

Tourism - a primary means for accessing culture

Tourist travel is generally a good moment for cultural activities. In 2014, one French citizen out of three took advantage of holiday travel to discover a city, 13.8% visited at least one museum, exhibition, monument or historical site, and 6.6% attended at least one cultural event (festival, concert, etc.). These percentages rose slightly in recent years. Holidays outside of France are richer in cultural activities. Tourism is a significant vector for access to culture. Indeed over a three-year period, three-fourths of French citizens took part in a cultural activity when on holiday. For the others, either they did not go on holiday (14.3%) or they did go, but did not take part in a cultural activity (12.1%). Conversely, certain French tourists enjoy a high concentration of cultural activities. Tourists who are major «culture consumers» are most often urban-dwelling college graduates who are in a relationship. Although age is not the decisive criterion, those over 65 tend to engage in cultural activities. Young tourists are also often cultural adepts.

In 2014, more than a third of French citizens (37.8% – Table 1) engaged in at least one cultural activity when on holiday (see box). An equivalent percentage (36.5%), even though they went on holiday, did not take part in a cultural activity. Finally, 25.7% of French citizens did not go on holiday at all¹.

French tourists are increasingly taking part in cultural activities

In the space of a few years, the percentage of French citizens combining tourism and culture has increased. The share of those who visited a museum, an exhibition, a monument or a historical site when on holiday grew from 11.9% in 2010 to 13.8% at 2014. The share of those who attended a festival, a concert, a theatre production or some other cultural event under similar conditions also increased from 5.6% in 2010 to

Table 1: Cultural practices of French citizens when on holiday

| | In % | | | | |
|---|-------------|-------------|-------------|-------------|-------------|
| Share of the resident population 15 years old or older, who... | 2010 | 2011 | 2012 | 2013 | 2014 |
| took part in a cultural activity at least once during the year when on holiday | 34.6 | 32.8 | 34.8 | 36.2 | 37.8 |
| <i>excluding visits to cities</i> | <i>14.9</i> | <i>14.7</i> | <i>14.9</i> | <i>16.7</i> | <i>18.6</i> |
| visits to cities | 31.3 | 29.7 | 31.5 | 32.4 | 33.0 |
| museum, exhibition, monument or historical site | 11.9 | 11.7 | 11.7 | 13.6 | 13.8 |
| festival, concert, theatre, other cultural event | 5.6 | 5.5 | 6.2 | 6.4 | 6.6 |
| visit to a working company | 0.4 | 0.4 | 0.4 | 0.2 | 0.3 |
| other cultural activity | 1.7 | 1.9 | 3.9 | 3.6 | 3.9 |
| ...went on holiday but did not engage in a cultural activity | 41.2 | 43.1 | 40.3 | 38.9 | 36.5 |
| ...did not go on holiday | 24.2 | 24.1 | 24.9 | 24.9 | 25.7 |

Key: in 2014, 37.8% of French citizens took part in a cultural activity; 33% discovered a city, and 13.8% visited at least one museum, exhibition, monument or historical site. These various activities are not mutually exclusive.

Scope: French citizens aged 15 years old or older.

Sources: DGE, Banque de France, SDT survey.

6.6% in 2014. At the same time, the percentage of those who did not go on holiday also grew (24.2% in 2010 compared with 25.7% in 2014).

The most popular cultural activity during a holiday trip is discovering a city: 33% of French citizens did so in 2014, and those who took part in other cultural activities (18.6%) very often also visited a city (74% of cases). On the other hand, very few tourists visited working companies.

More culturally-focused trips outside France

Holidays outside France gave rise to a cultural activity far more frequently than those within France (71.2% of holidays compared with 30.9% – see Table 2). Visits to cities were extremely frequent abroad (58.7% of holidays compared with 20.9% in France). The same is also true of visits to monuments and historical sites, museums and exhibitions (41.6% of foreign trips compared with 10.1% in France). Although holidays in France were also the source of cultural discoveries, they were proportionally more linked to leisure and sports activities. Regardless of the cultural activity in question – visits to a city,

¹ At least one night spent away from home.

attendance at a festival or a visit to a museum or monument – the summer was the peak season. Departures on holiday are more numerous at this time, and holidays are more highly focused on cultural activities. Conversely, winter holidays, which are frequently associated with winter sports, are less often connected to a cultural activity.

