

According to the Travel Industry Association of America in their publication, *The Power of Travel 2006*, cultural and heritage tourism is one of the fastest growing segments of the travel industry. More and more travelers are seeking the authentic American experience offered through cultural and heritage tourism. Eighty-one percent of the 146.4 million U.S. adults who took a trip of 50 miles or more away from home in the past year included historical or cultural activities on at least one of their trips in the past year. Compared to other travelers: cultural and heritage tourists spend more - \$623 vs. \$457 per trip (not including transportation to their destination); they are more apt to use a hotel, motel or B&B – 62 percent vs. 55 percent; and they are more likely to spend \$1000 or more per trip – 19 percent vs. 12 percent and they travel longer – 5.2 nights vs. 3.4 nights per trip.

In 2004, according to the U.S. Department of Commerce, there were over 10.6 million overseas visitors who participated in cultural and heritage tourism while in the U.S. The average overseas cultural and heritage tourism traveler visits the country for 19 nights vs. 16 nights for all overseas travelers and they are more willing to visit more than one state (41%) compared to only 30 percent for all overseas travelers.

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