

# THE PROFILE OF THE CULTURAL TOURIST

- **High** educational and cultural **level**.
- From **millennials** up to **seniors** citizens (all age brackets).
- Interested in **local aspects**, such as cuisine.
- They show **concern for the environment**.
- They appreciate **cultural differences** between countries.
- They **travel** frequently and value **quality and comfort**.
- They like to get to know the **local population** and their way of life.



Source: ResearchGate