One long holiday out of five results in the visit to an exhibition, a museum, monument or a historical site

It is more likely that those going on holiday for a week will take part in a cultural activity than those who only spend one night away. Nonetheless, the percentage of holidays that give rise to a cultural activity does not increase proportionally with the length of the holiday. As it turns out (*Chart 1*), although only 10.3% of short stays (fewer than four nights) result in a visit to a museum, exhibition, monument or historical site, compared with 19.0% of stays of between four and six nights, the proportion only rise to 20.0% for longer holidays (seven nights or more).

Nearly three quarters of French citizens took part in a culture activity on holiday in the past three years

Cultural practices on holiday may vary from one year to the next. Certain individuals alternate leisure holidays with cultural holidays, while others engage in the same activity year after year. Thus, examining individual practices over a multi-year period gives a different image of cultural practices during holidays. In the space of three years, one French citizen out of nine (11.1% - *Table 3*) attended at least one festival, concert or other cultural event while on holiday; nearly one citizen in five (19.6%) visited a historical monument, exhibition or a museum, and more than two in five (42.1%) visited a city while on holiday. Nearly three French citizens out of four (73.7%) took part in at least one cultural activity (including a visit to a city) while on holiday in a three-year period, which means that only one in four did not take part in any cultural activity on holiday, either because they did not go on holiday (14.3%), or because they did go on holiday, but did not take part in a cultural activity (12.1%).

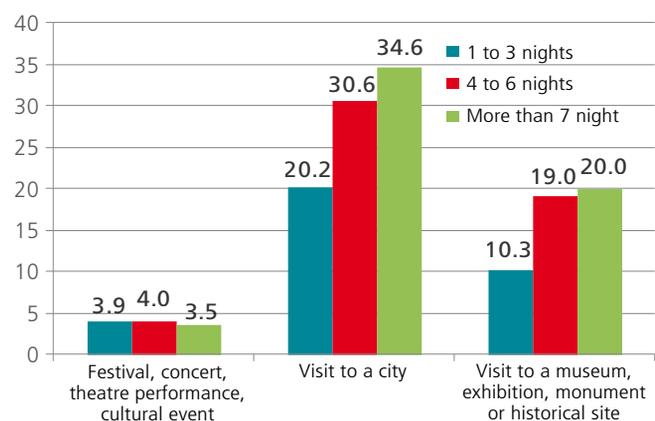
Table 2: Holidays that resulted in a cultural activity in 2014

| Percentage of holidays that resulted in at least one... | Total holidays | Holidays in France | Holidays abroad |
|--|----------------|--------------------|-----------------|
| cultural activity | 36.8 | 30.9 | 71.2 |
| <i>cultural activity excluding visits to cities</i> | 21.6 | 17.0 | 48.2 |
| visits to cities | 26.4 | 20.9 | 58.7 |
| visit to a museum, exhibition, monument or historical site | 14.7 | 10.1 | 41.6 |
| attendance at a festival, concert, theatre performance or other cultural event | 3.8 | 3.6 | 4.8 |
| visit to a working company | 0.7 | 0.5 | 1.7 |
| other cultural activity | 4.4 | 4.1 | 5.9 |

Scope: French citizens aged 15 years old or older.
Sources: DGE, Banque de France, SDT survey.

Chart 1: Length of cultural holidays

Number of holidays resulting in a cultural activity per 100 holidays in 2014



Key: in 2014, 3.9% of holidays of between 1 and 3 nights resulted in a visit to a festival, concert, theatre piece or other cultural event.

Scope: French citizens aged 15 years old or older.

Sources: DGE, Banque de France, SDT survey.

A high concentration of cultural activities among a minority of tourists

Each year, between 12 and 14% of French citizens visit a museum, a historical monument or an exhibition at least once during a holiday stay. Among them, more than one out of two (7.1%)

■ The SDT survey

The SDT survey, which monitors tourist demand, is carried out each month by post among a group (panel) of 20,000 individuals aged 15 years old or older, who are representative of France's resident population. Respondents are asked about all of their tourism-related travels (at least one night spent away from home) and on the various activities, particularly cultural ones, in which they engaged during these trips. By convention, in this survey the term «French citizens» refers to a person residing in France.

