

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2012 Cultural Heritage Traveler



# 2012 Industry Sector Profile: Cultural Heritage

## Overseas Cultural Heritage Visitors

[thousands of visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Overseas Visitors <sup>(1)</sup>	11,620	14,106	15,148	14,217	13,494	15,369	16,590	16,815	5,195
% Change	9	21	7	-6	-5	14	8	-	-
Share of Overseas Visitors	53.6	65.1	63.4	56.1	60.2	58.3	59.5	56.5	
Point Change in Share	1.3	11.5	-1.7	-7.3	4.1	-1.9	1.2	-	-

## Country of Origin of Cultural Heritage Visitors

Visitor Origin	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>WORLD REGIONS</b>				
Europe	54	8,925	51	8,643
Asia	20	3,384	21	3,514
South America	14	2,323	15	2,489
Oceania	6	1,012	7	1,143
Middle East	2	365	3	420
Africa	1	116	1	118
<b>COUNTRIES OF RESIDENCE</b>				
United Kingdom	15	2,406	15	2,573
Germany	9	1,427	8	1,328
Japan	7	1,194	8	1,261
Brazil	7	1,112	7	1,244
France	7	1,211	7	1,143
Australia	5	863	6	1,009
P. R. of China	4	680	5	841
Korea, South	4	680	4	605
Italy	4	697	3	572
Spain	4	597	3	521
Switzerland	2	382	2	353
Argentina	2	315	2	319
India	2	299	2	269

# 2012 Industry Sector Profile: Cultural Heritage

## Information Sources Used by Cultural Heritage Travelers to Plan Trip

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	23	44	-
	Corporate Travel Dept.	4	10	-
	Travel Guide(s)	10	17	-
2012	Personal Recommendation (Friends/Rel)		29	
2011	Friends/Relatives	19		
2012	National/State/City Travel Office		10	
2011	Nat'l Govt. Tourist Ofc.	2		
2011	State/City Travel Ofc.	4		
2012	Tour Operator/Travel Club		9	
2011	Tour Company	6		
2012	Online Travel Agency (OTA)		34	
2012	Travel Agency Office		26	
2011	Travel Agency	35		
2012	Other		5	
2011	TV/Radio	1		
2011	Personal Computer	49		
2011	In-flight Info. Systems	2		
2011	Newspapers/Magazines	3		

## Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	4	7	-
	Visit Friends/Relatives	21	17	-
	Health Treatment	0.2	0.2	-
	Religion/Pilgrimages	0.1	0.2	-
2012	Business		7	
2011	Business/Professional	10		
2012	Vacation/Holiday		64	
2011	Leisure/Rec./Holidays/Sightseeing	60		
2012	Education		5	
2011	Study/Teaching	4		
	Other	1	1	-

# 2012 Industry Sector Profile: Cultural Heritage

## All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	6	9	-
	Visit Friends/Relatives	35	32	-
	Health Treatment	0.4	1	-
	Religion/Pilgrimages	0.4	1	-
2012	Business		10	
2011	Business/Professional	14		
2012	Vacation/Holiday		77	
2011	Leisure/Rec./Holidays/Sightseeing	78		
2012	Education		8	
2011	Study/Teaching	6		
	Other	1	2	-
	NET PURPOSES OF TRIP:			
	Leisure & VFR	90	88	-
	Business & Convention	18	16	-

## Transportation Used in United States by Cultural Heritage Travelers

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	30	38	-
	Bus between Cities	12	20	-
	City Subway/Tram/Bus	35	44	-
	Company or Private Auto	23	33	-
	Railroad between Cities	15	10	-
	Motor Home/Camper	1	2	-
	Rented Auto	30	35	-
	Taxi/Cab/Limousine	43	39	-
2012	Cruise Ship/River Boat 1+ Nights		5	
2012	Ferry/River Taxi/Short Scenic Cruise		16	
2012	Rented Bicycle/Motorcycle/Moped		4	

