

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Cultural Heritage Traveler



2013 Industry Sector Profile: Cultural Heritage

Overseas Cultural Heritage Visitors

[thousands of visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Overseas Visitors ⁽¹⁾	14,106	15,148	14,217	13,494	15,369	16,590	16,815	18,294	4,188
% Change	21	7	-6	-5	14	8	1	9	30
Share of Overseas Visitors	65.1	63.4	56.1	60.2	58.3	59.5	56.5	57.1	
Point Change in Share	65.1	-1.7	-7.3	4.1	-1.9	1.2	-3.0	0.6	-8.0

Country of Origin of Cultural Heritage Visitors

Visitor Origin	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Europe	51.4	8,643	48.8	8,927
Asia	20.9	3,514	21.3	3,897
South America	14.8	2,489	17.0	3,110
Oceania	6.8	1,143	6.4	1,171
Middle East	2.5	420	2.7	494
Countries				
United Kingdom	15.3	2,573	13.9	2,543
Brazil	7.4	1,244	7.8	1,427
Germany	7.9	1,328	7.7	1,409
Japan	7.5	1,261	7.0	1,281
France	6.8	1,143	6.6	1,207
China	5.0	841	5.7	1,043
Australia	6.0	1,009	5.5	1,006
Korea, South	3.6	605	4.0	732
Italy	3.4	572	3.3	604
Spain	3.1	521	2.6	476
Argentina	1.9	319	2.1	384
Switzerland	2.1	353	1.9	348

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Information Sources Used by Cultural Heritage Travelers to Plan Trip

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	44	45	1.7
Online Travel Agency	34	35	1.5
Personal Recommendation	29	29	0.4
Travel Agency Office	26	23	-2.4
Travel Guides	17	16	-0.4
National/State/City Travel Office	10	11	0.2

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	64	64	0.2
Visit Friends/Relatives	17	17	0.6
Business	7	6	-0.5
Convention/Conference/Trade Show	7	6	-0.6

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	77	77	-0.5
Visit Friends/Relatives	32	32	-0.6
Business	10	9	-0.4
Convention/Conference/Trade Show	9	8	-0.5
Education	8	8	0.2
NET PURPOSES OF TRIP:			
Leisure & VFR	88	88	-0.2
Business & Convention	16	15	-1.0

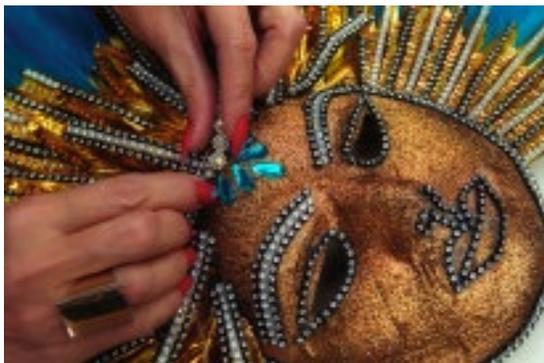
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Transportation Used in United States by Cultural Heritage Travelers

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
City Subway/Tram/Bus	44	44	-0.4
Taxicab/Limousine	39	39	-0.3
Air Travel between U.S. Cities	38	37	-1.4
Rented Auto	35	34	-0.2
Auto, Private or Company	33	33	0.2
Bus between Cities	20	20	0.4

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 11 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	90	91	0.6
Sightseeing	87	86	-1.0
National Parks/Monuments	59	59	-0.1
Art Gallery/Museum	50	50	-0.4
Historical Locations	46	47	1.0
Experience Fine Dining	45	46	0.8
Small Towns/Countryside	39	38	-0.8
Amusement/Theme Parks	32	32	0.7
Guided Tours	34	32	-1.2
Concert/Play/Musical	33	31	-1.6
Cultural/Ethnic Heritage Sites	28	28	-0.1



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U.S. Destinations Visited by Overseas Cultural Heritage Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Middle Atlantic	45.5	7,651	44.6	8,159
South Atlantic	28.8	4,843	28.5	5,214
Pacific	25.7	4,321	25.9	4,738
Mountain	17.9	3,010	17.4	3,183
Pacific Islands	10.0	1,682	10.8	1,976
New England	7.6	1,278	6.8	1,244
East North Central	7.4	1,244	6.6	1,207
West South Central	5.7	958	6.0	1,098
States				
New York	43.2	7,264	41.9	7,665
California	24.1	4,052	24.3	4,445
Florida	18.0	3,027	18.3	3,348
Nevada	14.5	2,438	14.1	2,579
Hawaii	8.4	1,412	9.0	1,646
Massachusetts	6.4	1,076	5.7	1,043
Illinois	5.4	908	4.8	878
Texas	4.1	689	4.5	823
Arizona	4.6	773	4.3	787
Pennsylvania	4.1	689	3.7	677
New Jersey	2.9	488	2.9	531
Cities				
New York City	42.4	7,130	41.2	7,537
Los Angeles	14.6	2,455	15.2	2,781
Las Vegas	14.1	2,371	13.8	2,525
San Francisco	13.4	2,253	13.6	2,488
Miami	9.4	1,581	11.0	2,012
Orlando	8.9	1,497	9.4	1,720
Washington, D.C.	8.8	1,480	8.0	1,464
Honolulu Oahu	6.3	1,059	7.0	1,281
Boston	6.0	1,009	5.3	970
Chicago	5.2	874	4.6	842
Flagstaff/Grand Canyon/Sedona	3.4	572	3.2	585
San Diego	3.3	555	3.2	585
Philadelphia	2.8	471	2.7	494
Houston	1.8	303	2.1	384

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Select Traveler Characteristics of Cultural Heritage Travelers

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	109	111	1.9
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	17	16	-0.9
First International Trip to the U.S.	27	28	0.8
Length of Stay in U.S. (mean nights)	19.7	20.0	0.3
Length of Stay in U.S. (median nights)	11	10	-1.0
Number of States Visited (% 1 state)	59	61	2.3
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	80	79	-1.2
Average # of Nights in Hotel/Motel	10.8	11.0	0.2
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	52	51	-0.5
Household Income (mean average)	\$97,818	\$92,778	-\$5,040
Household Income (median average)	\$72,298	\$66,943	-\$5,355
Average Age: Female (among adults)	39	38	-0.4
Average Age: Male (among adults)	40	40	-0.4

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/Ethnic Heritage Sites, American Indian Communities, Historical Locations, and National Parks/Monuments. The wording changes make the past 2010-2011 cultural heritage profiles not directly comparable to the current profiles, but both are a combination of the cultural heritage travelers.

- (1) Excludes Canada and Mexico.
 - (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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to:
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

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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-seven 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?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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