

# What Do the Cultural Travelers Want?

Nationwide, studies show nearly 40% of people visit a historic site or structure when they travel. As more Boomers retire (a generation raised on experimentation and diversity), they're looking for interesting historic experiences. They've done the beach and theme park; they're ready for something different.

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<http://www.tourism-review.com/travel-tourism-magazine-what-do-the-cultural-travelers-want-article29>

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