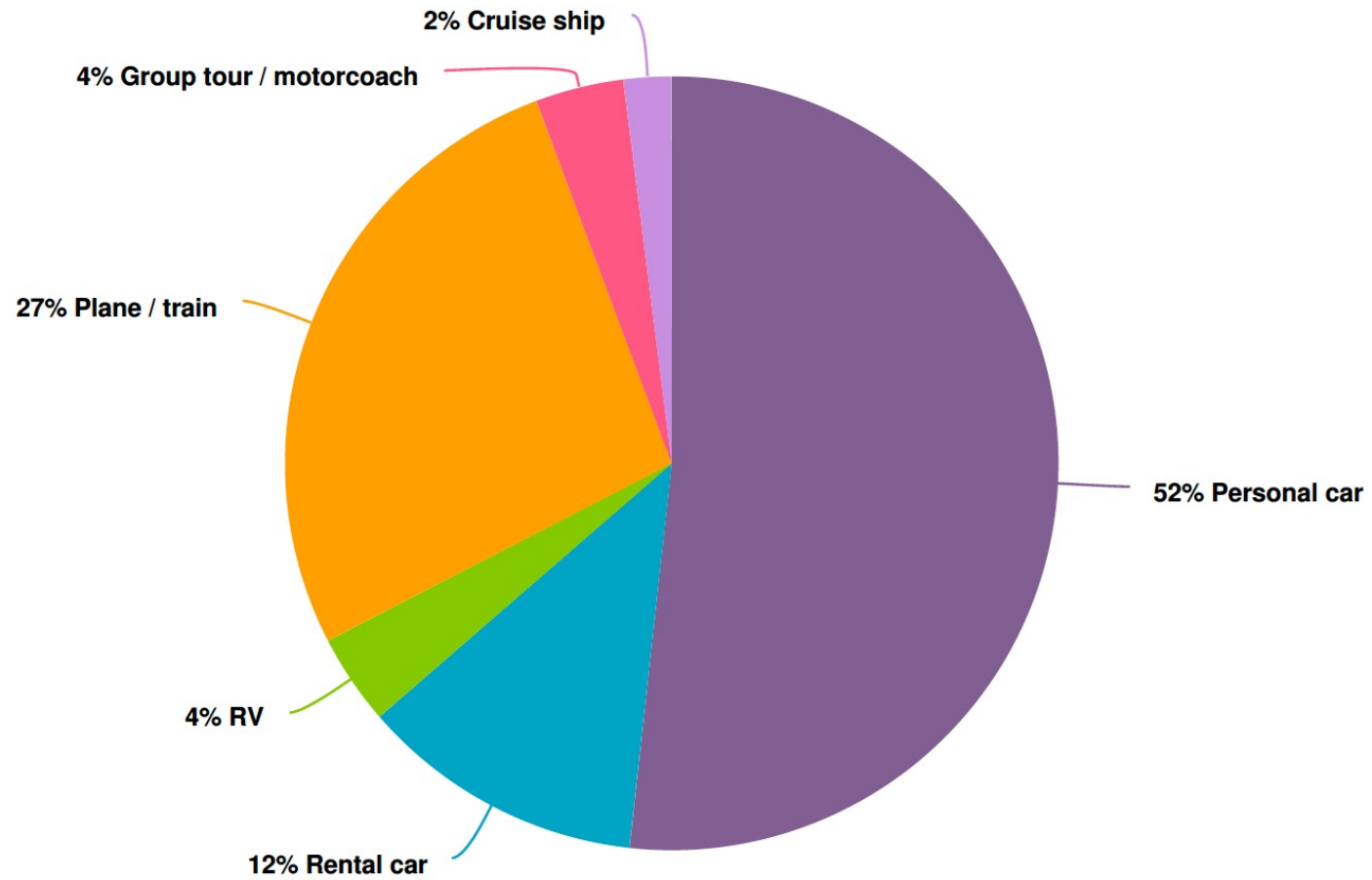
22. Who traveled with you on your most recent heritage trip?



