



## Audiences London

# Cultural Tourism Resources

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Audiences London presents  
*Wish you were here ...*  
**Cultural Tourism Symposium**  
for arts and heritage in London  
Tuesday 25 May 2010  
10am - 5.30pm - Tate Modern

with support from  
**VISIT LONDON**  
visitlondon.com

Unit 7G1 · The Leathermarket · Weston Street · London SE1 3ER · T 020 7407 4625 · info@audienceslondon.org · www.audienceslondon.org

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## Definitions of cultural tourism

### Visit Britain defines cultural tourism as:

*'Visits to enjoy visual and performing arts, museum, galleries, heritage attractions, artists' open studios, art fairs, auctions, public art and architecture, festivals, films and other cultural events.'*

These visitors want to *"enjoy exhibitions and performances, to sample local food and learn about local customs, to enjoy the atmosphere of a place and to learn something. They enjoy experiences that fire their imagination or offer a chance to connect with the past"*.

It is perceived as a growing market, as visitors generally are seeking a more authentic experience. It also seems like an area that adds depth to the general tourism offer – cultural activity conveys vibrancy and also a potential 'call to action', when packaged appropriately. Added to which the time seems to be now for addressing cultural tourism as the cultural programme was a strong part of the Olympic and Paralympic bid.

### Cultural Tourism, How you can benefit, A VisitBritain advisory guide

<http://www.tourismnetwork.co.uk/publications.htm>

### Organisation for Economic Cooperation and Development definition:

**Cultural tourism** (or **culture tourism**) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions<sup>1</sup>.

Cultural tourism has also been defined as *'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'*<sup>2</sup>

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<sup>1</sup> Organisation for Economic Cooperation and Development (2009) The Impact of Culture on Tourism. OECD, Paris

<sup>2</sup> Richards, G. (1996) Cultural Tourism in Europe. CABI, Wallingford. [www.tram-research.com/atlas](http://www.tram-research.com/atlas)

### **The 3 Pillars of Cultural Tourism**

There is universal agreement amongst the tourism industry that Cultural Tourism is an incredibly difficult thing to define. However, when we drill down, three key pillars seem to exist:

- Cultural Heritage (eg Shakespeare)
- Built or Historical Heritage (eg Tower of London)
- Contemporary Culture (eg modern art, theatre)

**Visit Britain's Topic Profile on Cultural Tourism: an essential guide to understanding Cultural Tourism**

<http://www.visitbritain.org/insightsandstatistics/segmentssectorsandissues/cultureheritage.aspx>

If cultural tourists are a priority target audience for your organisation, Audiences London can offer a surgery session to support your organisation to define its objectives, refine your messages for target groups and use your resources effectively.

For more information about Audiences London's resources or services please contact:

Email: [info@audienceslondon.org](mailto:info@audienceslondon.org)

Tel: 020 7 497 4625

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