



Tourism

- **Travelers are drawn to heritage places**
- **Heritage tourists stay longer and spend more money**
- **Communities that promote heritage create tourist destinations**
- **Heritage tourism is growing**

Heritage conservation in Canada draws tourists from the United States

- 17%, or 34.5 million, of American adults are Heritage Tourism Enthusiasts, making them the largest pool of potential American visitors.
- Of these, one quarter, or 8.3 million, have taken a leisure trip to Canada in the past two years.
- 63% of Heritage Tourism Enthusiasts sought out historic sites as part of their visit.
- 40% of American heritage tourists are from states furthest from Canada, whereas only 35% of general American tourists are from these states.
- One-third of U.S. Heritage Tourism Enthusiasts are drawn to Quebec, whereas only one-quarter of general American travelers are drawn to Quebec, potentially due to Quebec's strong heritage conservation strategies, with attractions such as the old world architecture of Quebec City and Old Montreal.
- Average household incomes for Heritage Tourism Enthusiasts is \$71,100 (US\$), whereas it is \$65,200 (US\$) for typical American leisure visitors, making heritage tourists more affluent, with the means to pay for trips including the best hotels, restaurants, and activities.

By definition, Heritage Tourism Enthusiasts participate in multiple heritage-related activities while on trips. The most popular activities...span museums, farmers' markets, festivals and historic sites.

(The Canadian Tourism Commission, 2003b)

(The Canadian Tourism Commission, 2003b)

Heritage conservation draws tourists from within Canada

- 11%, or 2.6 million, of Canadian adults are Heritage Tourism Enthusiasts.
- Of these, 8 out of 10, or 2.2 million, have taken a leisure trip within Canada in the past two years.
- 55% of Heritage Tourism Enthusiasts sought after historic sites as part of their visit.
- Average household incomes for Heritage Tourism Enthusiasts is \$60,000, whereas it is \$54,900 for typical Canadian leisure visitors.

Since heritage activities tend to appeal to older people, by 2025, travelers who seek heritage experiences in Canada are expected to grow from 8.3 million to 12.3 million in America, and from 2.2 million to 3.0 million in Canada.

(The Canadian Tourism Commission, 2003a and 2003b)

(The Canadian Tourism Commission, 2003a)



Heritage tourists stay longer and spend more money

A comparison of American historic/cultural travelers and average American travelers

	Historic Traveler	Average Traveler
Nights stayed per trip	5.7	3.4
Money spent per trip	\$722	\$457
Percentage that spent more than \$1,000 when they travel	18%	12%
Percentage of time hotels, motels, and Bed & Breakfasts are used	62%	56%
Percentage of time when shopping is part of the trip	44%	33%
Percentage who participate in 4 or more activities while traveling	17%	5%
Average Age	48	46

(Travel Industry Association of America, 2002)

Communities that promote heritage conservation are investing in a growing segment of the tourist economy

The Municipality of Port Hope, Ontario has demonstrated the power of heritage conservation in attracting tourism. The restoration of buildings in the downtown heritage district has made the downtown a magnet for antique stores and unique specialty shops. The tourism industry has since become one of the fastest growing industries in the municipality, with the main street being the key destination.

(University of Waterloo, 2003)

Tourism Trends:

- There is a shift from active holidays to holidays as an experience.
- Travelers want an experience which provides new knowledge as well as authentic emotions

(World Trade Organization, 2002)

Resources

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