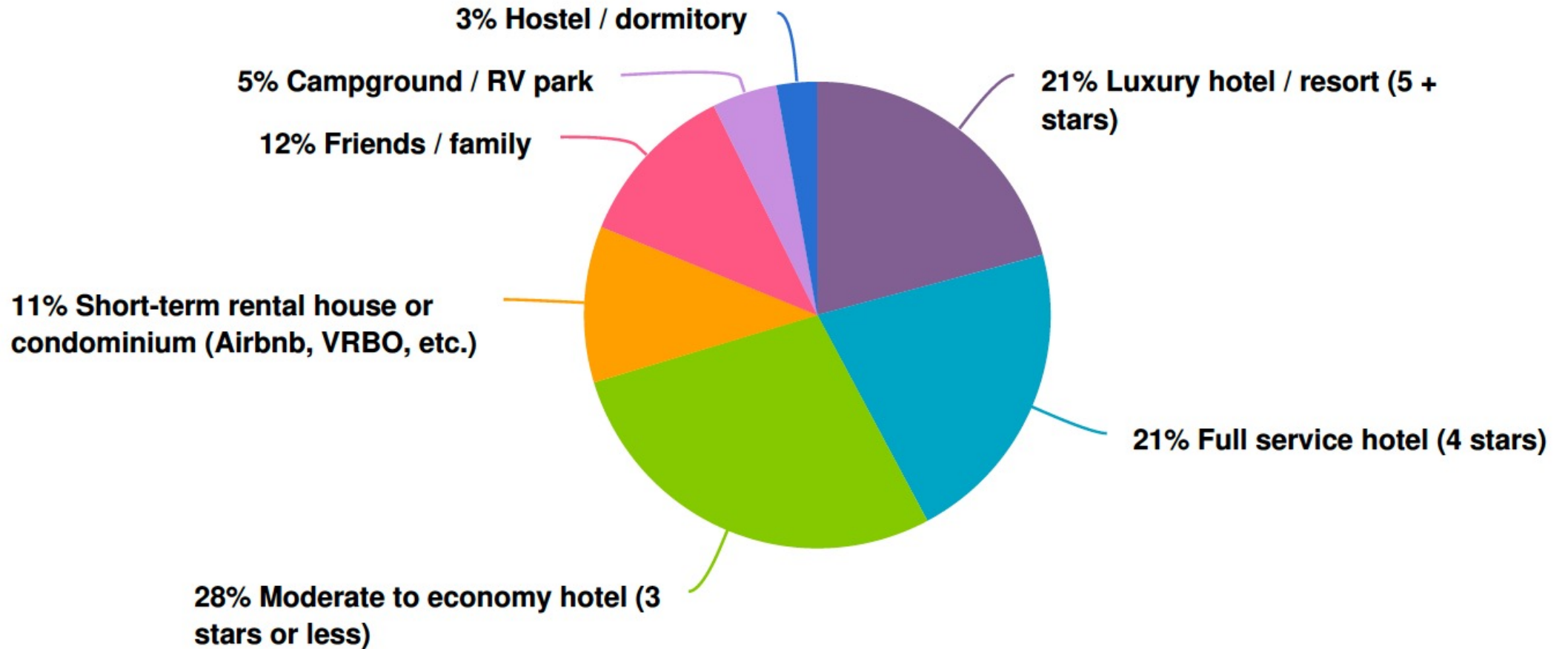
# TRIP PLANNING



# MODE OF TRAVEL

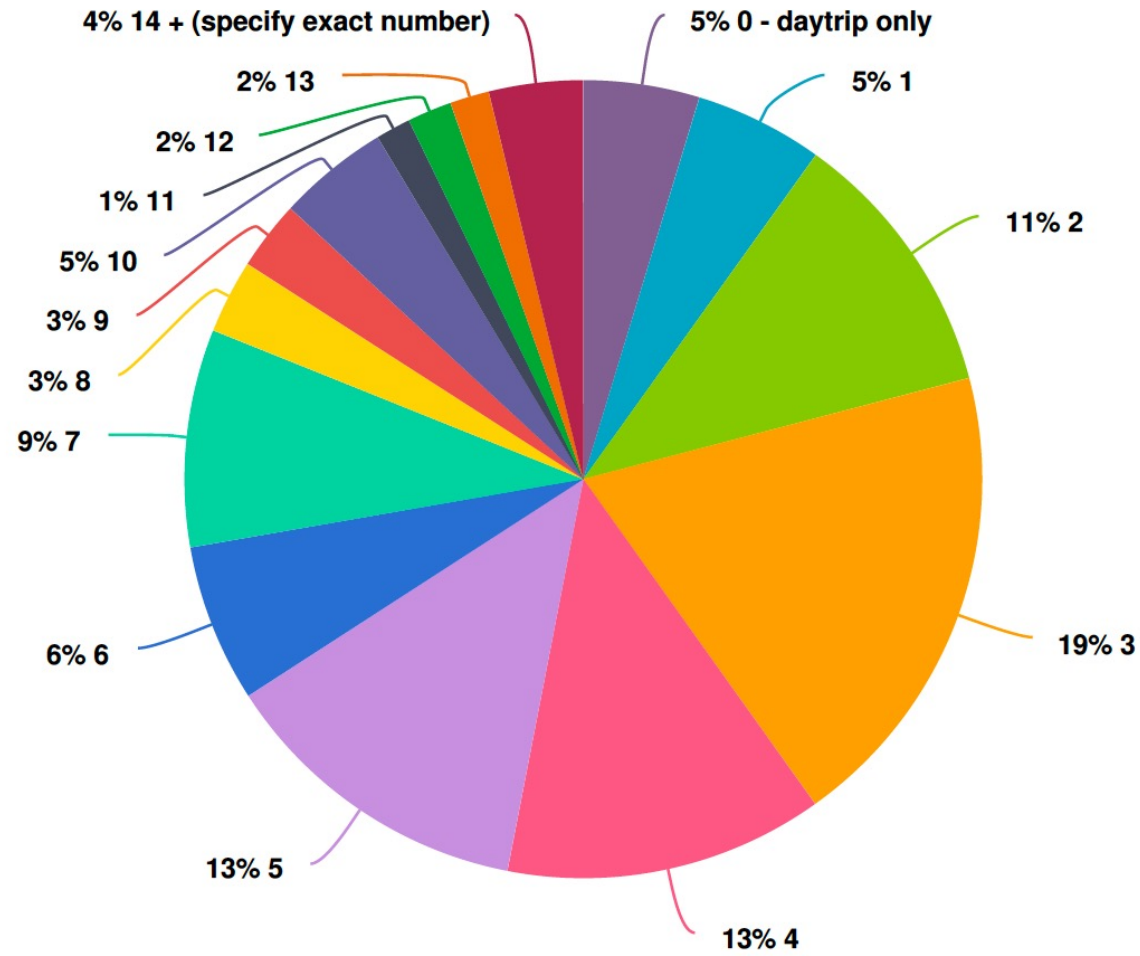


# ACCOMMODATION





# LENGTH OF STAY



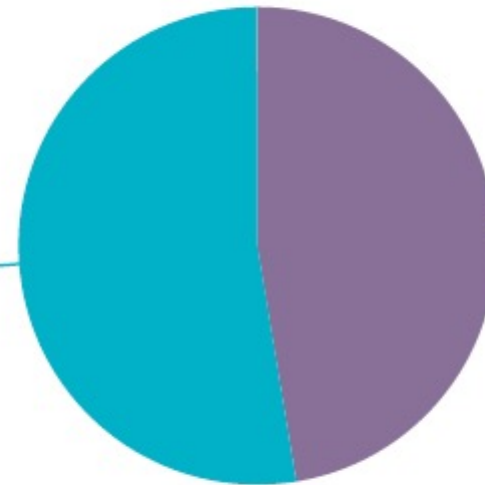
# SPENDING

- Average spending is \$1,182.00 per trip
- ↓ Compared to \$1,319 in 2013\* and
- ↑ \$994.00 in 2009\*

\* Mandala Research

# Heritage Travel Motivation

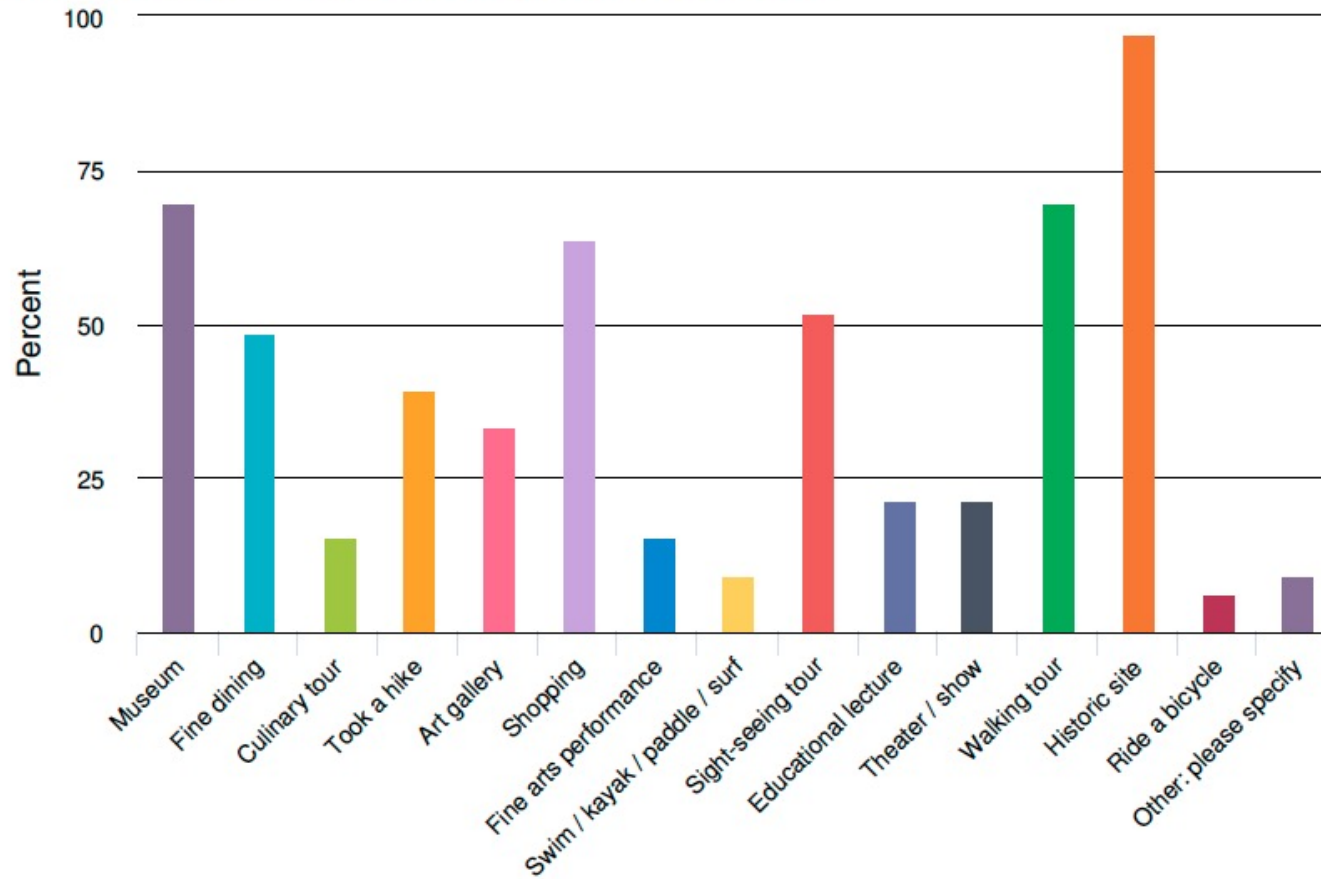
**53% Yes, I plan trips specifically to learn about the heritage of a place and it's people**



