

THE HISTORIC/CULTURAL TRAVELER

2003 Edition

Sponsored By

Smithsonian
M A G A Z I N E

Prepared by
The Research Department of the
Travel Industry Association of America
Washington, D.C.



Travel Industry Association
of America

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INTRODUCTION

The Historic/Cultural Traveler provides a profile of cultural/historic travel in the U.S. and examines travelers that participate in cultural, arts, historic, or heritage activities. Information provided is captured in two consumer studies conducted by the Travel Industry Association of America (TIA). The first is TravelScope®, a cooperative research effort, funded by states, cities and other participants, and managed by the research department of the TIA. TravelScope is a national mail survey conducted monthly that collects visitor volume, market share, trip characteristics, and demographics for all U.S. resident travel. Once collected from traveling households, survey results are projected to the populations of households in each of the 48 contiguous United States based on the responding household's state of residence. This method ensures the statistical accuracy needed to measure U.S. travel volumes.

The second study, called the Historic/Cultural Traveler Survey, is a telephone survey with U.S. consumers who included any of 15 cultural, arts, historic or heritage activities or events while on any trips in the past year. This survey was sponsored by *Smithsonian Magazine*. A total of 1,316 telephone interviews were completed, 805 of whom were historic/cultural travelers. These interviews were conducted between late January and early February, 2003.

TravelScope data in this report encompass domestic trips (i.e., within the U.S.) taken by U.S. residents during the 2002 calendar year. This report does not include data on U.S. residents traveling outside the U.S. or on international visitors' activity in the United States. For this report, travel is measured in terms of person-trips and household trips. To qualify, a "trip" must be 50 miles or more, one-way, away from home or include one or more overnights. Respondents are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator. One person-trip equals one person on one trip 50 miles or more, one-way, away from home or including an overnight stay. See Appendix A for more information.

Note: Because the TravelScope questionnaire (included in Appendix A) asks household heads if they and/or other household members visited "historic places or museums" and/or "attended cultural events or festivals" on a trip, they are referred to as "historic/cultural travelers" in this report. It is possible that the head of household or someone else in the household can be the historic/cultural traveler.

The questionnaire for the Historic/Cultural Survey was designed by TIA, in cooperation with the staff at *Smithsonian Magazine*. During the interviews, past-year travelers were asked whether they participated in any of 15 cultural, arts, historic or heritage activities or events on any trip taken in the past year. Those respondents who had are considered to be historic/cultural travelers. These travelers were then asked a series of questions regarding the trips on which they participated in historic and/or cultural activities.

As applicable, “refused/no answer/don’t know” responses are removed and percentages are reported against the reduced base.

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EXECUTIVE SUMMARY

Historic/Cultural Travel Market Overview

Cultural, arts, historic, and heritage activities or events are quite popular among U.S. travelers today. In fact, most (81%) U.S. adults who took at least one trip of 50 miles or more, one way, away from home in the past year included at least one such activity or event while traveling. This equates to more than half (56%) of the U.S. adult population who indicate they included at least one cultural, arts, historic, or heritage activity or event while on a trip in the past year. This represents 118.1 million adult historic/cultural travelers. These historic/cultural traveling households took over 216.8 million historic/cultural person-trips in 2002 (one person-trip equals one person on one trip 50 miles or more, one-way, away from home or including an overnight stay) or one in five (21%) of all domestic person-trips. One quarter of historic/cultural travelers are frequent historic/cultural travelers taking three or more of these trips a year.

Visiting a designated historic site and/or attending a performing arts event are among the most popular historic/cultural activities to do while traveling. Nearly half (48%) of adults who traveled in the past year report they attended a performing arts event during any past-year trips. Four in ten (41%) adults who traveled in the past year report they visited a designated historic site, such as a building, landmark, home, or monument.

Historic/cultural trips are more likely than the average U.S. trip to include higher spending. Historic/cultural trips have an above-average propensity to include air transportation and/or a rental car as a secondary mode of transportation. These trips are also more likely than average to last seven nights or longer and include a stay at hotels, motels, or bed and breakfasts. So, it is not surprising that households taking historic/cultural trips spend more on their trip (excluding transportation to the destination), on average, than traveling households overall (\$623 vs. \$457 per trip). Demographically, historic/cultural households are somewhat older than the average U.S. traveling household, and they are more likely to be retired.

Historic/cultural travelers want to enrich their lives with new travel experiences. Most historic/cultural travelers agree that trips where they can learn something new are more memorable to them. Over half agree that they have hobbies and interests that have an influence on where they choose to travel and/or that on their trips they enjoy going to places that are popular with the local residents.

Profile of Historic/Cultural Trips in the U.S.

Historic/cultural trips are more often generated by Baby Boomer households, and by households that are educated and/or affluent. Four in ten historic/cultural trips are taken by Baby Boomer households (age 35-54). Six in ten historic/cultural trips are generated by households with a college degree, and one third by households with an annual household income of \$75,000 or more. One third of trips are generated by households with children.

Historic/cultural trips taken by affluent households are more likely than those taken by less affluent households to include paid lodging and air transportation. Among income groups, historic/cultural trips taken by affluent households are the most likely to include air transportation and involve the use of a rental car as a secondary mode of transportation. Their historic/cultural trips also have the longest average duration, and their overnight trips are the most likely to involve a stay in a hotel, motel, or bed and breakfast establishment.

Most historic/cultural travel is by auto and nearly all historic/cultural travel involves an overnight stay. A car or truck is the most prevalent mode of transportation on historic/cultural trips; one in five person-trips include air transportation. Overnight trips last an average of 5.2 nights and most often include a stay at hotels, motels, or bed and breakfast establishments.

Historic/cultural trips including air transportation generate more trip spending than do other modes of transportation. As expected, historic/cultural travel that includes air transportation is much more likely than travel by other modes to include lodging in a hotel, motel, or bed and breakfast, last seven nights or longer, and have higher trip spending.

The South Atlantic, Pacific, and East North Central areas of the U.S. are the most popular destinations for historic/cultural travel. Historic/cultural trips are more likely than U.S. trips in general to be taken outside the Census division of residence. Travelers on historic/cultural trips are most likely to travel to destinations in the South Atlantic, Pacific, or East North Central divisions.

Planning Historic/Cultural Trips

Many say a specific historic/cultural activity was a main reason for taking a historic/cultural trip. A majority of historic/cultural travelers claim that a specific historic/cultural activity or event was a main reason for taking at least one such trip during the past year.

Aside from “word-of-mouth” information, historic/cultural travelers most often look at Internet websites to gather travel information. When it comes to planning historic/cultural trips, historic/cultural travelers most often consult friends, relatives, or colleagues and/or look at Internet websites to gather travel information. Interestingly, frequent historic/cultural travelers are much more likely than those taking one or two of these trips a year to use Internet websites for historic/cultural trip planning.

Specific cultural, arts, historic, or heritage activities or events can influence choice of destination and scheduling of trip. Three in ten historic/cultural travelers say the destination of their most recent trip was influenced by a specific cultural/historic activity. One in five say the timing of their most recent trip was influenced by such activities at the destination.

Many historic/cultural travelers plan trips at the “last-minute.” A majority of historic/cultural travelers say they planned their most recent historic/cultural trip at the last-minute, that is, within one month or less of taking the trip.

Many historic/cultural travelers extend the duration of their trip specifically to participate in such activities. One in five say they planned the activities both before the trip and at the destination. Four in ten say they added extra time to their trip because of an historic/cultural activity.

HISTORIC/CULTURAL TRAVEL MARKET OVERVIEW

Given the large volume of travelers interested in culture and history today, there is no doubt that cultural and historic travel is a significant part of the U.S. travel experience. Historic and cultural tourism generates millions of dollars for destinations by attracting visitors who will spend money on lodging, food, entertainment, and shopping.

The results of a January 2003 survey conducted by the Travel Industry Association of America (TIA) and commissioned by *Smithsonian Magazine* emphasize the importance of culture and history as a valuable product for the tourism industry. Remarkably, most (81%) of the 146.4 million U.S. adults who took a trip of 50 miles or more, one-way, away from home in the past year can be considered as historic/cultural travelers. That is, these travelers included at least one of fifteen cultural, arts, historic, or heritage activities or events while traveling. This represents 118.1 million historic/cultural travelers and more than half (56%) of the U.S. adult population. TIA estimates (from the TravelScope Survey) that historic/cultural travelers and their households generated 216.8 million person-trips, or 21 percent of all domestic person-trips.

Three fourths (75%) of adults who traveled in the past year report they participated in at least one of ten cultural activities during any past-year trips, and nearly six in ten (58%) indicate they included at least one of five historic or heritage activities. Attending a performing arts event (48%) and/or visiting an art or antique establishment (47%) are the most popular cultural activities to do while traveling. Visiting a designated historic site is the top historic trip activity (41%).

