

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Cultural Heritage Traveler



2010 Industry Sector Profile: Cultural Heritage

Overseas Cultural Heritage Visitors

[thousands of visitors]	2004	2005	2006	2007	2008	2009	2010	Change 2010/2004
Overseas Visitors ⁽¹⁾	10,629	11,620	14,106	15,148	14,217	13,494	15,369	4,740
% Change	-	9	21	7	-6	-5	14	45
Share of Overseas Visitors	68.7	58.9	64.3	82.9	70.4	82.7	71.2	2.5
Point Change in Share	-	-14	9	29	-15	17	-14	

Country of Origin of Cultural Heritage Visitors

Visitor Origin	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
WORLD REGIONS				
Europe	58.0	7,827	55.5	8,530
Western Europe	55.8	7,530	53.2	8,176
Asia	18.8	2,537	19.2	2,951
South America	11.5	1,552	12.7	1,952
Oceania	5.4	729	6.1	938
Middle East	2.3	310	2.5	384
Eastern Europe	2.2	297	2.2	338
COUNTRIES OF RESIDENCE				
United Kingdom	17.8	2,402	16.7	2,567
Germany	9.6	1,295	8.9	1,368
Japan	8.1	1,093	7.5	1,153
France	7.4	999	7.0	1,076
Brazil	4.3	580	6.1	938
Australia	4.7	634	5.4	830
Italy	4.2	567	4.2	645
Korea, South	2.6	351	4.0	615
Spain	3.6	486	3.3	507
Netherlands	2.5	337	2.8	430
P. R. of China	2.4	324	2.7	415
India	2.4	324	**	**

2010 Industry Sector Profile: Cultural Heritage

Information Sources Used by Cultural Heritage Travelers to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	49	48	-1.3
Travel Agency	35	36	1.7
Airlines Directly	24	24	0.2
Friends/Relatives	19	19	-0.7

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	59	60	1.3
Visit Friends/Relatives	22	21	-1.2
Business/Professional	10	11	0.4
Convention/Conference	4	4	0.2
Study/Teaching	4	4	-0.5

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	77	78	1.6
Visit Friends/Relatives	38	37	-1.1
Business/Professional	13	14	0.2
Convention/Conference	5	6	0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	91	90	-0.4
Business & Convention	17	18	0.5

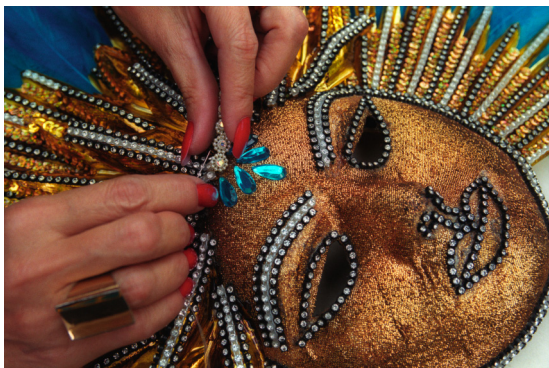
2010 Industry Sector Profile: Cultural Heritage

Transportation Used in United States by Cultural Heritage Travelers

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	43	44	0.3
City Subway/Tram/Bus	35	33	-1.7
Rented Auto	29	31	2.3
Airlines in U.S.	29	30	1.2
Company or Private Auto	25	24	-1.1

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	90	90	0.3
Dining in Restaurants	86	86	0.0
Visit Historical Places	68	68	0.2
Sightseeing in Cities	60	59	-0.9
Art Gallery/Museum	41	41	-0.1
Cultural Heritage Sites	40	41	0.7
Visit Small Towns	36	37	1.5
Amusement/Theme Parks	32	34	2.1
Visit National Parks	34	34	0.2
Concert/Play/Musical	30	29	-0.3



2010 Industry Sector Profile: Cultural Heritage

U.S. Destinations Visited by Overseas Cultural Heritage Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Middle Atlantic	50.4	6,801	48.4	7,439
South Atlantic	28.8	3,886	30.1	4,626
Pacific	24.9	3,360	26.6	4,088
Mountain	14.9	2,011	16.8	2,582
New England	8.6	1,160	8.0	1,230
Pacific Islands	7.6	1,026	7.6	1,168
East North Central	7.8	1,053	7.0	1,076
West South Central	4.5	607	5.1	784
STATES				
New York	46.8	6,315	45.5	6,993
California	23.4	3,158	25.2	3,873
Florida	16.8	2,267	18.0	2,766
Nevada	12.0	1,619	13.6	2,090
Massachusetts	6.9	931	6.3	968
Hawaiian Islands	5.7	769	5.4	830
Illinois	5.6	756	5.0	768
Arizona	4.3	580	4.6	707
Pennsylvania	4.6	621	4.4	676
New Jersey	4.4	594	3.8	584
Texas	3.4	459	3.8	584
Georgia	2.5	337	3.1	476
Utah	2.6	351	2.8	430
CITIES				
New York City	45.9	6,194	44.8	6,885
Los Angeles	13.2	1,781	15.7	2,413
San Francisco	13.3	1,795	13.7	2,106
Las Vegas	11.7	1,579	13.3	2,044
Miami	9.2	1,241	10.1	1,552
Washington, D.C.	9.4	1,268	9.6	1,475
Orlando	7.5	1,012	8.4	1,291
Boston	6.3	850	5.9	907
Chicago	5.4	729	4.9	753
Honolulu	4.6	621	3.9	599
San Diego	3.2	432	3.7	569
Philadelphia	3.2	432	3.0	461
Atlanta	**	**	2.7	415
Phoenix	2.6	351	2.3	353

2010 Industry Sector Profile: Cultural Heritage

Select Traveler Characteristics of Cultural Heritage Travelers

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	103	106	3.1 days
Advance Trip Decision Time (median days)	70	90	20.0 days
Prepaid Package	15%	16%	1.6 pts.
First International Trip to the U.S.	31%	30%	-0.9 pts.
Length of Stay in U.S. (mean nights)	20.7	19.1	-1.6 nights
Length of Stay in U.S. (median nights)	10	11	1 nights
Number of States Visited (% 1 state)	58%	56%	-2.2 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	79%	80%	1.2 pts.
Average # of Nights in Hotel/Motel	9.1	9.4	0.3 nights
Travel Party Size (mean # of persons)	1.6	1.7	0.1
Gender: % Male (among adults)	54%	54%	0.1 pts.
Household Income (mean average)	\$86,800	\$88,600	\$1,800
Household Income (median average)	\$73,600	\$76,500	\$2,900
Average Age: Female	39	39	0.1 years
Average Age: Male	42	42	0.6 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.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

Publication Date: August 2011

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.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Rental Car	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Rental Car	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

<http://tinet.ita.doc.gov>