

What Do Tourists Really Want

Matt Goldberg

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Dear Brothers and sisters,

I hope you are enjoying the change of weather as we anticipate warmer weather and the advent of spring, cherry blossoms, mint tea and tulips.

(Mint juleps?)

Recently I have been ruminating about touring and tourists and this question kept bugging me. What do tourists really want?

So, I decided to use the internet and do a little research. Here are responses from a couple of folks:

What do tourists really want to know about a city?

A friend of mine wants to help the city of Turin make an audio guide for tourists. He thinks they want a lot of history explained and every statue and building told about in detail. I personally don't think tourists have that much time to listen to a couple of hours of (maybe boring) descriptions.

I think most people want to know a little about the buildings such as the date it was built, style, what it was originally and what it is now. They also want to know if it is open to the public and worth seeing since most tourists have very little time.

Here is another response

... amusing and relevant anecdotes, from history, recent or old history...it doesn't matter.

Perhaps, also –

places which have appeared in famous films, ghosts... connections with famous people (local or visiting).

Would you like to chime in with your own opinion?

I would love it if you would share your thoughts, so feel free to respond to this e-mail.....

Thanks a million for sharing!

Matt Goldberg (aka Steven)