■ Cultural activities and practices

For the purposes of this survey, «cultural activity» encompasses the following activities engaged in by tourists when on holiday:

- Visit to a city
- Visit to a museum, exhibition, monument or historical site
- Attendance at a festival, concert, theatre performance or other cultural event
- Visit to a working company
- Other cultural activities

For the purposes of this survey, «tourist cultural practice» is defined as taking part in at least one cultural activity, according to the nomenclature set out above, in the course of a holiday

stay. If a person takes part in the same cultural activity several times in the course of one holiday, this counts as a single tourist cultural practice. Visiting several historical monuments during the same holiday would thus be considered to be a single cultural practice. A holiday may include several cultural practices (up to five) if the individual has taken part in different cultural activities (attending a festival and visiting a museum are two distinct practices).

■ Three years' worth of data

The results presented here are based on data for all personal trips by individuals each year, but also on data that uses the structure of the survey panel. When studying uncommon behaviours, it is useful to examine the occurrence of events over an observation period that extends beyond the calendar year. To do so, it is important to observe each individual's behaviour for the entire period in question. The constant turnover in the panel and the need to have a sampling that will allow us to extrapolate results for the entire population means that we must work not on the last three calendar years, but on rolling three-year periods (the last three years of observation for each selected individual in the panel).

is an enthusiast - i.e. an individual who takes part in this activity every year over a three-year period. Attending festivals, concerts or other cultural events is also primarily practiced by enthusiasts. Each year, between 5.5% and 6.6% of French citizens practice this activity. Nearly two thirds of them (3.9%) are enthusiasts. By multiplying the number of holiday stays with at least one cultural activity, some tourists carry out many more tourist cultural practices than others (see definition in box). Thus, although nearly one French citizen out of three (31.6% - *Chart 2*) took part in at least one cultural practice (visits to cities excluded) during a holiday stay within a three-year period, half of these practices were carried out by a mere 7.4% of the population, i.e. less than one in four. The concentration of cultural practices among a minority of tourists is notable for every type of activity. Only 5.2% of French citizens, the greatest enthusiasts for this type of tourism, were responsible for half of all holiday stays that included at least one visit to a museum, monument, historical site or exhibition. A mere 3.4% of French citizens were responsible for half of all holidays that included at least one attendance at a festival, concert or other cultural event.

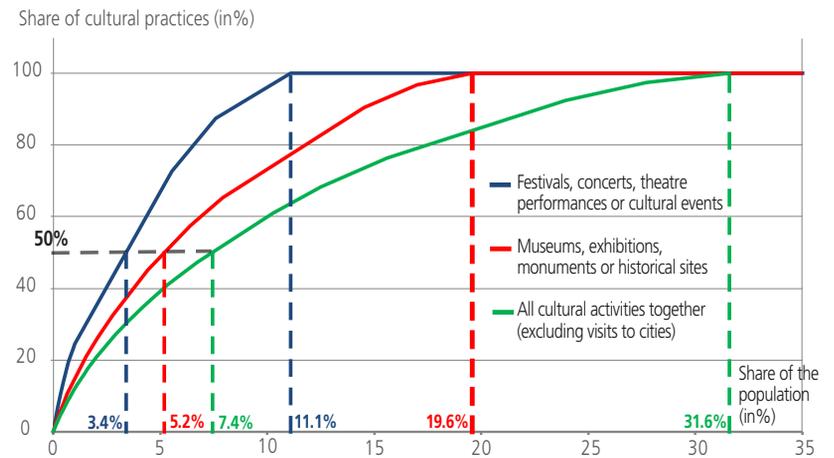
Young people are festival enthusiasts, retirees prefer museums, exhibitions and historical sites

Among festival enthusiasts, young people – and students in particular – are overrepresented. Although only 11% of holiday goers are students, they make up 16% of festival enthusiasts. Among enthusiasts of museums, exhibitions sites or historical monuments, those 65 and older are overrepresented: 30% of enthusiasts for these types of activities are more than 65, whereas they represent only 20% of holiday goers. Those in managerial positions are overrepresented among enthusiasts of festivals, museums, exhibitions, sites and historical monuments.