**47% No, I travel for different reasons and sometimes visit heritage sites**

# HERITAGE TRAVELER ACTIVITIES

24. While on this trip, please tell us all activities in which you or someone in your immediate travel party participated:

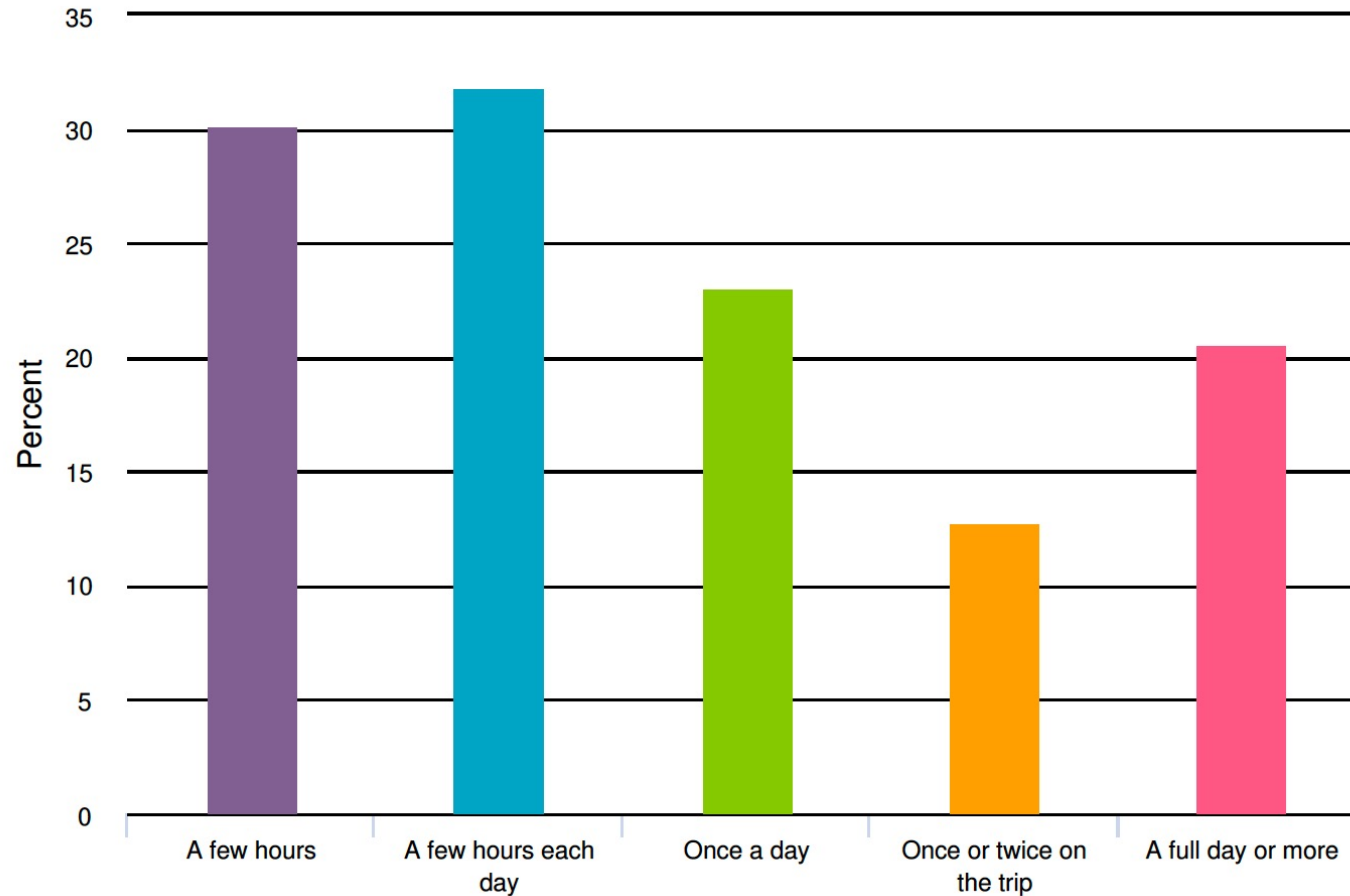


# Southern Heritage Interests

Category	Interested	Very Interested
Architecture	39.1%	32.6%
Civil War/ Pre-Civil War history	45.7%	39.1%
Civil Rights history	47.8%	21.7%
Food Culture	46.7%	28.9%
Southern Art/ Literature	50%	23.9%



26. How much time did you allow for unscheduled leisure activities that were not part of the heritage travel experience? Please check ALL that apply.