Participation in Historic and/or Cultural Activities on Trips of 50+ Miles Away From Home (Among 146.4 Million Past-Year Travelers)		
	Percent	Volume (In Millions of Travelers)
OVERALL CULTURAL ACTIVITY/EVENT	75	109.8
Performing Arts (Net)	48	70.2
Live theater performance, such as a musical or play	30	43.6
Dance performance	18	26.3
Classical music concert or opera	10	14.1
Other music concert	18	27.0
Art Museum/Antique Establishment (Net)	47	68.4
Art museum, gallery, exhibit, or auction	33	48.5
Antique shop, show or auction	30	43.8
Festival/Fair (Net)	41	59.5
Heritage, ethnic, or folk festival or fair	20	28.9
Other fair or festival, such as a state or county fair, or arts & crafts fair	31	45.8
Ethnic Area/Ethnic Culture Exhibit (Net)	33	48.3
Ethnic area or community	24	35.6
Ethnic culture exhibit or center	20	29.9
OVERALL HISTORIC ACTIVITY/EVENT	58	84.7
Designated historic site, such as a building, landmark, home, or monument	41	59.5
Designated historic community or town	28	41.1
History museum	25	36.3
Historic military site, such as a fort or battlefield	21	30.4
Historic memorial or cemetery	18	26.5

Source: Travel Industry Association of America, *Historic/Cultural Traveler Survey*

Attitudes Toward Historic and Cultural Travel

Travelers taking historic/cultural trips were asked to rate their level of agreement with statements related to historic/cultural travel. Interestingly, most (69%) historic/cultural travelers agree that trips where they can learn something new are more memorable to them. Over half agree that they have hobbies and interests that have an influence on where they choose to travel (57%) and that on their trips they enjoy going to places that are popular with the local residents (53%).

Many historic/cultural travelers agree that trips that include cultural, arts, historic, or heritage activities or events are more enjoyable to them (39%) and that they prefer to visit destinations that have some historical significance (38%). Three in ten (29%) agree that it is important that the trips they take for vacation or leisure provide cultural experiences. A select group feels that a leisure or vacation trip away from home is not complete without visiting a museum, historic site or landmark (26%) or attending a cultural event or arts performance (17%).

Many of these attitudes differ by frequency of taking historic/cultural trips. Among historic/cultural travelers, frequent travelers who take three or more such trips annually are much more likely than infrequent travelers who take one or two historic/cultural trips per year to agree with the following attitude statements:

- Trips where they can learn something new are more memorable to them (77% frequent travelers vs. 66% infrequent travelers).
- Trips that include cultural, arts, historic or heritage activities or events are more enjoyable to them (55% vs. 33%).
- It is important that the trips they take for vacation or leisure provide cultural experiences (41% vs. 24%).
- A leisure or vacation trip away from home is not complete without visiting a museum, historic site or landmark (36% vs. 22%).
- A leisure or vacation trip away from home is not complete without a cultural event or arts performance (24% vs. 15%).

Some attitudes also vary by generation:

- Generation X and Y'ers, aged 18-34, are more apt than Matures, aged 55+, to agree that trips where they can learn something new are more memorable to them (75% vs. 63%).
- Generation X and Y'ers are also more apt than Matures to agree that they have hobbies and interests that have an influence on where they choose to travel (65% vs. 49%).
- Matures are the most likely to agree that they prefer to visit destinations that have some historical significance (47%).

Attitudes About Historic/Cultural Travel Percent Agreeing With Statement*						
	Historic/Cultural Travelers					
	<u>Total</u>	Frequency of Taking Historic/Cultural Trips		Age Group		
		<u>Frequent (3+)</u>	<u>Infrequent (1 or 2)</u>	<u>18- 34</u>	<u>35- 54</u>	<u>55+</u>
	(in percent)					
Trips where I can learn something new are more memorable to me	69	77	66	75	69	63
I have hobbies and interests that have an influence on where I choose to travel	57	63	55	65	57	49
During my leisure or vacation trips I enjoy going to places that are popular with local residents	53	56	51	58	49	53
Trips that include cultural, arts, historic or heritage activities or events are more enjoyable to me	39	55	33	41	36	41
I prefer to visit destinations that have some historical significance	38	43	36	38	33	47
It is important that the trips I take for vacation or leisure provide cultural experiences	29	41	24	33	26	29
A leisure or vacation trip away from home is not complete without visiting a museum, historic site or landmark	26	36	22	24	24	31
A leisure or vacation trip away from home is not complete without a cultural event or arts performance	17	24	15	19	17	15

*Travelers were asked about their level of agreement with each statement on a five-point scale where a "5" means completely agree with the statement and a "1" means completely disagree. Percents are "top two box," meaning answers of "5" or "4."
 Source: *The Travel Industry Association of America, Historic/Cultural Traveler Survey*

Market Size

Examining U.S. adults shows that just over half (52%) indicate they included at least one cultural activity or event on any trip in the past year. This could include attending a performing arts event or festival/fair or visiting an art/antique establishment or ethnic area/exhibit. Their households generated 97.7 million domestic person-trips including cultural events or festivals in 2002. Four in ten (40%) U.S. adults report they included at least one historic activity or event, such as a visit to an historic site, community/town, museum, military site, or memorial/cemetery while traveling in the past year. Their households generated 143.5 million domestic person-trips including visits to historical places or museums. In all, more than one third (36%) of U.S. adults report they took both a trip that included an historic activity and took a trip that included a cultural activity, although these may or may not have been on the same trip.

HISTORIC/CULTURAL TRAVEL MARKET SIZE						
	Number of U.S. Adults	%	Number of Adult Travelers*	%	2002 Person-trip Volume**	%
Total	211.6 million	100.0	146.4 million	100.0	1,021.3 million	100.0
Included an historic <u>and/or</u> cultural activity on a trip	118.1 million	55.8	118.1 million	80.7	216.8 million	21.2
Included a cultural activity on a trip	109.8 million	51.9	109.8 million	75.0	97.7 million	9.6
Included an historic activity on a trip	84.7 million	40.0	84.7 million	57.9	143.5 million	14.1

*Adults who have taken at least one trip of at least 50 miles, one-way, away from home, in the past year, not including trips taken in regular commuting to and from work or school, or trips taken as a flight attendant or vehicle operator.
 **Counts multiple trips and multiple people per trip. See methodology in Appendix A.
 Sources: Travel Industry Association of America, TravelScope®, Historic/Cultural Traveler Survey

Activity Participation

Nearly all (93%) historic/cultural travelers report they participated in at least one of ten cultural activities during any past-year trips, and most (72%) indicate they included at least one of five historic or heritage activities or events while traveling. As for specific cultural activities or events, historic/cultural travelers say they most often attended a performing arts event (59%) and/or visited an art or antique establishment (58%). Festivals and fairs are also popular activities, with 50 percent of historic/cultural travelers indicating they attended at least one festival or fair while traveling in the past year. Four in ten (41%) claim they visited an ethnic area or ethnic culture exhibit. The most popular historic activity or event is visiting a designated historical site, such as a building, landmark, home, or monument (50%).

There are some differences in activity participation by frequency of historic/cultural travel and by demographics, such as age and annual household income:

- Because they take more historic/cultural trips during the year, frequent historic/cultural travelers are able to participate in more activities and events during the year than infrequent travelers. Among historic/cultural travelers, frequent travelers are much more likely than infrequent travelers to report they included a performing arts activity or event (80% vs. 52%) or visited an art or antique establishment (81% vs. 50%) on any trips during the year.

- Among historic/cultural travelers, Baby Boomers (64%) and Matures (62%) are more likely than Generation X and Y travelers (46%) to visit art/antique establishments while traveling. Baby Boomers (35%) and Matures (35%) are also more likely than younger travelers (21%) to visit history museums. Baby Boomers are only more likely than Matures to visit ethnic culture exhibits or centers (30% vs. 21%).
- For many of the activities or events, participation levels rise along with annual household income. For example, 63 percent of historic/cultural travelers with an annual household income of \$75,000 or more say they visited a designated historic site on any trips in the past year, compared to only 36 percent of those with an annual household income below \$25,000.

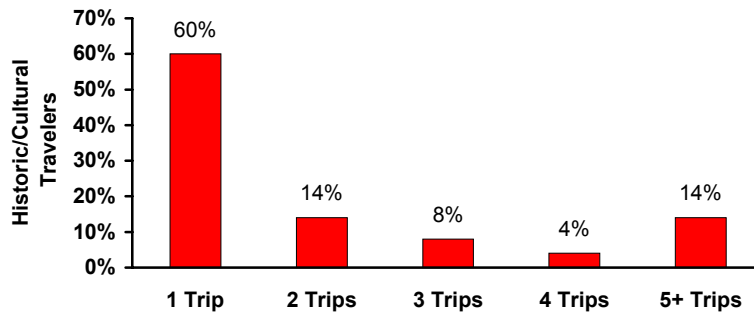
Participation in Historic/Cultural Activities or Events on Trips of 50+ Miles Away From Home (Among 118.1 Million Historic/Cultural Travelers)										
Historic/Cultural Travelers										
	Frequency of Historic/Cultural Trips			Age Group			Annual Household Income			
	TOTAL	Fre- quent (3+)	Infre- quent (1 or 2)	18- 34	35- 54	55+	< \$25K	\$25K <\$50K	\$50K <\$75K	\$75K+
(in percent)										
OVERALL CULTURAL ACTIVITY/EVENT	93	99	91	92	93	95	93	93	90	98
Performing Arts (Net)	59	80	52	64	60	55	49	60	54	73
Live theater performance, such as a musical or play	37	54	31	33	39	39	28	31	39	48
Dance performance	22	37	17	25	20	23	17	21	23	28
Classical music concert or opera	12	20	9	13	11	13	14	10	10	13
Other music concert	23	36	18	28	21	20	14	28	17	29
Art Museum/Antique (Net)	58	81	50	46	64	62	57	53	52	73
Art museum, gallery, exhibit, or auction	41	67	32	34	49	37	37	34	38	57
Antique shop, show or auction	37	50	33	23	41	47	37	34	34	43
Festival/Fair (Net)	50	67	45	52	51	47	48	59	43	48
Heritage, ethnic, or folk festival/fair	25	38	20	24	24	25	27	26	23	25
Other fair or festival, such as a state or county fair, or arts & crafts fair	39	52	34	40	40	36	36	47	33	36
Ethnic (Net)	41	58	35	42	40	42	43	40	43	47
Ethnic area or community	30	43	26	34	28	29	31	29	33	35
Ethnic culture exhibit or center	25	41	20	24	30	21	25	24	29	33
OVERALL HISTORIC ACTIVITY/EVENT	72	91	65	69	73	73	64	71	76	79
Designated historic site, such as a building, landmark, home, or monument	50	69	44	51	50	50	36	49	59	63
Designated historic community/town	35	53	28	31	35	39	32	32	37	42
History museum	31	53	23	21	35	35	18	27	36	42
Historic military site, such as a fort or battlefield	26	47	18	24	27	25	28	26	27	26
Historic memorial or cemetery	22	41	16	21	21	25	23	20	20	25