One of French citizen in 25 is a «culture culture» tourist

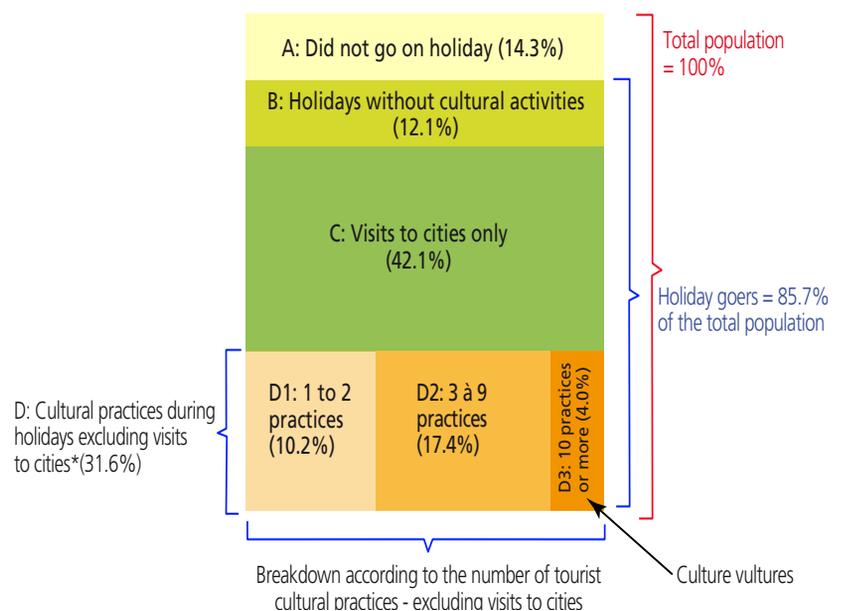
The French population can be broken down into various «classes» or subpopulations when it comes to cultural practices on holiday (*Chart 3*). The category of those who do not go on holiday (no holiday in three years) makes up 14.3% of the population. Among those who do go on holiday, there are those who have not taken part in any cultural activity in three years (12.1% of the population), those who have visited one or more cities, but have not taken part in any other cultural activity (42.1% of the population), and those who have taken part in at least one other cultural activity (31.6% of the population). This last group can be broken down into three sub-populations, based on the number of tourist cultural practices. One French citizen out of ten (10.2%) took, on average per year, less than one holiday that included at least one cultural activity (excluding visits to cities). A slightly higher percentage (17.4%) engaged in, on average per year, between one and three tourist cultural practices. Finally, the population of the culture vultures consists of French citizens who engaged in at least ten tourist cultural practices within three years, excluding visits to cities. This represents an average of more than three tourist cultural practices per year. One French citizen in 25 belongs to this group.

Chart 2: Concentration of cultural practices among tourists



Key: over a three-year period, the total number of visits to museums, exhibitions, monuments and historical sites while on holiday were made by 19.6% of the population, but half of these visits were made by a mere 5.2% of the population.
Scope: French citizens aged 15 years old or older.
Sources: DGE, Banque de France, SDT survey.

Chart 3: Tourist mobility and cultural practices over a three-year period



* Museums, exhibitions, monuments, historical sites, festivals, concerts, theatre performances, other cultural events, visits to working companies, other cultural activities.
Scope: French citizens aged 15 years old or older.
Sources: DGE, Banque de France, SDT survey.

Table 3: Cultural practices by French tourists over a three-year period

| | Share of French citizens who take part in... | |
|---|--|--------------|
| | ...at least one year | ...each year |
| All cultural activities | 73.7 | 28.4 |
| <i>Cultural activities excluding visits to cities</i> | 31.6 | 11.6 |
| Visits to cities | 42.1 | 22.6 |
| Museums, exhibitions, monuments, historical sites | 19.6 | 7.1 |
| Festivals, concerts, theatre performances or cultural events | 11.1 | 3.9 |
| Visits to working companies | 0.9 | 0.2 |
| Other cultural activities | 7.4 | 2.7 |

Scope: French citizens aged 15 years old or older.
Sources: DGE, Banque de France, SDT survey.