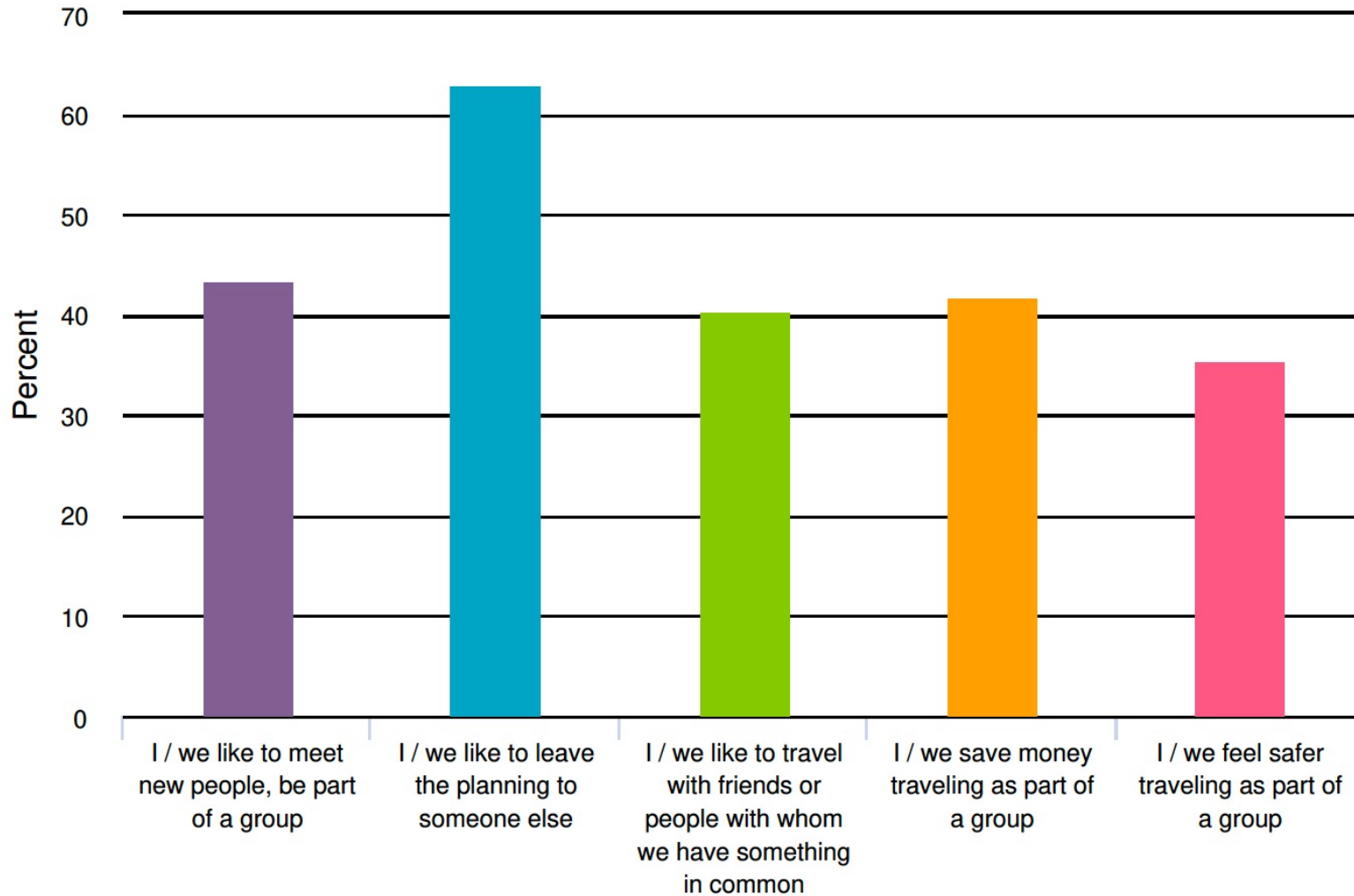
# The Group Traveler

Educational Life-Long Learning

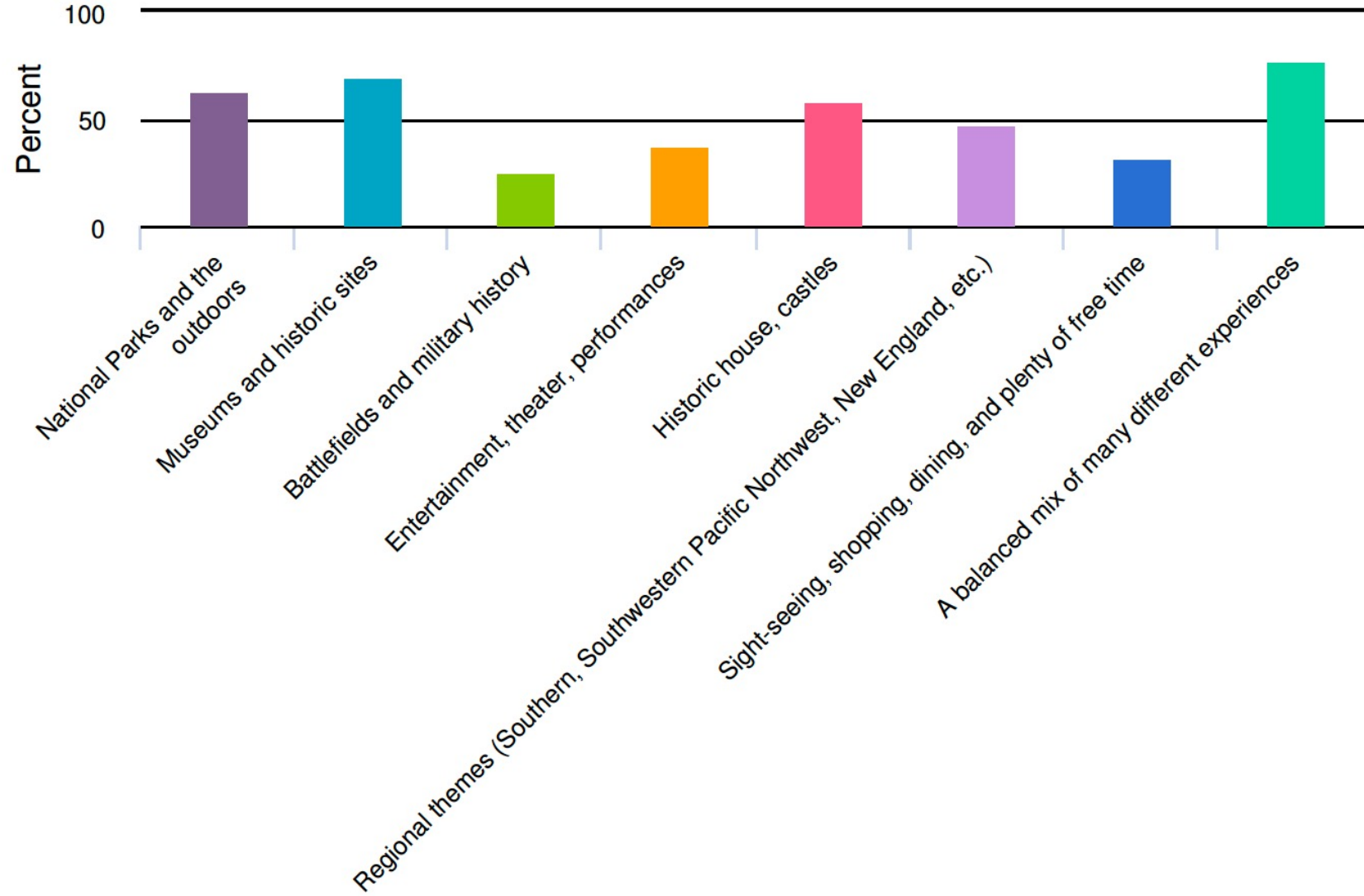
Student/Youth Travel

Special Interest/Thematic Group Tours

# GROUP TOUR MOTIVATIONS



### 30. What types of themes do you look for in group travel?



## Affinity Travel Groups:

- Non-Governmental Organizations (NGOs)
- University/College Alumn Associations
- State/Private Schools



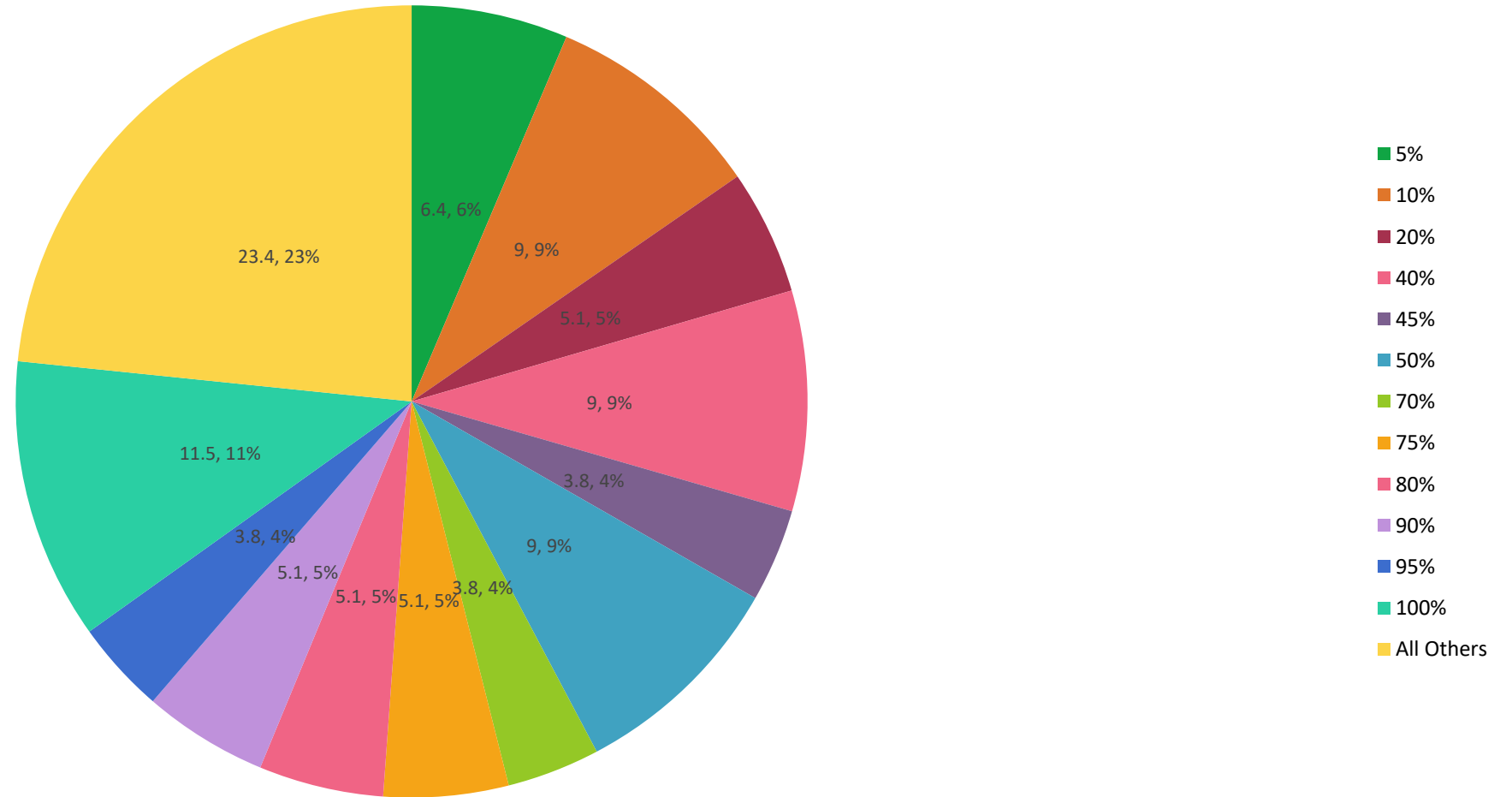


# Tour Operators Travel Planners










Educational Travel Community (Academic Institutions)