Source: Travel Industry Association of America, Historic/Cultural Traveler Survey

Frequency of Historic/Cultural Travel

A majority (74%) of historic/cultural travelers include such activities on only one or two trips per year. However, one quarter (26%) of historic/cultural travelers do so more frequently, taking three or more trips per year including historic/cultural activities. On average, historic/cultural travelers take 2.4 trips per year including such activities.

**Past-Year Trips Including Cultural or Historic Activities or Events
Among 118.1 Million Historic/Cultural Travelers**



Source: Travel Industry Association of America, Historic/Cultural Traveler Survey

Long-term Trends

Historic/cultural travel volume has grown dramatically since 1996, increasing from 192.4 million person-trips to 216.8 million person-trips in 2002. This is a growth of 13 percent, more than twice the growth of overall travel from 1996 to 2002 (+5.6%). One in five (20%) of all domestic household trips includes an historic/cultural activity. The volume of historic/cultural household trips is up eight percent from 1996. Interestingly, faster growth in historic/cultural person-trips indicates that the average travel party size on historic/cultural trips has grown over the past few years.

U.S. DOMESTIC HISTORIC/CULTURAL TRAVEL VOLUMES, 1996-2002								
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>1996-2002 Change</u>
<u>Person-trips</u>								
Volume (millions)	192.4	207.6	207.9	209.2	212.0	216.0	216.8	13%
Share of Total Travel	20%	21%	21%	21%	21%	21%	21%	
<u>Household Trips</u>								
Volume (millions)	104.5	108.2	111.8	110.5	111.0	113.8	113.0	8%
Share of Total Travel	19%	19%	19%	20%	20%	20%	20%	

Source: Travel Industry Association of America, TravelScope®

Since 1996, there have been some changes in the trip characteristics of historic/cultural travelers. These trips are now slightly less likely to include air transportation (19% of person-trips vs. 21%) and/or travel during the summer (38% vs. 40%). The average overnight trip duration is slightly shorter too (5.2 nights vs. 5.4). While not as many overnight household trips include lodging at a home of friends or relatives today (36% vs. 40%), a stay at a hotel, motel, or bed and breakfast establishment is more likely now (62% vs. 60%). As for trip activities, smaller shares of historic/cultural person-trips now include a visit to historic places or museums (66% vs. 69%) and/or national or state parks (20% vs. 22%).

Today, family travel is more popular for historic/cultural trips. These trips are now more likely to be comprised of two or more household members (64% vs. 60%) and include children (25% vs. 23%). Average trip spending is also higher in 2002. Average spending on a trip, excluding transportation to the destination, is up 17 percent from \$534 in 1996 to \$623 in 2002. (Note: trip spending figures represent total amount spent on the trip, not spending on any particular activity).

Not surprisingly, the demographic profile of the historic/cultural segment has shifted dramatically since 1996. For example, historic/cultural travelers today are younger, wealthier, more educated, and more technologically savvy. Yet, not as many are employed in a managerial or professional occupation.

DEMOGRAPHIC PROFILE OF HISTORIC/CULTURAL TRAVELERS* SELECTED SIGNIFICANT DIFFERENCES 1996 VS. 2002		
	1996	2002
	(% of household trips)	
Household head age 18-34	20%	24%
Household head age 35 to 54	43%	41%
Household head age 55 or older	37%	35%
Have completed college or more	55%	58%
Have an annual household income of \$75,000 or over	20%	33%
Managerial/Professional occupation	40%	37%
Median annual household income	\$43,100	\$55,600
Own a cellular phone	24%	65%
Own a personal computer	52%	81%
<small>*Based on demographics of household or household head Source: Travel Industry Association of America, TravelScope®</small>		

The following section provides specific details on overall trip characteristics of historic/cultural travelers.

PROFILE OF HISTORIC/CULTURAL TRIPS IN THE U.S.

Comparing Historic/Cultural Trips to the Average U.S. Trip

The profile of historic/cultural trips taken by U.S. households mirrors that of general U.S. trips on several key travel and demographic characteristics. Yet, many differences emerge when comparing historic/cultural trips to the average U.S. trip. Like the average U.S. trip, leisure is the most common purpose for the historic/cultural trip and an auto is the most common mode of transportation. Moreover, the historic/cultural trip is just as likely as the average U.S. trip to be taken by other less common modes of transportation, such as rental car, camper/RV, or train. Historic/cultural trips, however, have an above-average propensity to include air transportation, and/or a rental car as a secondary mode of transportation.

While historic/cultural trips are just as likely as U.S. trips to be overnight trips, historic/cultural trips are much more likely than the average U.S. trip to last seven nights or longer. Also, use of paid lodging at hotels, motels, or bed and breakfasts is more prevalent on historic/cultural trips. With trips of longer duration and a higher likelihood of including paid lodging, it is not surprising that historic/cultural trips include higher spending. Households taking historic/cultural trips spend \$623 per trip compared to \$457 for the average U.S. trip.

As might be expected, summer is a more popular season of travel for historic/cultural trips compared to the average U.S. trip. Historic/cultural trips often include other trip activities. Shopping is the favorite activity on historic/cultural trips and U.S. trips overall, yet it is more prevalent on historic/cultural trips. Other trip activities that have higher-than-average propensities for historic/cultural travelers are: visiting national or state parks, going to beaches, and taking group tours.

Generally, similar shares of historic/cultural trips and trips in general are taken by travelers residing in any particular U.S. Census division. Yet, historic/cultural trips have an above-average propensity to be taken to destinations in the South Atlantic and Mid-Atlantic Census divisions. Historic/cultural trips are more likely than average to be taken to destinations out of a traveler's state and Census division, indicating that many of these trips are long-distance trips.

Households taking historic/cultural trips are just as likely as all traveling households to be headed by Baby Boomers between the ages of 35 to 54. Similar shares are employed in a managerial or professional capacity, have annual household incomes of \$50,000 or more, and own their home. Ownership of personal computers and RVs is similar for all traveling households and historic/cultural traveling households.

Only a few differences emerge when comparing demographics of households taking historic/cultural trips and the average traveling household. For example, households taking historic/cultural trips are more likely to be mature households (age 55+) and are less likely to have children at home. These households are also more likely to be retired.

Indices are used as a tool to make these comparisons. Thus, overall U.S. domestic trips serve as the average, with an index equal to 100. An index higher than 100 indicates an above-average propensity for historic/cultural trips to exhibit a travel behavior or demographic characteristic, while an index lower than 100 indicates a below-average propensity. (Please see Appendix A for a more complete explanation on how indices are calculated.)

