

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Cultural Heritage Traveler



2011 Industry Sector Profile: Cultural Heritage

Overseas Cultural Heritage Visitors

[thousands of visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Overseas Visitors ⁽¹⁾	10,629	11,620	14,106	15,148	14,217	13,494	15,369	16,590	5,961
% Change	-	9	21	7	-6	-5	14	8	56
Share of Overseas Visitors	52.3	53.6	65.1	63.4	56.1	60.2	58.3	59.5	
Point Change in Share	-	1.3	11.5	-1.7	-7.3	4.1	-1.9	1.2	7.2

Country of Origin of Cultural Heritage Visitors

Visitor Origin	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
WORLD REGIONS				
Europe	55.5	8,530	53.8	8,925
Western Europe	53.2	8,176	51.5	8,544
Asia	19.2	2,951	20.4	3,384
South America	12.7	1,952	14.0	2,323
Oceania	6.1	938	6.1	1,012
Eastern Europe	2.2	338	2.2	365
Middle East	2.5	384	2.2	365
Africa	0.7	108	0.7	116
COUNTRIES OF RESIDENCE				
United Kingdom	16.7	2,567	14.5	2,406
Germany	8.9	1,368	8.6	1,427
France	7.0	1,076	7.3	1,211
Japan	7.5	1,153	7.2	1,194
Brazil	6.1	938	6.7	1,112
Australia	5.4	830	5.2	863
Italy	4.2	645	4.2	697
Korea, South	4.0	615	4.1	680
P. R. of China	2.7	415	4.1	680
Spain	3.3	507	**	**
Netherlands	2.8	430	2.7	448
Switzerland	1.9	292	2.3	382
Sweden	1.6	246	**	**
Argentina	1.8	277	**	**
Venezuela	1.6	246	**	**
India	**	**	1.8	299

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Information Sources Used by Cultural Heritage Travelers to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	48	49	0.7
Travel Agency	36	35	-1.1
Airlines Directly	24	23	-0.6
Friends/Relatives	19	19	0.7

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	60	60	-0.7
Visit Friends/Relatives	21	21	0.3
Business/Professional	11	10	-0.4
Study/Teaching	4	4	0.9
Convention/Conference	4	4	-0.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	78	78	-0.7
Visit Friends/Relatives	37	35	-1.2
Business/Professional	14	14	0.3
Study/Teaching	5	6	1.1
Convention/Conference	6	6	-0.2
NET PURPOSES OF TRIP:			
Leisure & VFR	90	90	-0.2
Business & Convention	18	18	0.4

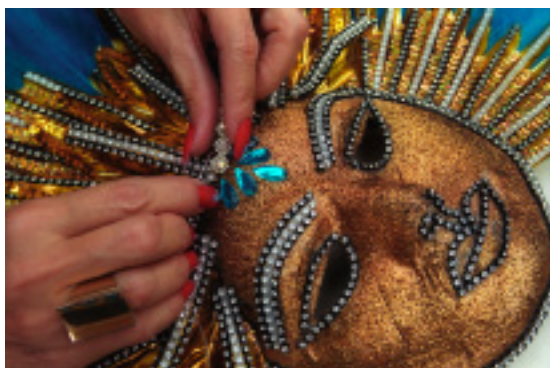
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Transportation Used in United States by Cultural Heritage Travelers

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	44	43	-0.2
City Subway/Tram/Bus	33	35	1.5
Airlines in U.S.	30	30	0.0
Rented Auto	31	30	-1.6
Company or Private Auto	24	23	-0.8

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	90	90	-0.1
Dining in Restaurants	86	85	-0.6
Visit Historical Places	68	69	1.3
Sightseeing in Cities	59	58	-1.3
Cultural Heritage Sites	41	40	-0.3
Art Gallery/Museum	41	40	-1.8
Visit Small Towns	37	36	-0.6
Visit National Parks	34	34	0.4
Amusement/Theme Parks	34	34	-0.1
Concert/Play/Musical	29	28	-1.4



2011 Industry Sector Profile: Cultural Heritage

U.S. Destinations Visited by Overseas Cultural Heritage Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Middle Atlantic	48.4	7,439	48.9	8,113
South Atlantic	30.1	4,626	27.8	4,612
Pacific	26.6	4,088	27.2	4,512
Mountain	16.8	2,582	18.1	3,003
Pacific Islands	7.6	1,168	8.0	1,327
New England	8.0	1,230	7.9	1,311
East North Central	7.0	1,076	6.7	1,112
West South Central	5.1	784	5.3	879
STATES				
New York	45.5	6,993	46.0	7,631
California	25.2	3,873	25.6	4,247
Florida	18.0	2,766	16.4	2,721
Nevada	13.6	2,090	14.3	2,372
Massachusetts	6.3	968	6.5	1,078
Hawaiian Islands	5.4	830	6.3	1,045
Arizona	4.6	707	4.8	796
Illinois	5.0	768	4.7	780
Pennsylvania	4.4	676	4.1	680
New Jersey	3.8	584	3.9	647
Texas	3.8	584	3.8	630
Utah	2.8	430	**	**
Georgia	3.1	476	2.3	382
Colorado	**	**	0.7	116
CITIES				
New York City-WP-Wayne	44.8	6,885	45.2	7,499
Los Angeles	15.7	2,413	16.2	2,688
San Francisco	13.7	2,106	14.2	2,356
Las Vegas	13.3	2,044	14.0	2,323
Miami	10.1	1,552	9.8	1,626
Washington, D.C.	9.6	1,475	9.4	1,559
Orlando	8.4	1,291	7.3	1,211
Boston	5.9	907	6.1	1,012
Honolulu	3.9	599	4.8	796
Chicago	4.9	753	4.5	747
Flagstaff-Grand Canyon-Sedona	0.0	-	3.5	581
San Diego	3.7	569	3.3	547
Philadelphia	3.0	461	2.8	465

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Select Traveler Characteristics of Cultural Heritage Travelers

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	106	106	0.5 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	16%	15%	-1.2 pts.
First International Trip to the U.S.	30%	33%	2.9 pts.
Length of Stay in U.S. (mean nights)	19.1	20.5	1.4 nights
Length of Stay in U.S. (median nights)	11	11	0 nights
Number of States Visited (% 1 state)	56%	57%	1.3 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	80%	80%	-0.2 pts.
Average # of Nights in Hotel/Motel	9.4	9.9	0.5 nights
Travel Party Size (mean # of persons)	1.7	1.6	-0.1
Gender: % Male (among adults)	54%	52%	-2.1 pts.
Household Income (mean average)	\$88,600	\$89,200	\$600
Household Income (median average)	\$76,500	\$77,400	\$900
Average Age: Female	39	39	-0.1 years
Average Age: Male	42	42	-0.3 years

Notes:

A cultural-heritage traveler is defined as having participated in one or more of the following activities: art gallery/museum, concert/play/musical, cultural heritage sites, ethnic heritage sites, American Indian community, historical places, and national parks.

(1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) "Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported."

(-) No estimate available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas traveler who visited cultural heritage sites while in the United States.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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