Affinity Groups

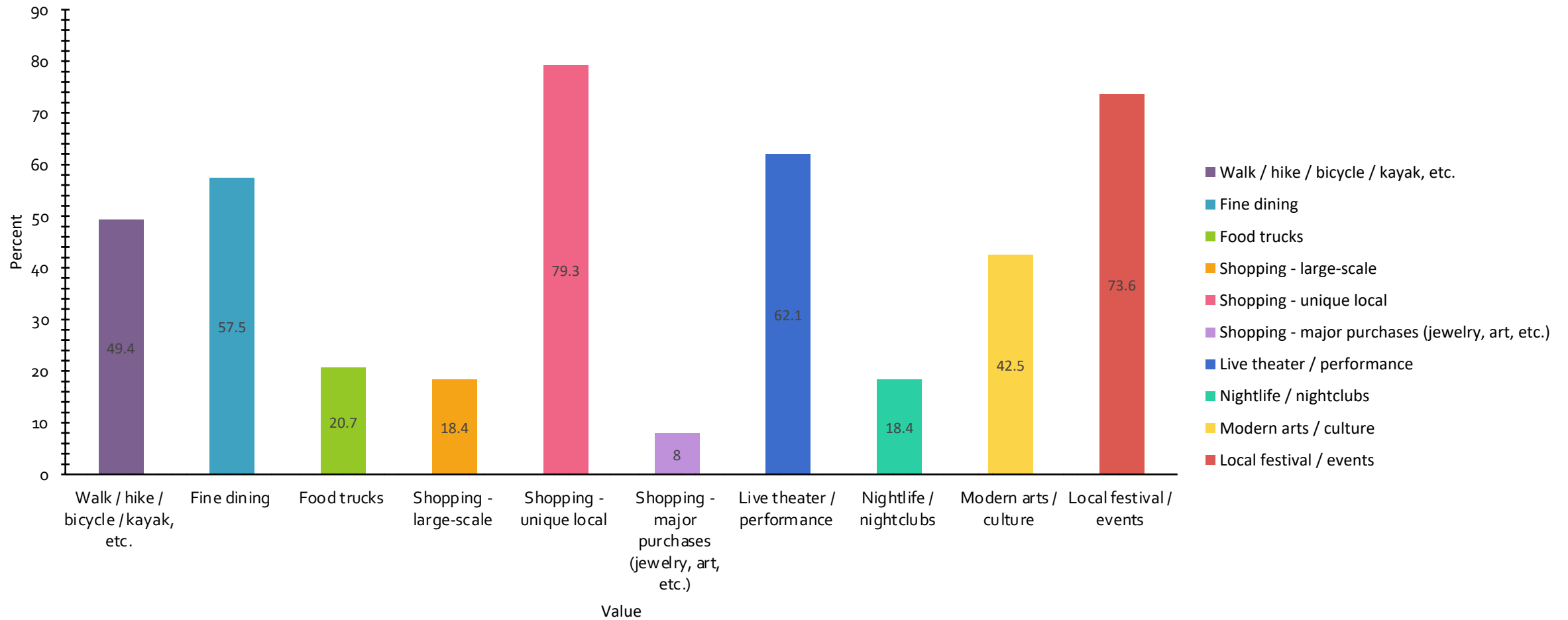
## 20. What percentage of your leisure group tour itineraries include history or heritage activities?



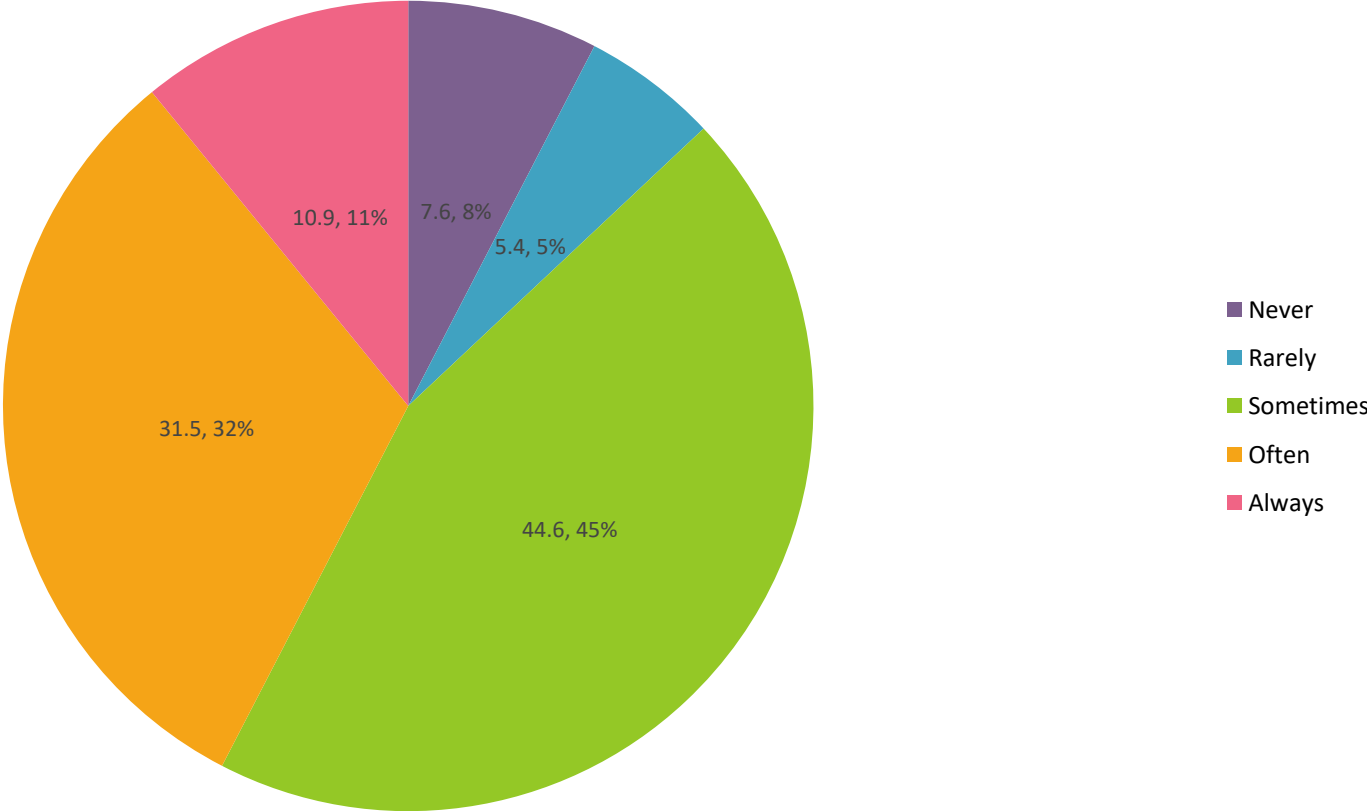
# 15. What types of themes do you normally plan for your groups? (check all that apply)

Value		Percent	Count
Architecture, Historic homes		42.7%	35
Arts & Entertainment, theater, performances		52.4%	43
Battlefields and military history		40.2%	33
Cultural themes (Women, Black/African American, Literary, Music, Food)		37.8%	31
Museums and historic sites		64.6%	53
National Parks and outdoor recreation		57.3%	47
Regional themes (Southern, Southwestern Pacific Northwest, New England, etc.)		34.1%	28
Sight-seeing, shopping, dining, and plenty of free time		54.9%	45
A balanced mix of many different experiences		73.2%	60

# 7. When traveling to experience the heritage of an area or place, what else do you like to include on an itinerary?



# How often do you include heritage activities in your group travel experiences?





# International Visitors

- 56% of in-bound visitors to the United States engaged in cultural and heritage activities in 2019; 49% are from Europe
- Top cultural heritage activities of international visitors (2019):
  - National Parks/Monuments: 60.4%
  - Art Gallery/Museum: 50.6%
  - Historical Locations: 45%
  - Cultural/ Ethnic Heritage Sites: 25.8%
  - Concert/Play/Musical: 24.6%
- Traveler characteristics:
  - Household income (mean average): \$81,300
  - Average Travel Party Size: 1.8
  - Length of Stay in US (mean): 19.3 nights
  - Age (mean average): 39.4 (female); 40.8 (male)
  - Shopping and sightseeing are two of the most popular activities.