**Comparison of Historic/Cultural Travel to Total U.S. Domestic Travel:
Trip and Demographic Characteristics
with Significantly Above-Average Indices*
(Index Shown in Parentheses)**

- Entertainment as purpose (169)
- Combined business/pleasure travel as purpose (125)

- Airplane (119)
- Rental car as secondary mode (140)

- 3 to 6 nights (119)
- 7 nights or more (164)
- Trip spending \$500 or more (143)
- Average trip spending \$623 (136)
- Hotel/motel/B&B (113)

- Summer (119)
- Shopping (129)
- National/state parks (200)
- Beaches (118)
- Group tour (167)

- South Atlantic as destination (113)
- Mid-Atlantic as destination (117)
- Destination is in Census division, but not in state (107)
- Destination is out of Census division (113)

- Two household members on trip (123)
- Multiple adults on trip (122)

- Divorced/widowed/separated (112)
- Age 55 and older (113)
- Graduate work (111)
- Retired (125)
- One person in household (110)
- No children in household (103)

- Major City MSA (105)

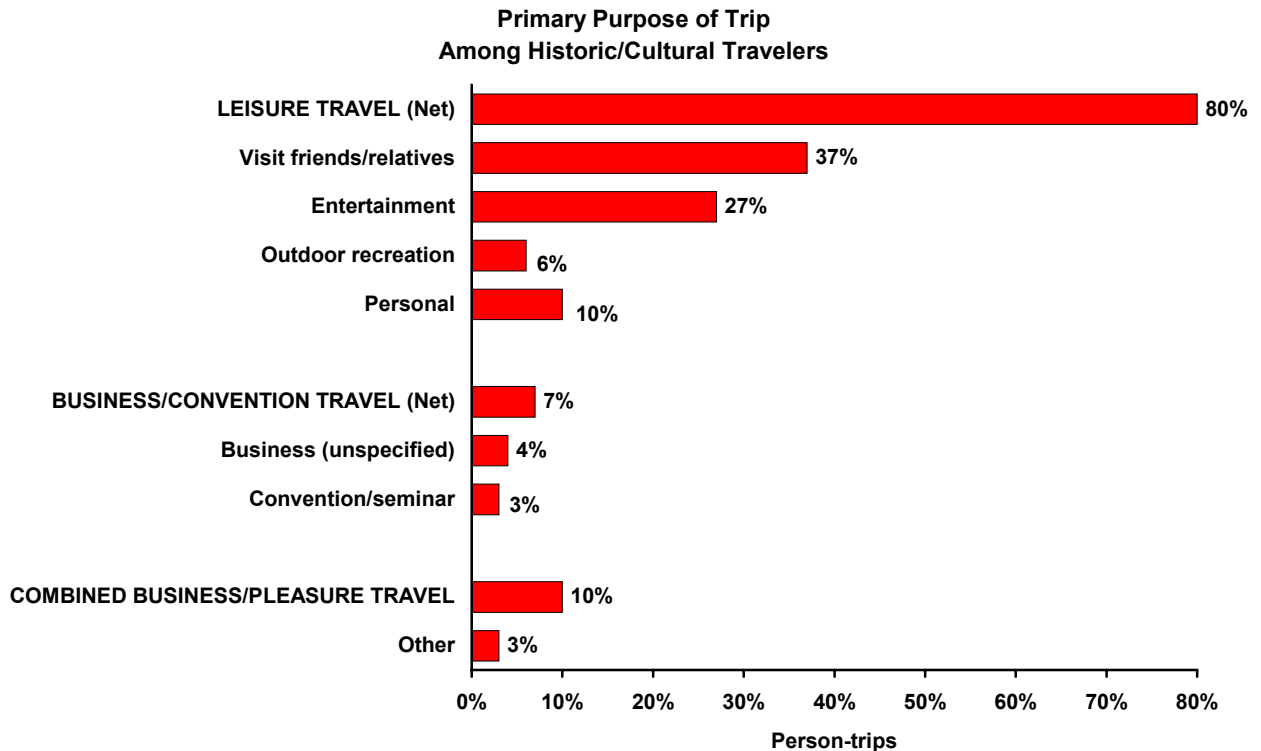
- Older Retired Singles Life Stage (140)
- Older Working Couples Life Stage (117)

Source: Travel Industry Association of America, TravelScope®

*In this table, an index is calculated for each group to measure the propensity of a travel segment to exhibit a trip or demographic characteristic compared to total U.S. travelers. For example, overall historic/cultural trips (index=169) are much more likely than total U.S. trips (index=100) to be taken for entertainment purposes. Total U.S. trips serve as the average propensity with an index=100 for all trip and demographic characteristics. For a more complete explanation, please see Appendix A.

Primary Purpose of Trip

Most trips including historic and/or cultural activities are taken for leisure purposes, accounting for 80 percent of all historic/cultural person-trips. About four in ten (37%) historic/cultural person-trips are taken for the primary purpose of visiting friends or relatives and one in four (27%) are for entertainment. Fewer historic/cultural trips are for the primary purpose of outdoor recreation (6%) or for personal reasons (10%). On the other hand, travel that combines business with pleasure purposes accounts for one in ten (10%) of all historic/cultural person-trips. A small share (7%) of historic/cultural person-trips are for business or convention purposes.



Source: Travel Industry Association of America, TravelScope

Mode of Transportation

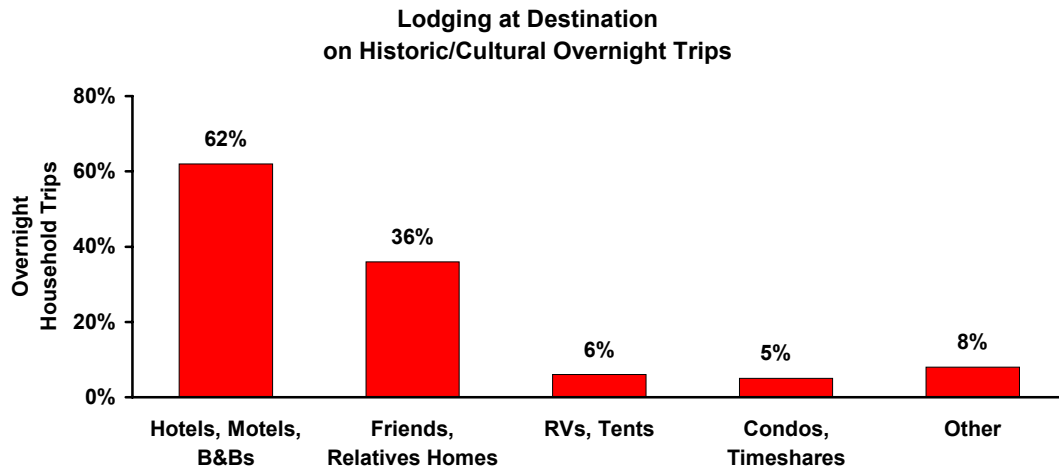
Historic/cultural travel is most often taken by auto or truck, accounting for seven in ten (68%) of all historic/cultural person-trips. One in five (19%) person-trips include air transportation. Small shares of historic/cultural travel includes a rental car (4%), bus (3%), camper or recreational vehicle (RV) (2%), or train (1%) as the primary mode of transportation. Seven percent of all historic/cultural person-trips include a rental car as a secondary mode of transportation.

Duration of Trip

Nearly all (90%) historic/cultural person-trips involve an overnight stay. Ten percent are day trips. For historic/cultural travelers who stay overnight in any form of lodging, the trip lasts an average of 5.2 nights—longer than the average U.S. overnight trip of 4.1 nights. About one in four (23%) historic/cultural trips involve stays of seven nights or more. Nearly four in ten (37%) last three to six nights and three in ten (30%) last one or two nights. Historic/cultural trips are somewhat more likely than the average U.S. trip to last three to six nights, but they are even more likely to last seven nights or longer. Note that trips including lodging in condos, timeshares, recreation vehicles, tents, and other accommodations are typically longer in duration, on average, than trips that include a stay at hotels/motels/b&b establishments or homes of friends or relatives.

Overnight Trip Lodging

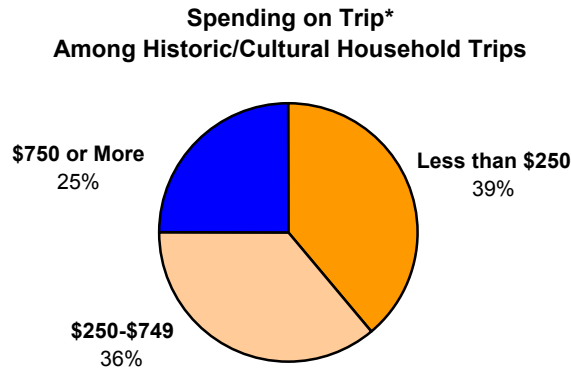
Away from home, historic/cultural traveling households primarily lodge at hotels, motels, or bed and breakfast establishments, accounting for six in ten (62%) overnight household trips. More than one third include a stay at a home of friends or relatives (36%). Few overnight historic/cultural trips involve a stay in RVs or tents (6%) or in condos or timeshares (5%). Historic/cultural travelers typically spend an average of 3.7 nights in a hotel, motel, or B&B establishment, but stay longer in homes of friends or relatives (5.2 nights).



Note: Multiple responses allowed.
Source: Travel Industry Association of America, TravelScope

Trip Spending

On average, historic/cultural households spend \$623 per trip, not including transportation to the destination. Given that historic/cultural trips are more likely to include paid lodging and longer stays, it is not surprising that this is significantly higher than spending on the average U.S. trip (\$457). On one in four trips (25%), historic/cultural traveling households spend \$750 or more. Since 1996, average household spending on historic/cultural trips has risen 17 percent. Since that time, average household spending on overall U.S. trips has shown a similar increase (18%). (Note: trip spending figures represent total amount spent on the trip, not spending on any particular historic/cultural activity).



