

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Cultural Heritage Traveler



2014 Industry Sector Profile: Cultural Heritage

Overseas Cultural Heritage Visitors

[thousands of visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Overseas Visitors ⁽¹⁾	15,148	14,217	13,494	15,369	16,590	16,815	18,294	19,619	4,471
% Change	7	-6	-5	14	8	1	9	7	30
Share of Overseas Visitors	63.4	56.1	56.8	58.3	59.5	56.5	57.1	57.0	
Point Change in Share	-1.7	-7.3	0.7	1.5	1.2	-3.0	0.6	-0.1	-6.4

Country of Origin of Cultural Heritage Visitors

Visitor Origin	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Europe	48.8	8,927	48.5	9,515
Asia	21.3	3,897	22.5	4,414
South America	17.0	3,110	15.4	3,021
Oceania	6.4	1,171	7.0	1,373
Middle East	2.7	494	2.7	530
Central America	**	**	1.7	334
Africa	**	**	0.9	177
Countries				
United Kingdom	13.9	2,543	14.0	2,747
Germany	7.7	1,409	7.5	1,471
Brazil	7.8	1,427	7.4	1,452
China	5.7	1,043	6.8	1,334
France	6.6	1,207	6.3	1,236
Australia	5.5	1,006	5.9	1,158
Japan	7.0	1,281	5.9	1,158
Korea, South	4.0	732	4.2	824
Italy	3.3	604	3.6	706
Spain	2.6	476	2.7	530
Colombia	**	**	2.0	392
India	**	**	2.0	392
Argentina	2.1	384	1.9	373
Switzerland	1.9	348	**	**
Taiwan	**	**	1.1	216

2014 Industry Sector Profile: Cultural Heritage

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	64	65	1.0
Visit Friends/Relatives	17	17	-0.1
Business	6	7	0.3
Convention/Conference/Trade Show	6	5	-0.7
Education	5	5	-0.1
Health Treatment	0.3	0.3	0.0
Religion/Pilgrimages	0.2	0.3	0.1
Other	1	1	-0.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	77	77	0.6
Visit Friends/Relatives	32	33	1.5
Business	9	10	0.5
Education	8	8	-0.4
Convention/Conference/Trade Show	8	7	-0.7
Religion/Pilgrimages	1	1	0.4
Health Treatment	1	1	0.2
Other	2	1	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	88	89	1.2
Business & Convention	15	15	-0.2

2014 Industry Sector Profile: Cultural Heritage

Information Sources Used by Cultural Heritage Travelers to Plan Trip

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change (2)
Airlines	45	45	-0.1
Online Travel Agency	35	37	1.7
Personal Recommendation	29	31	1.4
Travel Agency Office	23	22	-1.3
Travel Guides	16	17	0.5
National/State/City Travel Office	11	11	0.2
Corporate Travel Dept.	10	10	-0.3
Tour Operator/Travel Club	10	9	-0.2
Other	5	6	0.4

Transportation Used in United States by Cultural Heritage Travelers

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change (2)
City Subway/Tram/Bus	44	42	-1.7
Taxicab/Limousine	39	37	-1.5
Rented Auto	34	37	2.5
Air Travel between U.S. Cities	37	35	-1.9
Auto, Private or Company	33	33	0.1
Bus between Cities	20	20	0.5
Ferry/River Taxi/Srt Scenic Cruise	16	15	-0.7
Railroad between Cities	9	9	-0.6
Cruise Ship/River Boat 1+ Nights	5	6	0.2
Rented Bicycle/Motorcycle/Moped	4	4	0.0
Motor Home/Camper	1	1	0.0

2014 Industry Sector Profile: Cultural Heritage

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	91	91	0.0
Sightseeing	86	86	-0.2
National Parks/Monuments	59	60	1.0
Art Gallery/Museum	50	49	-0.8
Historical Locations	47	46	-0.5
Experience Fine Dining	46	45	-0.9
Small Towns/Countryside	38	40	1.5
Amusement/Theme Parks	32	33	1.0
Guided Tours	32	32	-0.2
Concert/Play/Musical	31	30	-1.1
Cultural / Ethnic Heritage Sites	28	27	-0.8
Nightclubbing/Dancing	20	19	-0.7
Sporting Event	17	17	0.6
Casinos/Gamble	14	13	-0.8
Water Sports	10	11	0.9
American Indian Communities	8	8	0.2
Camping/Hiking	6	8	1.1
Environ./Eco. Excursions	5	6	0.6
Golfing/Tennis	4	4	-0.2
Hunting/Fishing	2	2	0.6
Snow Sports	3	2	-0.4
Other	2	1	-0.4



2014 Industry Sector Profile: Cultural Heritage

U.S. Destinations Visited by Overseas Cultural Heritage Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	44.6	8,159	41.4	8,122
South Atlantic	28.5	5,214	31.3	6,141
Pacific	25.9	4,738	28.0	5,493
Mountain	17.4	3,183	17.4	3,414
Pacific Islands	10.8	1,976	9.4	1,844
New England	6.8	1,244	7.2	1,413
East North Central	6.6	1,207	6.2	1,216
West South Central	6.0	1,098	5.9	1,158
West North Central	**	**	2.2	432
States				
New York	41.9	7,665	38.8	7,612
California	24.3	4,445	26.2	5,140
Florida	18.3	3,348	19.9	3,904
Nevada	14.1	2,579	14.0	2,747
Hawaii	9.0	1,646	8.0	1,570
Massachusetts	5.7	1,043	5.9	1,158
Texas	4.5	823	4.4	863
Arizona	4.3	787	4.3	844
Illinois	4.8	878	4.1	804
Pennsylvania	3.7	677	3.9	765
New Jersey	2.9	531	3.0	589
Georgia	**	**	2.7	530
Utah	**	**	2.7	530
Washington	**	**	2.1	412
Cities				
New York City	41.2	7,537	38.1	7,475
Los Angeles	15.2	2,781	17.1	3,355
Las Vegas	13.8	2,525	13.6	2,668
San Francisco	13.6	2,488	13.6	2,668
Miami	11.0	2,012	12.0	2,354
Orlando	9.4	1,720	9.3	1,825
Washington, D.C.	8.0	1,464	8.8	1,726
Honolulu Oahu	7.0	1,281	6.1	1,197
Boston	5.3	970	5.5	1,079
San Diego	3.2	585	4.1	804
Chicago	4.6	842	4.0	785
Flagstaff/Grand Canyon/Sedona	3.2	585	3.2	628
Philadelphia	2.7	494	2.7	530
Houston	2.1	384	2.2	432
Florida Keys	**	**	2.0	392

2014 Industry Sector Profile: Cultural Heritage

Select Traveler Characteristics of Cultural Heritage Travelers

Traveler Characteristics	2013	2014	Change (2)
Advance Trip Decision Time (mean days)	111	113	2.1
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	16	16	-0.5
First International Trip to the U.S.	28	27	-0.4
Length of Stay in U.S. (mean nights)	20.0	21.0	1.0
Length of Stay in U.S. (median nights)	10	12	2.0
Number of States Visited (% 1 state)	61	60	-1.0
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	79	78	-0.3
Average # of Nights in Hotel/Motel	11.0	11.2	0.2
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	51	50	-1.0
Household Income (mean average)	\$92,778	\$89,490	-\$3,288
Household Income (median average)	\$66,943	\$66,240	-\$703
Average Age: Female (among adults)	38	38	-0.3
Average Age: Male (among adults)	40	41	0.5

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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