# HERITAGE TOURISM TRENDS

21<sup>st</sup> Century Travelers' Desires, Expectations

# Trends for 2022 and beyond



Source: Wunderman Thompson, <https://www.wundermanthompson.com/insight/the-future-100-2022>

Trend 1:  
Focus on  
Learning

TRAVEL & HOSPITALITY

THE FUTURE 100 64

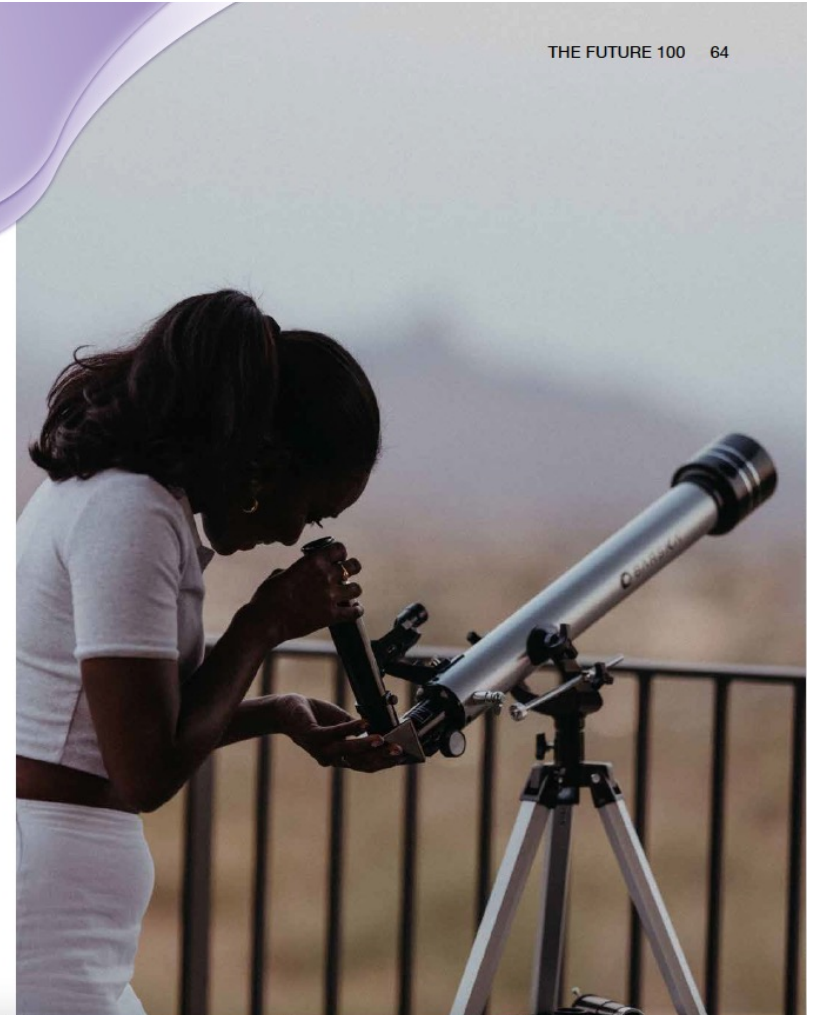
27

***Academic  
adventures***

NASA scientists and culture connoisseurs are leading off-the-beaten-path excursions for the ultra-curious traveler.

**WUNDERMAN  
THOMPSON**

Adero Scottsdale's Dark Sky Zone at the SkyTop Lounge







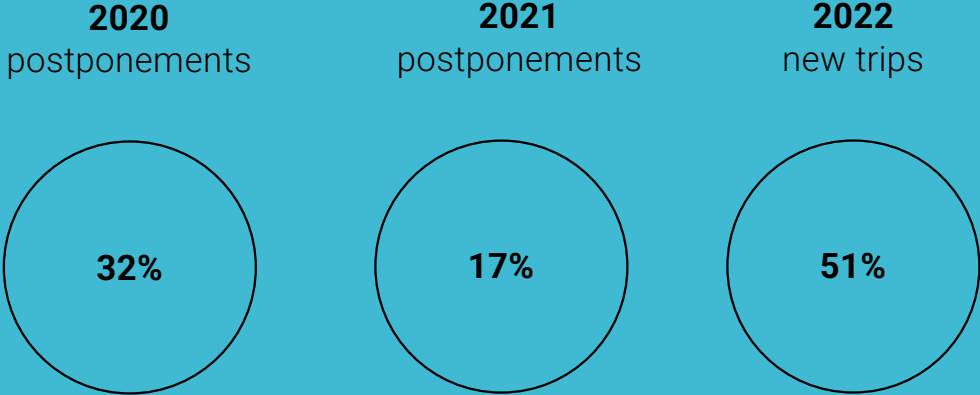
# Go beyond the news

Join other curious minds on immersive, educational, expert-led trips, with special NPR touches on each journey

# DOMESTIC TRAVEL: 2022 OUTLOOK (SYTA)

## PRELIMINARY DATA

Q: What percentage of student trips booked for 2022 are:

