

## WHAT IS CULTURAL TOURISM

What is cultural tourism? In its broadest definition it is travel directed toward experiencing the arts, heritage, and special character of unique places. It includes arts (galleries, studios, performing and visual arts), cultural activities (festivals, celebrations, rituals, events), and physical heritage (buildings and environments). ICOMOS (the UN's International Council on Monuments and Sites), in its International Cultural Tourism Charter states that :

"At the broadest level, the natural and cultural heritage belongs to all people. We each have a right and responsibility to understand, appreciate and conserve its universal values".

Cultural Tourism is **big** business...and it's **good** business.

- There were 7.9 million overnight domestic cultural visitors in Australia (2002)
- There were 640,000 international overnight cultural visitors to Victoria (2002)
- Domestic cultural visitors spend more than the average domestic traveller
- Domestic cultural visitors stay longer at their destinations (6.3 nights compared with 4.0 nights)
- Domestic cultural tourists travel as couples or family groups rather than alone
- There were 2.2 million domestic cultural day-trips in Victoria in 2002

Tourism Victoria recognised this growing interest and in 2003 launched the Victorian Arts, Theatre and Cultural Heritage Tourism Strategy.

Research indicates that international travellers feel that having some types of cultural experiences are an important part of a travel experience in a new country.

International and domestic cultural visitors are defined as visitors who ...

- attend the theatre, concerts or performing arts programs
- visit performing arts centres — Sydney Opera House, Melbourne Concert Hall
- go to art or craft galleries/workshops or studios
- attend festivals or fairs or cultural events
- visit Indigenous art/craft and cultural displays
- visit heritage buildings, sites of monuments

It's a growing market.

Many of these visitors plan ahead ...getting information before they come. While about thirty percent have their itinerary planned (or are on tours), about one-quarter have a fair bit of their trip planned, but still have some flexibility about where they go; another twenty percent have some of their trip planned but are very flexible, and about fifteen percent are totally free and independent travellers.

The key international markets for cultural tourism in Victoria are the USA, the UK, Europe — and to a lesser extent, New Zealand and Asia.

The primary purpose of international cultural tourists to Victoria is for a holiday, followed by visiting friends and relatives, and they say they want to experience Australia's landscapes.

Domestic cultural tourists have some unique and valuable traits. Arts and cultural heritage visitors in Australia stay longer at their destinations than the average domestic visitor — 6.3 nights as compared to an average 4.0 nights. That gives them more opportunity to visit regions, attend events and explore.

Victoria attracted over two million overnight cultural heritage visitors during 2000, second only to New South Wales. And of course, there are even more people making day-trips around the regions.

The primary reason cultural visitors travel to Victoria is for a holiday (66%), followed by visiting friends and relatives (23%). Major arts events, festivals and cultural heritage activities do bring people into Melbourne, but they will travel to the outer metropolitan areas, and the regions for cultural events and activities.

Domestic visitors to Victoria spend their time

- visiting friends and relatives (40%)
- eating out/going to restaurants (40%)
- walking/taking in the sights (26%)
- going to discos or other nightlife (22%)
- going shopping (22%)

The top five cultural tourism activities are:

- visiting museums or art galleries
- visiting history/heritage buildings
- attending performing arts or concerts
- visiting art/craft workshops/studios
- attending festivals/fairs or arts/cultural events

### **A look at the cultural tourists ...who are they and what do they want?**

The Roy Morgan/Colin Benjamin Value Segments used by Tourism Victoria to analyse and target visitors, identifies four key markets for cultural tourism:

<p><b>Traditional Family Life</b></p> <ul style="list-style-type: none"> <li>• 20% Australian population</li> <li>• 13% of all short breaks</li> <li>• 21% of all longer holidays</li> <li>• higher than average propensity to visit:               <ul style="list-style-type: none"> <li>—Arts galleries/museums</li> <li>—Historical places</li> </ul> </li> </ul>	<p><b>Socially Aware</b></p> <ul style="list-style-type: none"> <li>• 13% Australian population</li> <li>• 18% of all short breaks</li> <li>• higher than average propensity to visit:               <ul style="list-style-type: none"> <li>—Arts festivals/cultural events</li> <li>—Theatre/musical performances/ concerts</li> <li>—Art galleries/museums</li> <li>—Historical places</li> </ul> </li> </ul>
<p><b>Visible Achievement</b></p> <ul style="list-style-type: none"> <li>• 13% Australian population</li> <li>• 25% of all short breaks</li> <li>• higher than average propensity to visit:               <ul style="list-style-type: none"> <li>—Events</li> <li>—Theatre</li> <li>—Historical places</li> </ul> </li> </ul>	<p><b>Young Optimism</b></p> <ul style="list-style-type: none"> <li>• 8% Australian population</li> <li>• 14% of all short breaks</li> <li>• 10% of all longer holidays</li> <li>• higher than average propensity to visit:               <ul style="list-style-type: none"> <li>—Arts festivals/cultural events</li> <li>—Theatre/musical performances/concerts</li> <li>—Arts galleries/museums</li> </ul> </li> </ul>

Source: statistics and data cited in this information sheet come from the National Visitor Survey and the International Visitor Survey.