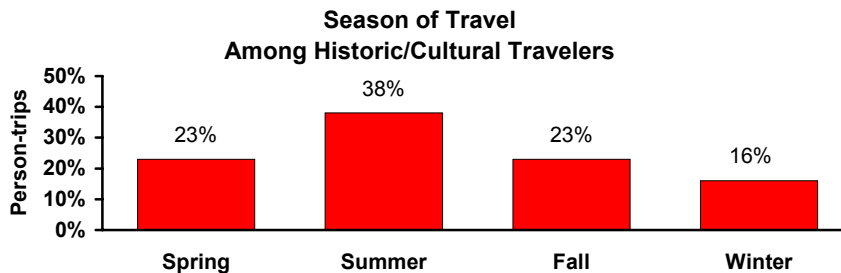
*Not including transportation to destination.
Source: Travel Industry Association of America, TravelScope

U.S. DOMESTIC HISTORIC/CULTURAL TRAVEL AVERAGE TRIP SPENDING*, 1996-2002								
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	1996-2002 Change
Average Household Trip Spending	\$534	\$533	\$558	\$620	\$631	\$630	\$623	17%

*Trip spending figures represent total amount spent on the trip, not spending on any particular activity. Also, trip spending figures do not include transportation to the destination.
Source: Travel Industry Association of America, TravelScope®

Season of Travel

Summer is the most popular season for historic/cultural travel, accounting for four in ten (38%) person-trips. Winter is the least popular season of travel for this group (16%). As might be expected, summer is a more popular season to take historic/cultural trips compared to overall U.S. trips.

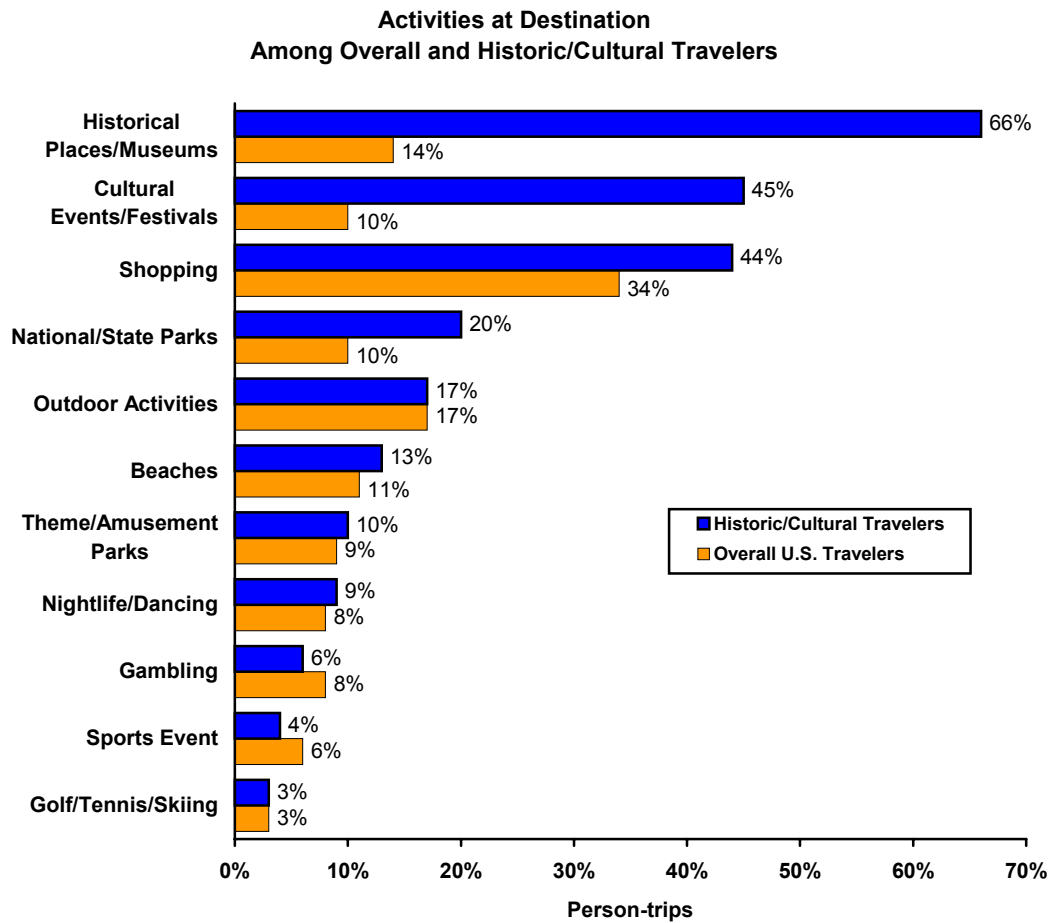


Source: Travel Industry Association of America, TravelScope

Trip Activities

Of eleven common trip activities, two thirds (66%) of historic/cultural person-trips include a visit to an historic place or museum; nearly half (45%) include a cultural event or festival. A total of 11 percent of historic/cultural person-trips taken in 2002 included both of these activities. On three in ten (28%) historic/cultural person-trips, an historic or cultural activity is the only activity engaged in (out of a list of 11 common trip activities).

Aside from visiting historical places or museums or attending cultural events or festivals, shopping is the favorite activity on historic/cultural trips, accounting for 44 percent of person-trips. Visiting national and state parks (20%), engaging in outdoor activities (17%), and going to beaches (13%) are also popular activities on historic/cultural trips. One in ten historic/cultural person-trips include a visit to theme or amusement parks (10%) or nightlife or dancing (9%). Fewer trips involve gambling (6%), attending a sports event (4%), or playing golf or tennis or skiing (3%). Five percent of historic/cultural person-trips include a group tour. Interestingly, shopping is much more common on historic/cultural trips than on overall U.S. trips. Other activities that are more prevalent on historic/cultural trips are visiting national or state parks, going to beaches, and taking group tours.



Note: Multiple responses allowed.
Source: Travel Industry Association of America, TravelScope

Travel Origin and Destination

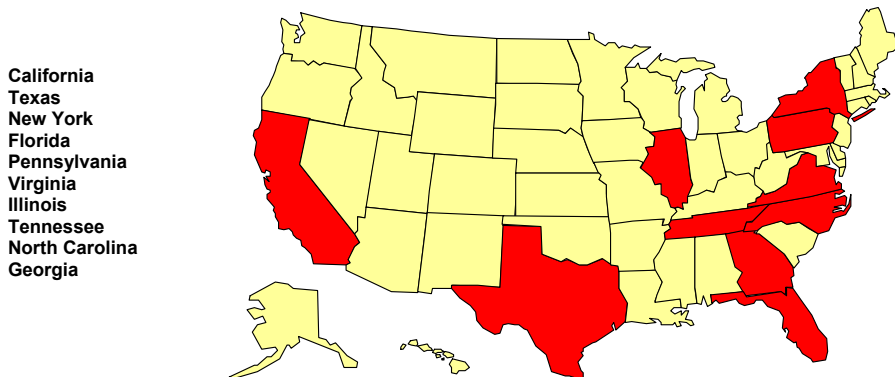
Historic/cultural travelers are most likely to reside in the South Atlantic (19%), Pacific (16%), or East North Central (15%) Census divisions.* About one tenth of trips originate in the Mid-Atlantic (12%), West South Central (12%), Mountain (8%), or West North Central (7%) divisions. Fewer historic/cultural travelers live in the East South Central (6%) or New England (5%) divisions.

Historic/cultural travel in the U.S. is largely divisional because division of residence is highly correlated to division of destination. The South Atlantic is the most popular division of destination, receiving one quarter (26%) of historic/cultural travel. The Pacific (16%) division is also popular, followed by the East North Central (15%), Mid-Atlantic (14%), Mountain (13%), and West South Central (12%) divisions. Ten percent or less of historic/cultural person-trips are to the East South Central (10%), West North Central (10%), or New England (6%) divisions. Of note, historic/cultural trips are more likely than overall U.S. trips to include destinations in the South Atlantic and Mid-Atlantic Census divisions. As travelers can visit more than one division on a trip, percentages can total more than 100 percent.

Historic/cultural travel is most likely to occur in the traveler’s own state, accounting for 39 percent of historic/cultural person-trips. Another 30 percent are taken to destinations out of the traveler’s state, yet in their Census division. A total of 36 percent of historic/cultural person-trips are likely taken to destinations yet further away, out of the travelers Census division.

The top 10 states of destination for historic/cultural travelers are shown below.

**TOP 10 STATES VISITED
HISTORIC/CULTURAL TRAVELERS, 2002
(Among Person-trips)**



Note: Multiple responses allowed.
Source: Travel Industry Association of America, TravelScope®

*For division definitions, see Glossary in Appendix B.

Travel Party Size and Composition

Historic/cultural trips are about as likely to include two or more adults from the household (39%) as they are to include just one adult (36%). One in four (25%) historic/cultural household trips include children from the household. There are an average of two household members (mean = 2.2 people) on historic/cultural trips. Interestingly, from 1996 to 2002 the volume of household trips including children from the household shows an increase of 20 percent.