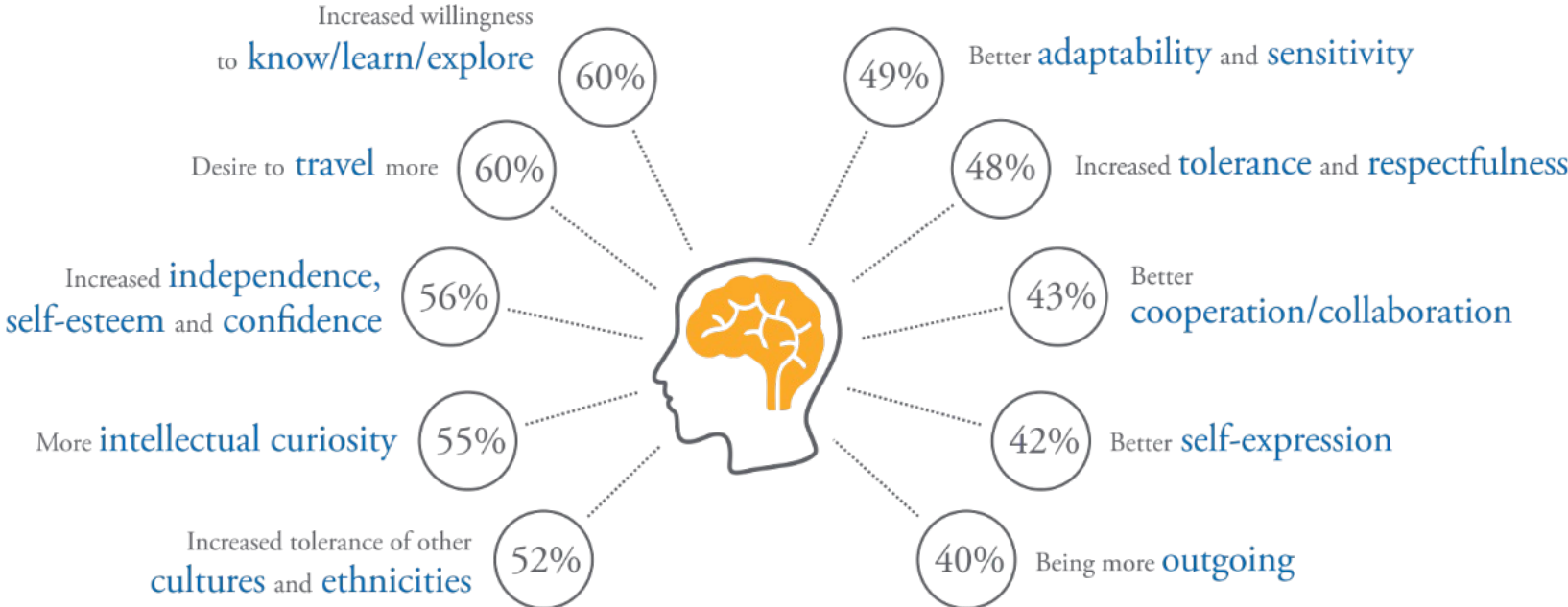


Source: SYTA & BONARD, 2022



Farm/Art D Tour: Wormfarm Institute – Reedsburg, WI

# SOCIAL IMPACT OF STUDENT GROUP TRAVEL – TOP 10 EFFECTS

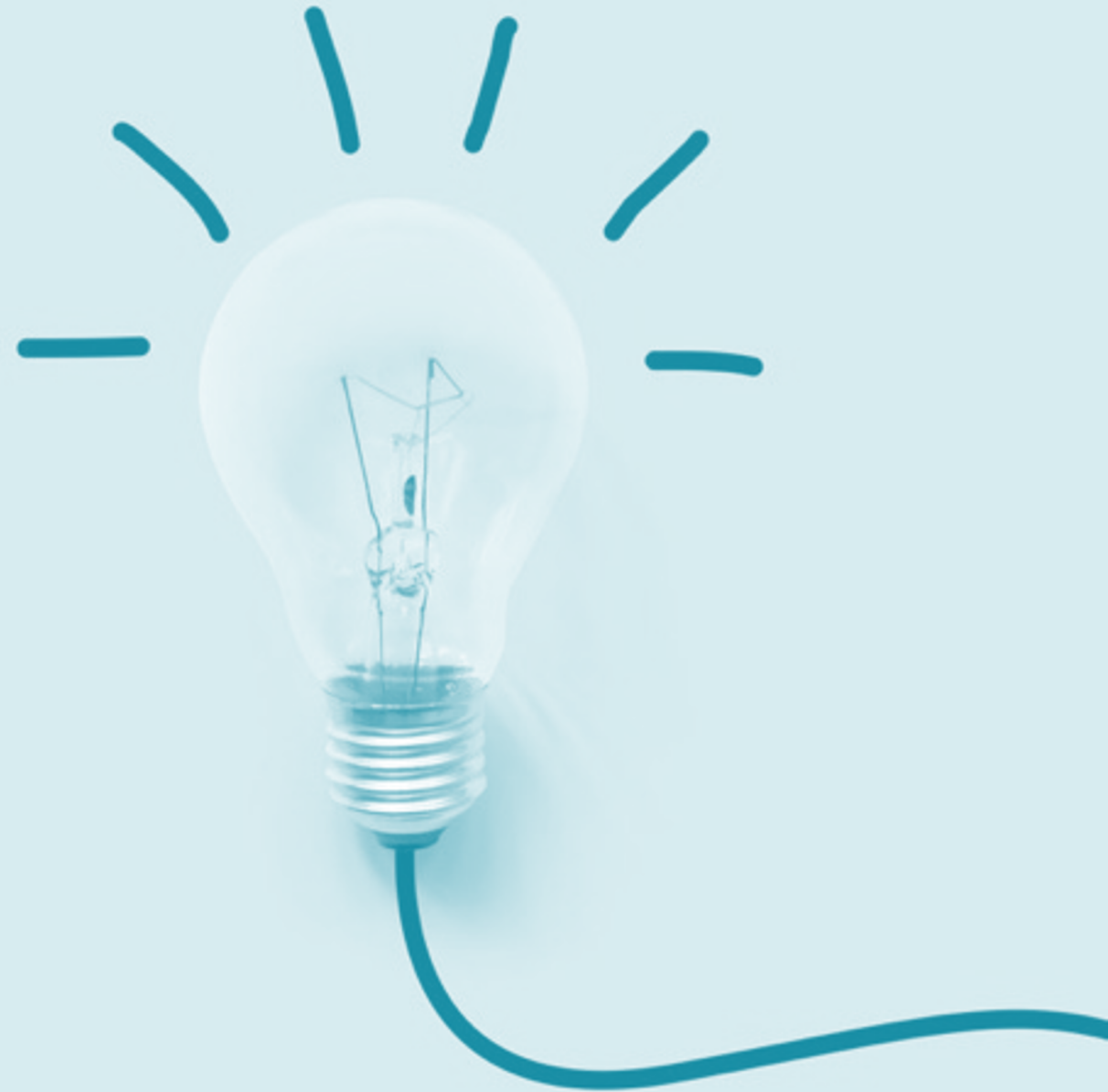


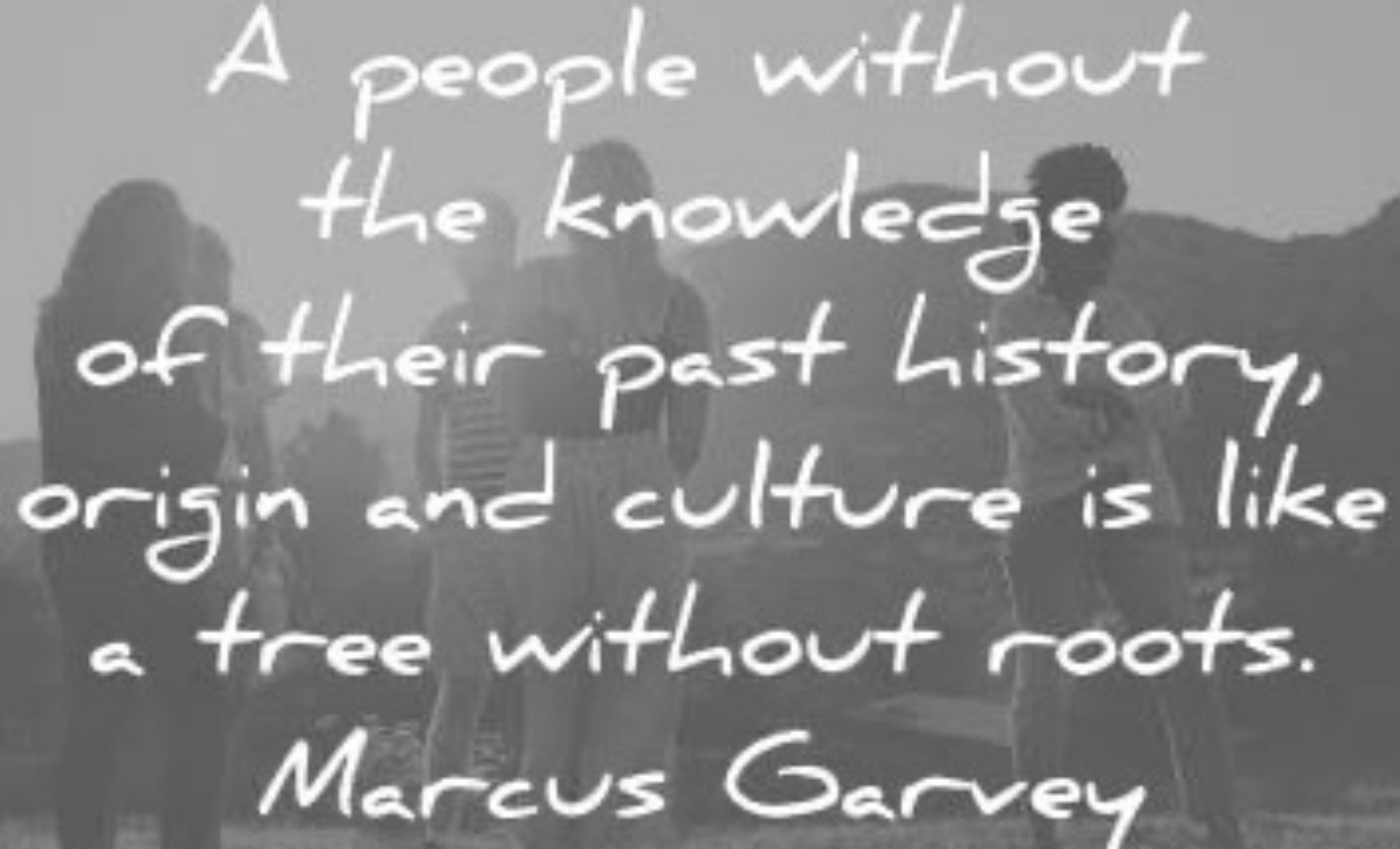
*\*Multiple choice question*



# Transformational Learning via Facilitated “Learning Labs”

- 64% – access to in-depth, behind-the-scene experiences
- 54% – interacting with subject experts (professors, museum curators)
- 45% – engage with like-minded travelers, similar interests



A group of people, including children and adults, are standing in a field with mountains in the background. The image is in grayscale and has a soft, hazy quality. Overlaid on the image is a quote in a white, handwritten-style font.

A people without  
the knowledge  
of their past history,  
origin and culture is like  
a tree without roots.  
Marcus Garvey

Trend 2:  
Focus on  
Authenticity,  
Local  
Immersion



<https://pgavdestinations.com/>

# TOP EMOTIONAL DRIVERS

## FOR VISITING ATTRACTIONS



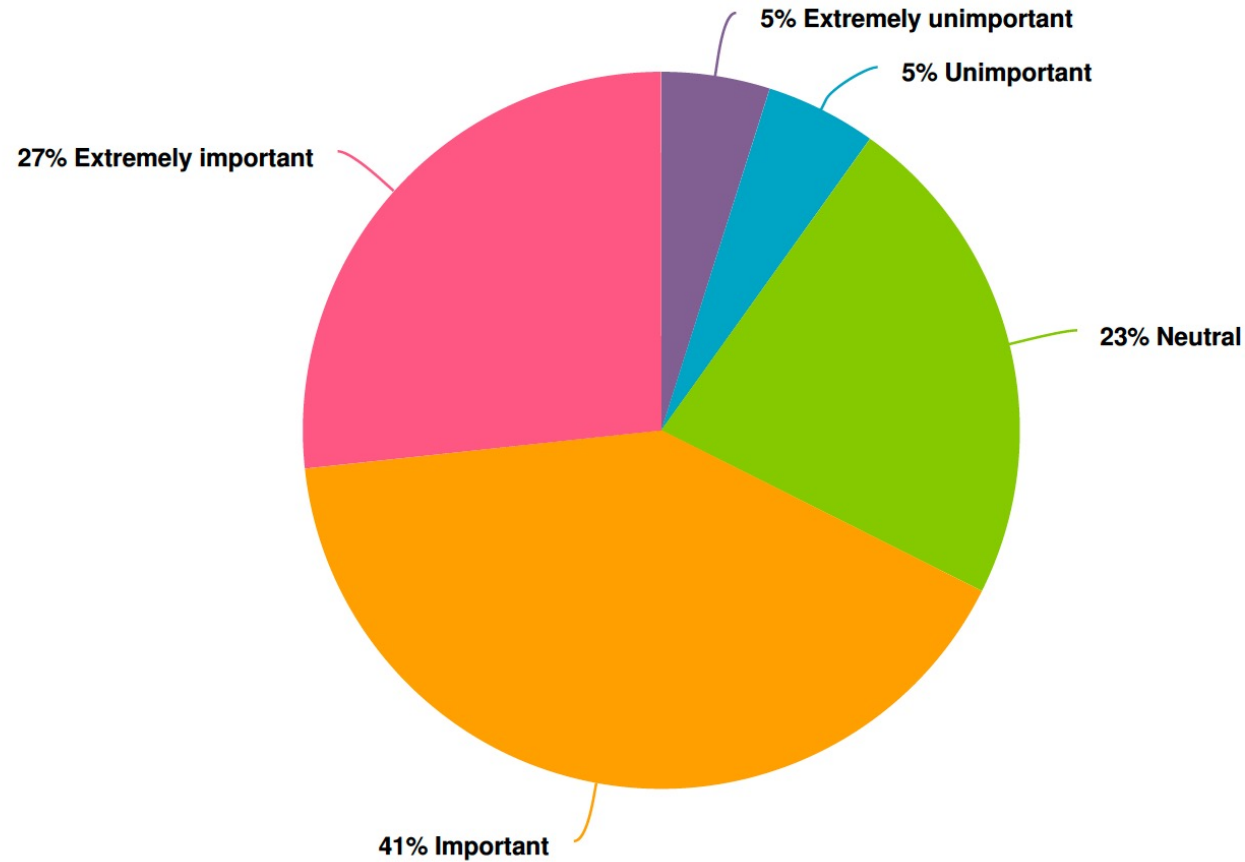
## Trend 3: DEI

**Diversity:** variety

**Equity:** being fair and impartial

**Inclusion:** being included within a group or structure

13. When touring a historic attraction, how important to you is it that the attraction highlights a diversity of historic experiences in regards to race, wealth and/or gender?





## Opportunity 1:

Share different  
Perspectives  
for more  
Inclusive  
Experiences



# Underground Railroad Tour







# NATIVE STORIES

Native Stories exists to perpetuate and advance indigenous wisdom through the oral tradition of storytelling. Expand your knowledge with Native Stories mobile app.



## Kamehameha Statue and Ali'i Iōlani Hale

There is something that all Hawaiians know is one of the most photographed buildings in Hawaii. The reason is due to the background of the often photographed statue of Kamehameha I in Honolulu, Hawaii. Despite the common perception that the statue is a symbol of the Hawaiian Kingdom, it is actually a symbol of the Hawaiian Kingdom's fall. The statue is a symbol of the Hawaiian Kingdom's fall, and it is a symbol of the Hawaiian Kingdom's fall.



