

Heritage Tourism: A Michigan Overview

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What is heritage-tourism
and why is it important
to understand what it is?



Heritage is:

1) Property that descends to an heir

2) Something transmitted or acquired from a predecessor (applies to things other than property or money)



Heritage is:

a component of the broader term “culture,” but is the part of culture with a direct link to one’s specific predecessors.



One's predecessors might include:

- family members (genetic predecessors)
- work colleagues (auto workers)
- members of the same religion
- graduate of the same college
- etc.



Tourism is:

Travel (typically for pleasure not business or to attend school or part of one's job (e.g. airline pilot)) that is not part of one's normal routine (e.g. shopping at the local mall).

In empirical research, the trip must be to a destination at least 50 miles away from home. Both day trips and overnight trips are included.



A heritage-tourist is:

someone who travels to a destination/ attraction at least 50 miles away from home, and who is in some way linked to that destination or attraction.



Why is it important and useful
to understand the difference
between heritage-tourism and
other forms of hyphenated
tourism?



Promotion (a.k.a. marketing) Implications

- Promoting to the masses is costly and inefficient
- One obtains a higher ROI in promotion via target marketing
- The heritage link can be used to identify and capture (e.g. promote to) a potentially very profitable target market segment.



Product Development (a.k.a. marketing) Implications I

- In the movie “Field of Dreams,” Kevin Costner is told in a dream: “Build it and they will come.” He built it, and they came, but that was Hollywood and not the real world.
- In the real world of tourism product development, we often build it and they don’t come or come often enough to pay the bills and earn a decent living.



Product Development Implications II

- Heritage-tourism attractions are especially prone to a “been there-done that” challenge to their survival.
- Tourists with a heritage tie to the attraction are more likely to be repeat visitors and/or become “friends” who regularly donate money and/or their time as volunteers to sustain the attraction.



Empirical Definitions

Heritage Tourist : visited museum or
hall of fame and/or a historic site

Time Frame : 1996 – June, 2003

ALL : All survey respondents



Type of Trip

	All Respondents	Heritage Tourists
Overnight	81%	88%
Number of Nights	3.8	4.5



Lodging on Trip

Lodging Type	All Respondents	Heritage Tourists
Hotel/Motel/ Resort	44%	52%
Campground	5%	7%
With Relatives/ Friends	27%	18%



Spending on Trip (Mean)

	All Respondents	Heritage Tourists
Total (Mean)	\$487	\$641
Per Day (Mean)	\$128	\$142



Trip Purpose

	All Respondents	Heritage Tourists
VFR	30%	24%
Vacation	20%	28%
Outdoor Rec.	12%	9%
Entertainment	14%	10%
Relaxation	12%	14%



Activity Participation

	All Respondents	Heritage Tourists
Number of Activities	4.2 per Trip	6.9 per Trip
Most Popular Activities:		
Visit Historic Site	52%	89%
Exploring	51%	76%
Drive for Pleasure	52%	75%
Shopping	56%	73%



Conclusion

Heritage Tourists participate in all fourteen listed activities at a higher rate than ALL respondents.



Season of Trip

	All Respondents	Heritage Tourists
Winter (Dec-Feb)	16%	9%
Spring (Mar-May)	17%	14%
Summer (Jan-Aug)	41%	52%
Fall (Sep- Nov)	25%	25%



Trip Planning

	All Respondents	Heritage Tourists
Use Internet	72%	73%
Planning Horizon (Avg.)	62 Days	72 Days
Less than 30 Days	67%	59%



Party Characteristics

	All Respondents	Heritage Tourists
Party Size	3.6	3.7
Average Age	38.8 years	39.6 years
Michigan Resident	57%	59%