# 2012 Industry Sector Profile: Cultural Heritage

## Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	34	32	-
	Art Gallery/Museum	40	50	-
	Sporting Event	9	15	-
	Camping/Hiking	6	7	-
	Casino/Gambling	14	13	-
	Concert/Play/Musical	28	33	-
	Environ./Eco. Excursions	5	5	-
	Golfing/Tennis	4	4	-
	Guided Tours	24	34	-
	Hunting/Fishing	2	2	-
	Nightclubs/Dancing	15	19	-
	Shopping	90	90	-
	Visit American Indian Communities	6	8	-
2012	Cultural / Ethnic Heritage Sites		28	
2011	Cultural Heritage Sites	40		
2011	Ethnic Heritage Sites	7		
2012	Experience Fine Dining		45	
2011	Dining in Restaurants	85		
2012	Sightseeing		87	
2011	Sightseeing in Cities	58		
2012	Snow Sports		2	
2011	Snow Skiing	2		
2012	Small Towns/Countryside		39	
2011	Visit Small Towns/Villages	36		
2011	Touring Countryside	27		
2012	National Parks/Monuments		59	
2011	Visit National Parks	34		
2012	Water Sports		11	
2011	Water Sports/Sunbathing	21		
2012	Visit Historical Locations		46	
2011	Visit Historical Places	69		
2012	Other		2	
2011	Cruises	9		
2011	Ranch Vacations	2		

# 2012 Industry Sector Profile: Cultural Heritage

## U.S. Destinations Visited by Overseas Cultural Heritage Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>REGIONS</b>				
Middle Atlantic	48.9	8,113	45.5	7,651
South Atlantic	27.8	4,612	28.8	4,843
Pacific	27.2	4,512	25.7	4,321
Mountain	18.1	3,003	17.9	3,010
Pacific Islands	8.0	1,327	10.0	1,682
New England	7.9	1,311	7.6	1,278
East North Central	6.7	1,112	7.4	1,244
West South Central	5.3	879	5.7	958
<b>STATES</b>				
New York	46.0	7,631	43.2	7,264
California	25.6	4,247	24.1	4,052
Florida	16.4	2,721	18.0	3,027
Nevada	14.3	2,372	14.5	2,438
Hawaiian Islands	6.3	1,045	8.4	1,412
Massachusetts	6.5	1,078	6.4	1,076
Illinois	4.7	780	5.4	908
Arizona	4.8	796	4.6	773
Pennsylvania	4.1	680	4.1	689
Texas	3.8	630	4.1	689
New Jersey	3.9	647	2.9	488
Georgia	2.3	382	2.5	420
<b>CITIES</b>				
New York City	45.2	7,499	42.4	7,130
Los Angeles	16.2	2,688	14.6	2,455
Las Vegas	14.0	2,323	14.1	2,371
San Francisco	14.2	2,356	13.4	2,253
Miami	9.8	1,626	9.4	1,581
Orlando	7.3	1,211	8.9	1,497
Washington, DC	9.4	1,559	8.8	1,480
Oahu/Honolulu	4.8	796	6.3	1,059
Boston	6.1	1,012	6.0	1,009
Chicago	4.5	747	5.2	874
Flagstaff	3.5	581	3.4	572

# 2012 Industry Sector Profile: Cultural Heritage

## Select Traveler Characteristics of Cultural Heritage Travelers

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	106	109	-
Advance Trip Decision Time (median days)	90	90	-
Prepaid Package	15	17	-
First International Trip to the U.S.	33	27	-
Length of Stay in U.S. (mean nights)	20.5	19.7	-
Length of Stay in U.S. (median nights)	11	11	-
Number of States Visited (% 1 state)	57	59	-
Average Number of States Visited	1.8	1.7	-
Hotel/Motel (% 1+ nights)	80	80	-
Average # of Nights in Hotel/Motel	9.9	10.8	-
Travel Party Size (mean # of persons)	1.6	1.7	-
Gender: % Male (among adults)	52	52	-
Household Income (mean average)	\$89,200	\$97,818	-
Household Income (median average)	\$77,400	\$72,298	-
Average Age: Female	39	39	-
Average Age: Male	42	40	-

### 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. In 2012, the definition now includes: Art Gallery/Museum, Concert/Play/Musical, Cultural / Ethnic Heritage Sites, American Indian Communities, Historical Locations, and National Parks/Monuments. The wording changes makes the past profiles and 2012 profile not directly comparable, but both are a combination of the cultural heritage travelers.

(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](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

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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.

**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

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