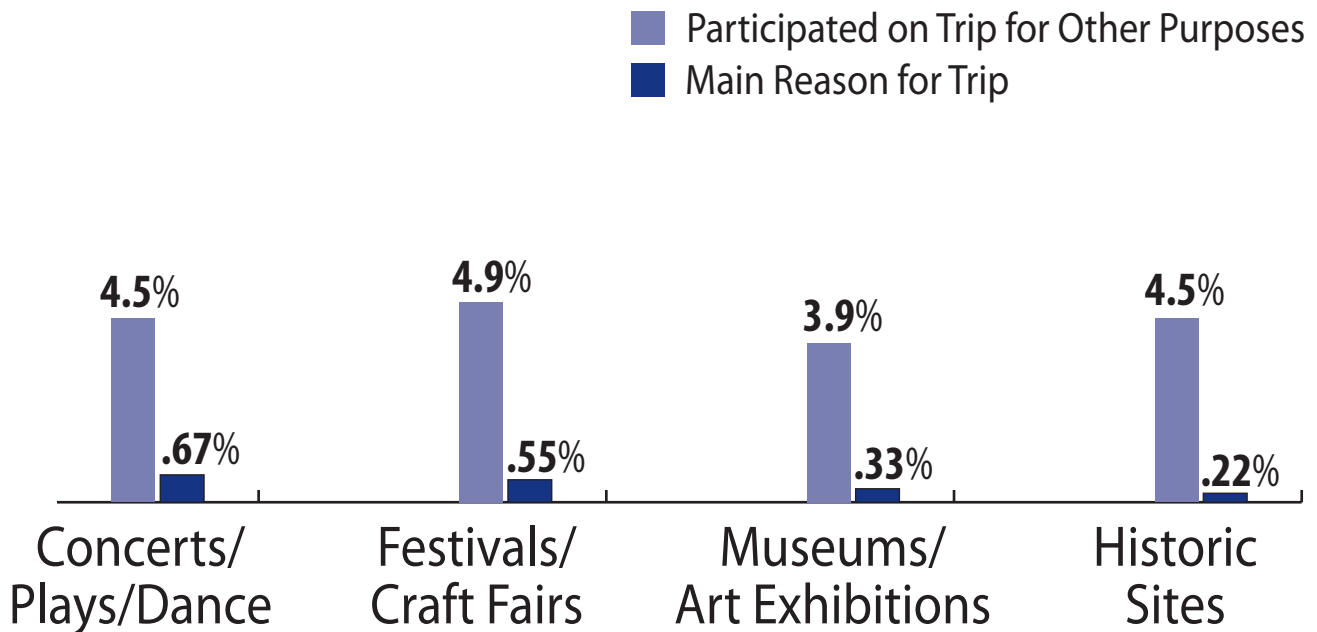


Visitor Participation vs. Main Reason for Trip Cultural-Heritage Activities



Source: D.K. Shifflet & Associates, DCVB



Note: Some studies reflect higher percentages of cultural travelers because:

- 1) The sample used only included leisure visitors, or the narrower vacation subset.
- 2) The results reflect only those who participated in at least one activity, excluding those who reported no activities (nonresponse bias weighting.)
- 3) The sample was not weighted to the population at large and is not generalizable to the U.S. population (segments need to be balanced to account for oversampling.)
- 4) The survey didn't apply a quantity weighting to account for surveys that permit more than one choice.