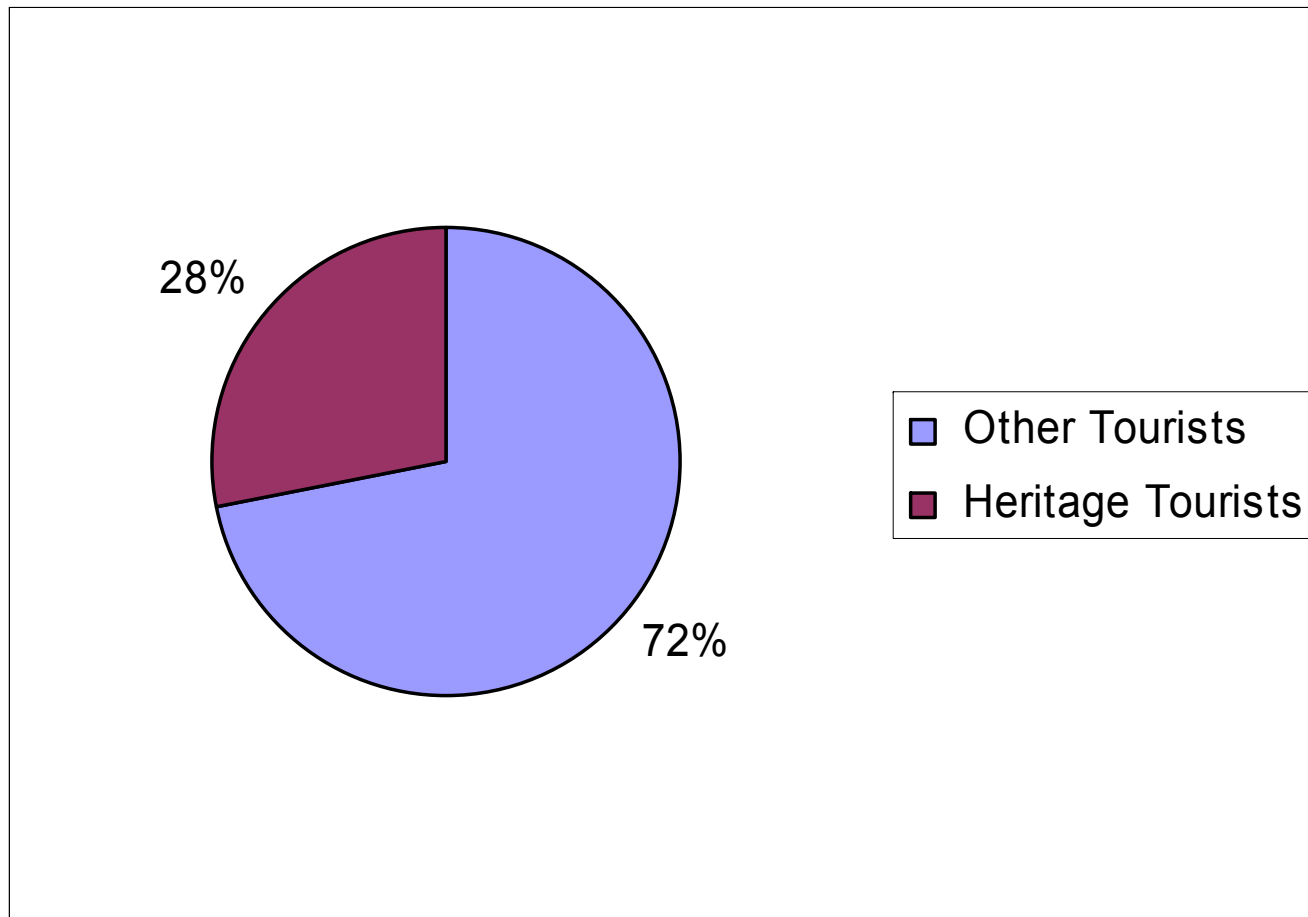
Household Characteristics

Household characteristics:

- No significant differences across:
 - Income
 - Race/Ethnicity
 - Ages of HH Members



Percentage of Heritage-Tourists in the Michigan Tourist Population



Trends in Heritage Tourism in Michigan (1996-98 vs. 2001- 03)



Trip Characteristics

	1996-98	2001-03	
Overnight Trip	91%	88%	↓
Number of Nights	4.9	3.7	↓
Lodging at a Hotel or Motel	48%	55%	↑



Trip Spending (Mean)

	1996- 98	2001-03	
\$ per trip	\$ 708	\$580	↓
\$ per day	\$157	\$157	→



Primary Purpose of Trip

	1996-98	2001-03	
VFR	26%	20%	↓
Vacation	24%	33%	↑
Outdoor Recreation	11%	8%	↓
General Touring	9%	11%	↑



Activity Participation

	1996-98	2001-03	
Number of Activities	6.6	7.0	↑
General Touring	80%	71%	↓
Shopping	69%	78%	↑
Visit Attraction	63%	58%	↓
Casino	9%	12%	↑
Farmers' Market	20%	24%	↑



Season of Trip

	1996-98	2001-03	
Winter (Dec-Feb)	10%	10%	→
Spring (Mar-May)	11%	15%	↑
Summer (June-Aug)	55%	49%	↓
Fall (Sep-Nov)	24%	26%	↑



Trip Planning

	1996-98	2001-03	
Used Internet	55%	78 %	↑
Trip Planning Horizon (TPH)	81 days	65 days	↓
TPH < 30 days	55%	62%	↑



Trip Party/Household Characteristics

	1996-98	2001-03	
Party Size	3.9 persons	3.6 persons	↓
Mean age of Party	38.3 years	41.6 years	↑
Michigan Resident	58%	62%	↑
Senior in Household	19%	24%	↑
HH Income < \$42,000	19%	26%	↑
Retired	13%	20%	↑



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Note: This presentation will be posted at the above website