U.S. DOMESTIC HISTORIC/CULTURAL TRAVEL INCLUDING CHILDREN, 1996-2002								
	1996	1997	1998	1999	2000	2001	2002	1996-2002 Change
Household Trips								
Volume (millions)	24.0	25.5	26.2	27.3	27.6	28.4	28.7	20%
Share of Historic/Cultural Travel	23%	24%	23%	25%	25%	25%	25%	

Source: Travel Industry Association of America, TravelScope®

Demographic Profile of Historic/Cultural Travelers

- Households taking historic/cultural trips tend to be headed by Baby Boomers (41%), age 35 to 54, with an average age of 49. One third (35%) of historic/cultural trips are generated by Mature households age 55 or older.
- Households generating historic/cultural trips are very well-educated, with 58 percent having a college degree or more. Four in ten (37%) trips are generated by households employed in a professional or managerial capacity; 20 percent by those retired.
- The median annual household income of households taking historic/cultural trips is \$55,600.
- Most (77%) historic/cultural trips are taken by households that own a home.
- One third (33%) of historic/cultural trips are generated by households with children.
- Credit cards are common in historical/cultural traveling households. Majorities of historic/cultural trips are taken by households that carry a Visa card (74%) and/or a MasterCard (61%). One third (34%) are taken by households with a Discover Card and 21 percent by households with an American Express card.
- Historic/cultural traveling households are quite technologically savvy. Most of their trips are generated by households that own a personal computer (81%) and/or a cellular phone (65%), and most (66%) are also by households that subscribe to cable TV.
- One in ten (12%) trips are taken by households that own a motor home/RV.
- Historic/cultural trips are most often generated by households representing the Middle Parents (20%), Older Working Couples (14%), or Middle Couples (12%) life stages.

HISTORIC/CULTURAL TRAVELERS AND TOTAL U.S. TRAVELERS: PERSON-TRIP CHARACTERISTICS, 2002

Table 1

PERSON-TRIP CHARACTERISTICS	Historic/Cultural Travelers <u>2002</u>	Total U.S. Travelers <u>2002</u>
Base = Millions of Person-trips	216.8	1,021.3
<u>Primary Purpose of Trip</u>		
<u>Leisure Travel (net)</u>		
Visit friends/relatives	37	40
Entertainment	27	16
Outdoor recreation	6	10
Personal	10	11
<u>Business/Convention Travel (net)</u>		
Business (unspecified)	4	10
Convention/seminar	3	2
<u>Combined Business/Pleasure Travel</u>		
Other	3%	3%
<u>Primary Mode of Transportation</u>		
Own Auto/truck	68%	74%
Camper/RV	2	1
Rental car	4	3
Airplane	19	16
Bus	3	2
Train	1	1
Other	3	3
<u>Secondary Mode of Transportation</u>		
Rental car	7%	5%
<u>Total Trip Duration</u>		
Day trips	10%	16%
1 or 2 nights	30	39
3 to 6 nights	37	31
7 nights or more	23	14
Average duration (includes 0 nights)	4.6 nights	3.4 nights
Average duration (excludes 0 nights)	5.2 nights	4.1 nights
<u>Total Trip Spending*</u>		
Less than \$100	16%	26%
\$100 - \$249	23	28
\$250 - \$499	21	18
\$500 - \$749	15	12
\$750 - \$999	6	4
\$1,000 or more	19	12
Average trip spending	\$623	\$457
<u>Lodging at Destination**</u>		
(Among overnight trips)		
Hotel/motel/B&B	62%	55%
Friends, relatives homes	36	38
RV or tent	6	5
Condo or time share	5	4
Other	8	8
Average hotel/motel/B&B (nights)	3.7 nights	3.2 nights
Average friends/relatives (nights)	5.2 nights	4.1 nights
<u>Season of Travel</u>		
Spring (Mar, Apr, May)	23%	23%
Summer (June, July, Aug)	38	32
Fall (Sep, Oct, Nov)	23	24
Winter (Dec, Jan, Feb)	16	21
<u>Number of Trip Activities</u>		
1 Activity	28%	44%
2 Activities	29	19
3 Activities	27	10
4+ Activities	16	4
No Activities	--	23
Average	2.4 activities	1.7 activities
*Base = household trips. Does not include spending on transportation to destination.		
**Base = household trips. Multiple responses allowed.		
Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS AND TOTAL U.S. TRAVELERS: PERSON-TRIP CHARACTERISTICS, 2002

Table 1, continued

PERSON-TRIP CHARACTERISTICS	Historic/Cultural Travelers <u>2002</u>	Total U.S. Travelers <u>2002</u>
Base = Millions of Person-trips	216.8	1,021.3
<u>Activities at Destination**</u>		
Historical Places/Museums	66%	14%
Cultural Events/Festivals	45	10
Shopping	44	34
National/State Parks	20	10
Outdoor Activities	17	17
Beaches	13	11
Theme/Amusement Park	10	9
Nightlife/Dancing	9	8
Gambling	6	8
Sports Event	4	6
Golf/Tennis/Skiing	3	3
<u>Group Tour</u>		
	5%	3%
<u>Census Division of Origin</u>		
New England	5%	5%
Mid-Atlantic	12	12
South Atlantic	19	19
East South Central	6	6
West South Central	12	12
East North Central	15	15
West North Central	7	8
Mountain	8	7
Pacific	16	16
<u>Census Division of Destination**</u>		
New England	6%	5%
Mid-Atlantic	14	12
South Atlantic	26	23
East South Central	10	9
West South Central	12	11
East North Central	15	15
West North Central	10	10
Mountain	13	12
Pacific	16	15
<u>Relativity of Travelers' Origin and Destination**</u>		
State of Origin and Destination Are the Same	39%	46%
Destination is in Census Division, Not in State	30	28
Destination is Out of Census Division	36	32
<u>Household Travel Party Size*</u>		
One^	36%	44%
Two	38	31
Three	11	10
Four	9	9
Five or More	6	6
Average	2.2 people	2.1 people
<u>Household Travel Party Composition*</u>		
Solo Traveler	36%	44%
Multiple Adults	39	32
Adult(s) with Children	25	24
*Base = household trips. **Multiple responses allowed. ^Includes those who traveled alone OR with someone from outside the household. Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS AND TOTAL U.S. TRAVELERS:

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS, 2002

Table 2

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS	Historic/Cultural Travelers <u>2002</u>	Total U.S. Travelers <u>2002</u>
Base = Millions of Household Trips	113.0	556.7
<u>Marital Status</u>		
Married	62%	64%
Never married	19	19
Divorced/Widowed/Separated	19	17
<u>Age of Household Head*</u>		
18-34 years old	24%	26%
35-54 years	41	43
55 and over	35	31
Average Age	49 years	47 years
<u>Education of Household Head*</u>		
High school education or less	18%	20%
Some college – no degree	24	25
College graduate	37	36
Graduate work	21	19
<u>Occupation of Household Head*</u>		
Managerial/Professional	37%	39%
Technical/Sales/Administrative Support	12	12
Service	5	5
Farming/Fishing/Forestry	1	1
Craftsman/Repairman	5	6
Operator/Laborer	6	7
Retired	20	16
Other	14	14
<u>Household Size</u>		
One person	23%	21%
Two people	36	36
Three people	17	17
Four people	14	16
Five or more people	10	10
<u>Children in Household</u>		
No children	67%	65%
One child	15	16
Two children	12	13
Three or more children	6	6
<u>Annual Household Income</u>		
Less than \$25,000	17%	17%
\$25,000-\$49,999	27	26
\$50,000-\$74,999	23	22
\$75,000-\$99,999	16	16
\$100,000 or more	17	19
Mean	\$66,700	\$68,200
Median^	\$55,600	\$56,600
<u>Resident Market Size</u>		
Major City MSA (Population 2,000,000+)	44%	42%
Large MSA (Population 500,000-1,999,999)	22	22
Medium MSA (Population 100,000-499,000)	15	16
Rural/Small MSA (Population <100,000)	19	20
^Median is the point where one-half of traveling families earn more and one-half earn less. *If there is both a male and a female head of household, then the male head of household is used. Note: Data based on demographic characteristics of household or household head. Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS AND TOTAL U.S. TRAVELERS:

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS, 2002

Table 2, continued

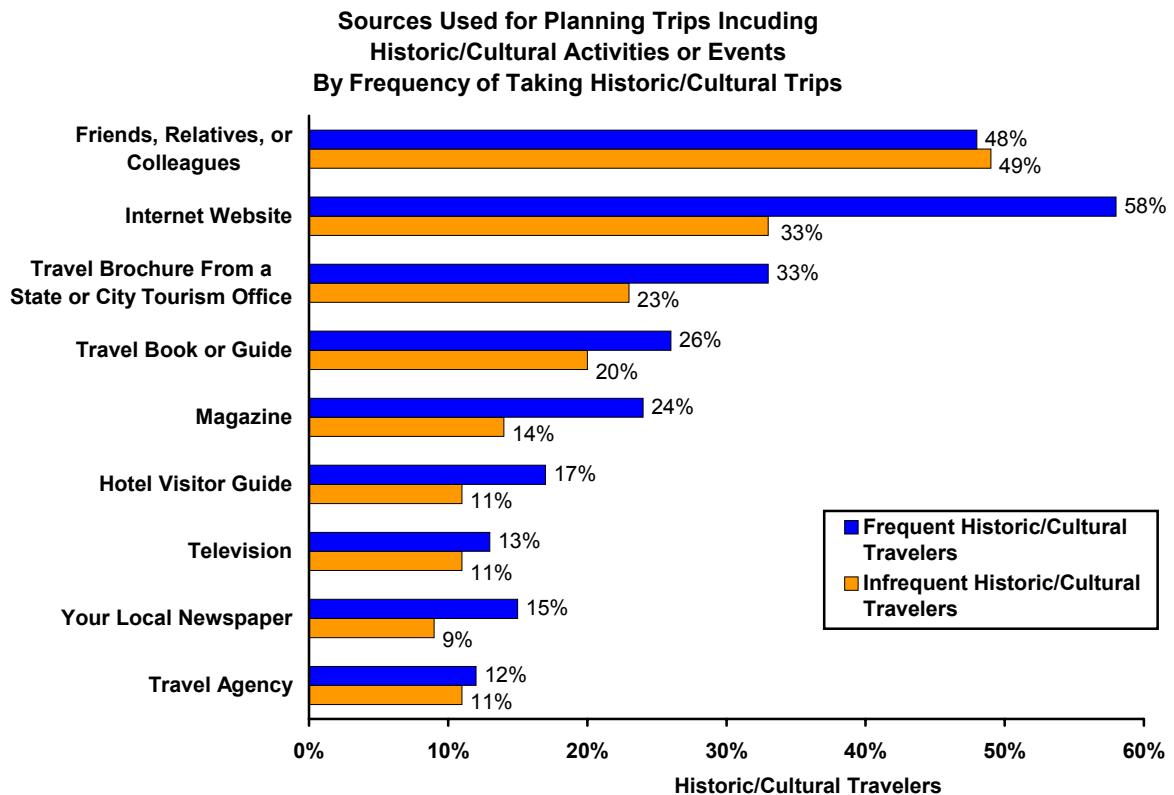
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS	Historic/Cultural Travelers 2002	Total U.S Travelers 2002
Base = Millions of Household Trips	113.0	556.7
<u>Home Ownership</u>		
Own	77%	77%
Rent	19	19
Other	4	4
<u>Major Credit Cards Held</u>		
Visa	74%	73%
MasterCard	61	60
Discover Card	34	34
American Express	21	22
<u>Personal Ownership</u>		
Cellular Phone	65%	67%
Personal Computer	81	82
Motor Home/RV	12	13
Cable Television	66	66
<u>TIA Life Stage of Household*</u>		
Young Singles	9%	9%
Middle Singles	8	8
Older Working Singles	5	4
Older Retired Singles	7	5
Young Couples	5	6
Middle Couples	12	14
Older Working Couples	14	12
Older Retired Couples	8	7
Young Parents	10	11
Middle Parents	20	22
Older Parents	2	2
<p>*For detailed definitions of Life Stage groups refer to Appendix B. Note: Data based on demographic characteristics of household or household head. Source: Travel Industry Association of America, TravelScope®</p>		

PLANNING HISTORIC/CULTURAL TRIPS

Sources Used to Gather Travel Information

When it comes to planning historic/cultural trips, historic/cultural travelers usually consult friends, relatives, or colleagues to gather travel information (48%). After word-of-mouth, the next most used source of historic/cultural travel information is the Internet (40%). Some say they looked at travel brochures from a state or city tourism office (25%), travel books or guides (21%), magazines (17%), and/or hotel visitor guides (13%). One in ten indicate they use the television (12%), their local newspaper (11%), and/or a travel agency (11%) to get information. Eight percent say they do not use any particular sources for travel information.

There are differences between frequent and infrequent historic/cultural travelers when it comes to sources used for planning historic/cultural trips. While infrequent historic/cultural travelers most often consult friends, relatives, or colleagues to gather travel information, frequent historic/cultural travelers most often look at Internet websites. In fact, frequent historic/cultural travelers are nearly twice as likely as those infrequent historic/cultural travelers to use the Internet (58% vs. 33%). Frequent historic/cultural travelers are also much more likely than infrequent travelers to look at travel brochures from a state or city tourism office (33% vs. 23%), magazines (24% vs. 14%), and/or their local newspaper (15% vs. 9%) to get travel information.



Multiple responses allowed.

Source: Travel Industry Association of America, Historic/Cultural Traveler Survey

Demographic variables such as age, annual household income, household composition, and education also affect the use of the Internet to plan historic/cultural trips. For example, Baby Boomer historic/cultural travelers, aged 35 to 54, are more apt than other age groups to indicate they use the Internet to plan historic/cultural trips (49%). As expected, the propensity to use the Internet increases as annual household income rises. Six in ten (59%) historic/cultural travelers with an annual household income of \$75,000 or more use the Internet to plan their historic/cultural trips compared to 25 percent of those with a household income under \$25,000. In addition, historic/cultural travelers with kids are more likely than those without kids to use the Internet in their historic/cultural trip planning (46% vs. 35%), as are those with a college degree versus those without one (53% vs. 34%).

Use of the Internet to Plan Trips Including Historic/Cultural Activities or Events By Age Group and Annual Household Income								
	Historic/Cultural Travelers							
	Total	Age Group			Annual Household Income			
		18-34	35-54	55+	<\$25K	\$25K <\$50K	\$50K <\$75K	\$75K+
Use the Internet to plan trips including historic/cultural activities or events	40%	41%	49%	24%	25%	38%	44%	59%

Source: The Travel Industry Association of America, Historic/Cultural Traveler Survey

Historic/Cultural Activities or Events Can Be Motivation for Taking Trips

While historic/cultural travel is most often taken for the primary purpose of visiting friends or relatives or for entertainment, a specific historic and/or cultural activity is often additional motivation for taking a trip. Indeed, a majority (61%) of historic/cultural travelers claim they took at least one of their past-year trips due to a specific historic or cultural activity. Half (52%) say a cultural activity was the reason for taking at least one of their past-year trips and one third (33%) say an historic activity.

Not unexpectedly, historic/cultural travelers more often say that event-based activities are motivators for taking trips. For example, 30 percent claim that a performing arts event was a reason for taking one of their past-year trips and 28 percent say a festival or fair, such as a state/county or arts and crafts, was the reason. On the other hand, fewer historic/cultural travelers say visiting an art or antique type of establishment (14%) or an ethnic area or ethnic culture exhibit were motivators for taking at least one past-year trip.

Percent of Historic/Cultural Travelers Saying the Activity or Event Was Motivation for Taking at Least One Trip in the Past Year (Among 118.1 Million Historic/Cultural Travelers)	
	Percent
<u>OVERALL HISTORIC/CULTURAL ACTIVITY/EVENT</u>	<u>61</u>
<u>OVERALL CULTURAL ACTIVITY/EVENT</u>	<u>52</u>
Performing Arts (Net)	30
Live theater performance, such as a musical or play	16
Dance performance	8
Classical music concert or opera	5
Other music concert	13
Festival/Fair (Net)	28
Heritage, ethnic, or folk festival or fair	13
Other Fair/festival, such as state/county or arts & crafts	22
Ethnic Area/Ethnic Culture Exhibit (Net)	15
Ethnic area or community	11
Ethnic culture exhibit or center	8
Art/Antique Establishment (Net)	14
Art museum, gallery, exhibit, or auction	10
Antique shop, show or auction	7
<u>OVERALL HISTORIC ACTIVITY/EVENT</u>	<u>33</u>
Designated historic site, such as a building, landmark, home, or monument	20
Designated historic community or town	17
Historic military site such as a fort or battlefield	12
History museum	10
Historic memorial or cemetery	10

Source: Travel Industry Association of American, Historic/Cultural Traveler Survey

Influence of Historic/Cultural Activities on Choice of Destination

Fully three in ten (30%) historic/cultural travelers or 35.3 million adults say the destination of their most recent historic/cultural trip was influenced by a specific cultural, arts, historic, or heritage activity or event. There are some differences by trip characteristics. Frequent historic/cultural travelers are more likely than infrequent travelers to report that the destination of their recent trip was influenced by a specific cultural, arts, historic, or heritage activity or event (43% vs. 25%). Historic/cultural travelers adding extra time to their trip are more likely than those travelers not doing so to report this as well (38% vs. 24%). Furthermore, travelers who visited an ethnic culture exhibit or center or ethnic area or community (38%) and/or a fair or festival (37%) in the past year are more likely than the average historic/cultural traveler to indicate their destination was influenced by a specific activity or event.

Influence of Historic/Cultural Activities on Timing of Trip

One in five (21%) historic/cultural travelers or 24.8 million adults say the timing of their most recent historic/cultural trip was influenced by a specific cultural, arts, historic, or heritage activity or event at the destination. Frequent historic/cultural travelers are more likely than infrequent travelers to report that the timing of this recent trip was influenced by such a specific activity or event at the destination (28% vs. 19%). Indeed, historic/cultural travelers adding extra time to their trip are more likely than those travelers not doing so to also make this assertion (28% vs. 16%), as are historic/cultural travelers saying that the destination of their trip was influenced by a specific historic/cultural activity or event versus those not saying so (52% vs. 8%).

