Heritage Tourism Definition

The National Trust defines Heritage Tourism as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past.
Visitors who expressed some interest in cultural heritage aspects on their trip can be divided into three main groups based on the extent of planning around the attractions visited or activities taken part in:

1. the largest, about half, indicated that the stops they made to take in cultural or historical sites/activities were chance encounters rather than planned in advance

2. most of the remainder did some planning around these activities

3. a few deemed cultural heritage to be the main purpose of their trip
The demographic profile of cultural heritage visitors in 2008 generally resembled the profile of Colorado vacationers as a whole, with just a few skews:

- less likely to have kids living at home or to be living alone
- slightly higher income
- more often come from out-of-state
Cultural Heritage Visitors

The cultural heritage trip to Colorado in 2008 was not necessarily a longer distance trip; it was longer duration – half a day longer in Colorado than the typical overnight visit.

Other differences versus the Colorado leisure norm included:

- trips planned and booked further in advance
- “official” publications/brochures and websites used more extensively, including www.colorado.com and the Colorado Official Summer Vacation Guide
Cultural Heritage Visitors
Types of Cultural Heritage Attractions and Experiences

• Landmarks/Historic Sites
• Historic Towns/Areas
• Museums
• Archeological Sites
• Scenic & Historic Trains
• Historic Mines/Mine Tours
• Historic Farm/Ranch
• Unique Indian/Hispanic Cultures
• Art Gallery
• Theater/Dance/Music Performance
Engaged in Cultural Heritage Activities 2008
Overnight Leisure Trips

Pleasure Trips
(23.4 Million)

Visitors Who Planned to Engage in Cultural Heritage Activities
9 Million (38%)

Visitors Who Incidentally Engaged in Cultural Heritage Activities
2.8 Million (12%)

Did Not Engage in Cultural Heritage Activities
11.6 Million (50%)
Travel Spending on 2008 Overnight Leisure Trips

Total = $7.8 Billion

Visitors Who Engaged in Cultural Heritage Activities
$ 4.0 Billion (51%)

Other Visitors
$3.8 Billion (49%)
COLORADO

Time Spent in Each Region

- Denver Metro
- South Central
- North Central
- Northwest
- Southwest
- Southeast
- Northeast

- Cultural Heritage Traveler
- CO Overnight

Colorado Tourism Office