## 'Iolani Palace Grounds

In 1882, before the palace was built, there was a large area of land that was used as a garden. This area was used by the Hawaiian Kingdom as a garden. The garden was used by the Hawaiian Kingdom as a garden. The garden was used by the Hawaiian Kingdom as a garden. The garden was used by the Hawaiian Kingdom as a garden.



“Until the lion writes his own story, the tale of the hunt will always glorify the hunter.”

African proverb

## Opportunity 2:

Engage Visitors  
in Destination  
Stewardship





# Tourism Cares



<https://www.tourismcares.org>

# Giving Back Programs

Commission “private label” products from local soap makers, distillers, and other purveyors for exclusive use in local hotels, B&Bs, lodging – where proceeds go to help preserve and protect historic, cultural and natural assets.





The image shows three large, ancient stone Moai statues in Hawaii. The statues are carved from dark volcanic rock and feature large, prominent noses and thick, textured bodies. They are set against a backdrop of lush green palm trees and a clear blue sky. The text 'Restorative Tourism: Hawaii's New Model' is overlaid on the left side of the image in a white, sans-serif font.

Restorative  
Tourism:  
Hawaii's New  
Model



Opportunity 3:  
Prepare for  
2026



**INSPIRING  
THE  
AMERICAN  
SPIRIT**

To learn more about our vision and approach to America's 250th, read our reports to the President and Congress.

**REPORTS**

<https://america250.org>

# Heritage Tourism: Quest for sustainability

- *More Relevant*
- *Greater Diversity*
- *Positive Impact*
- *Enhanced Integrity*
- *Increased engagement*



*Downtown Fort Lauderdale Riverwalk Cultural & Heritage Tour. + Tasting*  
Photo Credit: [www.chatmiami.tours](http://www.chatmiami.tours)



# Thank You!

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