«Cultural tourism» is correlated to income and education levels

Individuals with graduate or post-graduate degrees account for only 1.7% of the sub-population of those who did not go on holiday (Class A), but they represent nearly half of the culture vultures (Class D3 – Chart 4a). There is a close correlation between an individual's level of education and their intensity of tourist cultural practices. In the classes of those who took part in few cultural activities (A, B and C), those with a baccalaureate degree or less are in the majority (and overrepresented). Those with some higher education (technical degree, bachelor's or higher) are clearly overrepresented in the classes of French citizens that took part in an average of more than one holiday cultural activity per year (Classes D2 and D3).

The same type of correlation can be observed between income levels and intensity of cultural practices (Chart 4b). Nevertheless, the imbalance between subpopulations is less distinct. Income levels have a higher influence on the rate of holiday departures and on the number of holidays per person. The number of chances to take part in a cultural activity on holiday is thus much greater for individuals with high incomes, which explains a significant percentage of high incomes among French citizens who took part in at least one cultural activity, excluding visits to cities, over a three-year period. The breakdown of incomes is relatively similar, whether the number of tourist cultural practices per year is less than one (Class D1), between one and three (Class D2) or greater than three (Class D3).

Culture is for all ages

The breakdown by age groups shows that the correlation between age and tourist cultural practices (Graph 4c) is not as clear. Nevertheless, those over 65 are overrepresented among those not leaving on holiday and the culture vultures. Young people are present in every class. Nearly one culture vulture out of six is under 30 (16.9%), a proportion that is close to that of the reference population (18.9% of French residents 15 years old or older are younger than 30). Finally, those between 30 and 64 years old are present in every class, although their share is larger among those who did not take part in a cultural activity or who simply visited cities.

Culture vultures are primarily urban dwelling and are in a relationship. They take more holidays and engage in more cultural practices when they do

City-dwellers, Parisians in particular, are enthusiasts of tourist activities: those who live in large urban areas (100,000 inhabitants or more) represent two thirds (65.8%) of culture vultures, and only 39.8% of those who do not go on holiday (between 43% and 55% of the other classes). The share of those living in a household consisting of two persons (basically couples) is far higher among the culture vultures (65.4% of this group) than for the population as a whole (35.0%). Nearly one culture vulture out of five (18.0%) lives alone. The proportion of single individuals varies little from one class to the next – between 16.9% (Class C: those who only visit cities) and 23.9% (Class A: those who do not go on holiday). Culture vultures engage in six times as many tourist cultural practices as the average. They go on holiday more frequently (1.5 times more holidays than the average) and engage in many more cultural practices during their holidays (four times greater than the average, or roughly 2 distinct cultural practices per holiday on average, compared with one cultural practice for every two holidays on average for the total population).

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For more information...

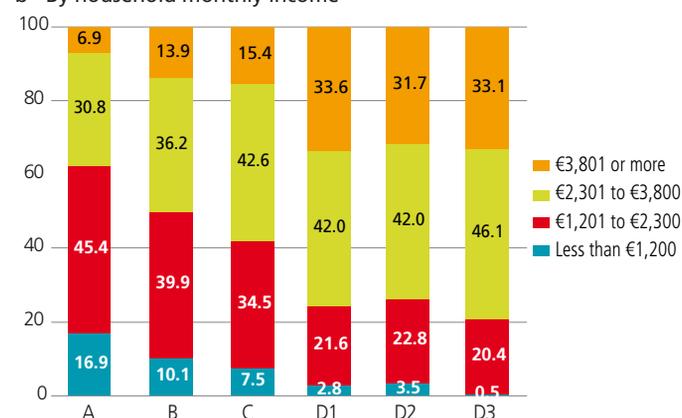
Please see the «Études et statistiques» section of the www.entreprises.gouv.fr website

Chart 4: Breakdown of tourist cultural activities* by level of education, income and age (in %)

a - By level of education



b - By household monthly income



c - By age



Classes :
A: Did not go on holiday
B: Holidays without cultural activities
C: Visits to cities only
D1: 1 to 2 cultural practices
D2: 3 à 9 cultural practices
D3: 10 cultural practices or more

* over a three-year period.

Scope: French citizens aged 15 years old or older.

Sources: DGE, Banque de France, SDT survey.

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