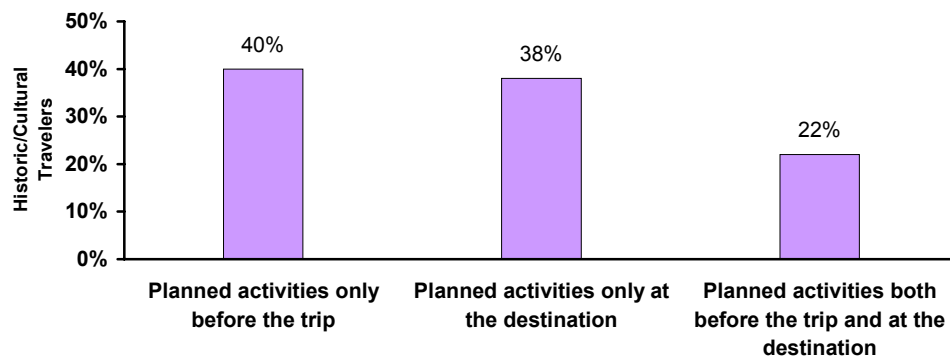
Planning Historic/Cultural Trip Activities

When do historic/cultural travelers actually plan the historic or cultural trip activities? Many historic/cultural travelers say they planned the cultural, arts, historic, or heritage activities for their recent trip only before they went on the trip (40%). Others say they planned the activities only while they were at the destination (38%). One in five (22%) planned the activities both before the trip and while at the destination.

Interestingly, among historic/cultural travelers, there are differences by gender and frequency of taking historic/cultural trips when it comes to trip planning habits. Women are more likely than men to indicate they planned the activities both before the trip and at the destination (25% vs. 18%). Infrequent travelers are more apt to say they planned the activities only while they were at the destination (41% vs. 29%), while frequent travelers are more apt to say they planned the activities both before the trip and while at the destination (33% vs. 18%).

In addition, historic/cultural travelers saying that the destination of their trip was influenced by a specific historic/cultural activity or event are much more likely than those not saying so to report they began planning only before they went on the trip (56% vs. 33%). On the other hand, those saying their destination was not influenced by any historic/cultural activities are more likely to report they began planning only while they were at the destination (45% vs. 22%).

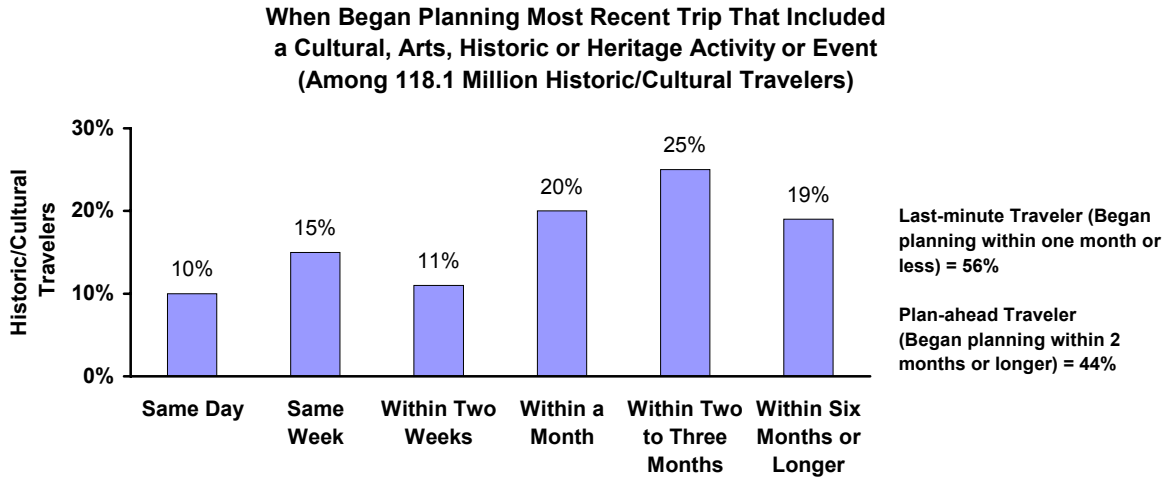
**Planning of Cultural/Historic Activities on Recent Trip
(Among 118.1 Million Historic/Cultural Travelers)**



Source: Travel Industry Association of America, Historic/Cultural Traveler Survey

Timing of Trip Planning

A majority (56%) of historic/cultural travelers say they planned their most recent historic/cultural trip within one month or less of taking the trip. For this report, they are classified as “last-minute” travelers. On the other hand, 44 percent of historic/cultural travelers are “plan-ahead” travelers, meaning they planned their recent historic/cultural trip within two months or more before taking the trip.

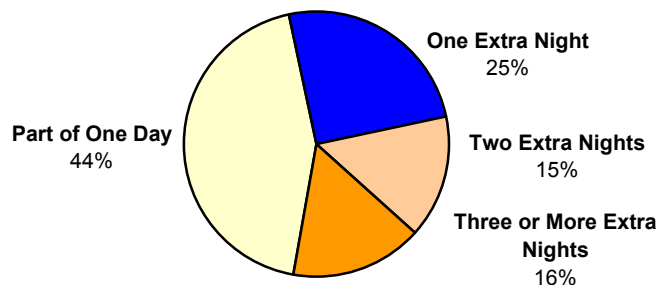


Source: Travel Industry Association of America, Historic/Cultural Traveler Survey

Adding Extra Time to Trip

Many travelers extend the duration of their trip specifically to participate in cultural or historic activities and events. In fact, four in ten (40%) historic/cultural travelers (47.2 million travelers) say they added extra time to their trip because of a cultural, arts, heritage or historic activity or event. This includes those who added time either when they were *planning* the trip or while *on* the trip. Of those travelers who added time, 44 percent added part of one day, 25 percent added one extra night, 15 percent added two extra nights and another 16 percent added three or more extra nights because of this activity or event. This indicates that historic and cultural activities or events can drive travelers to potentially spend more while at the destination. Interestingly, frequent historic/cultural travelers more often make the claim that they added one or more nights to their trip compared to infrequent travelers (31% vs. 19%).

Time Added to Recent Trip Because of a Cultural or Historic Activity or Event (Among 47.2 Million Historic/Cultural Travelers Who Added Time)



Source: Travel Industry Association of America, Historic/Cultural Traveler Survey

**FREQUENT, INFREQUENT,
AND TOTAL
HISTORIC/CULTURAL
TRAVELERS, 2003**

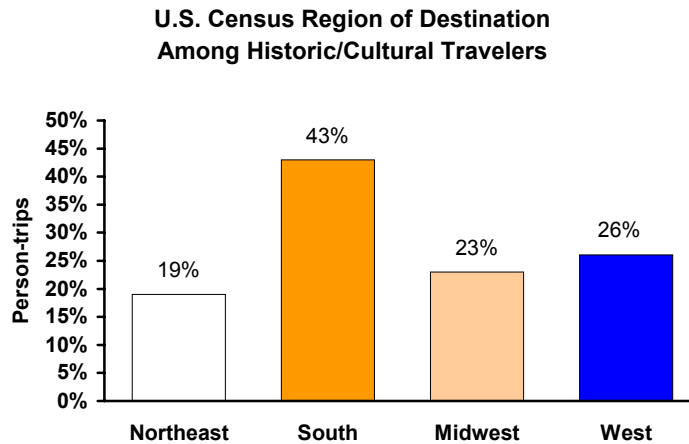
Table 3

HISTORIC/CULTURAL TRAVELERS	Frequent Historic/ Cultural Trips (3+)	Infrequent Historic/ Cultural Trips (1-2)	Total
Base = Millions of Adults	31.1	87.0	118.1
<u>Sources Used for Planning Trips Including Historic/Cultural Activities*</u>			
Friends, relatives, or colleagues	48%	49%	48%
Internet website	58	33	40
Travel brochure from a state or city tourism office	33	23	25
Travel book or guide	26	20	21
Magazine	24	14	17
Hotel visitor guide	17	11	13
Television	13	11	12
Your local newspaper	15	9	11
Travel agency	12	11	11
AAA	**	1	1
Other	4	5	5
None of these	7	8	8
<u>When Began Planning Trip Including Historic/Cultural Activities</u>			
<u>At the Last Minute (Net)</u>			
Same day	6	12	10
Same week	13	15	15
Within two weeks	12	11	11
Within a month	24	18	20
<u>Planned Ahead (Net)</u>			
Within two to three months	27	25	25
Within six months	11	13	13
Within one year or longer	7	6	6
<u>When Began Planning Trip Including Historic/Cultural Activities</u>			
Planned <u>only before</u> went on the trip	38%	41%	40%
Planned <u>only while</u> at the destination	29	41	38
Planned before went on the trip <u>and</u> while at the destination	33	18	22
<u>Added Extra Time for Historic/Cultural Activities</u>			
<u>Added Any Time (Net)</u>			
Added part of one day	17	18	18
Added one or more nights	31	19	22
Did not add extra time to trip	52	63	60
<u>Destination Influenced By Specific Historic/Cultural Activity at Destination</u>			
Yes	43%	25%	30%
No	57	75	70
<u>Timing Influenced By Specific Historic/Cultural Activity at Destination</u>			
Yes	28%	19%	21%
No	72	81	79
*Multiple responses allowed.			
**Less than 0.5%.			
Source: Travel Industry Association of America, Historic/Cultural Traveler Survey			

HISTORIC/CULTURAL TRIPS BY VARIOUS MARKET SEGMENTS

Census Region of Destination

This section examines the trip and demographic characteristics of historic/cultural travelers by U.S. Census region* of destination: Northeast, South, Midwest, and West. The South is the most popular region of destination (43%), receiving 92.4 million of all historic/cultural person-trips. The West is the next preferred region (26%), receiving 57.4 million person-trips. The Midwest region (23%) registers 49.3 million person-trips and the Northeast (19%) registers 40.7 million person-trips.

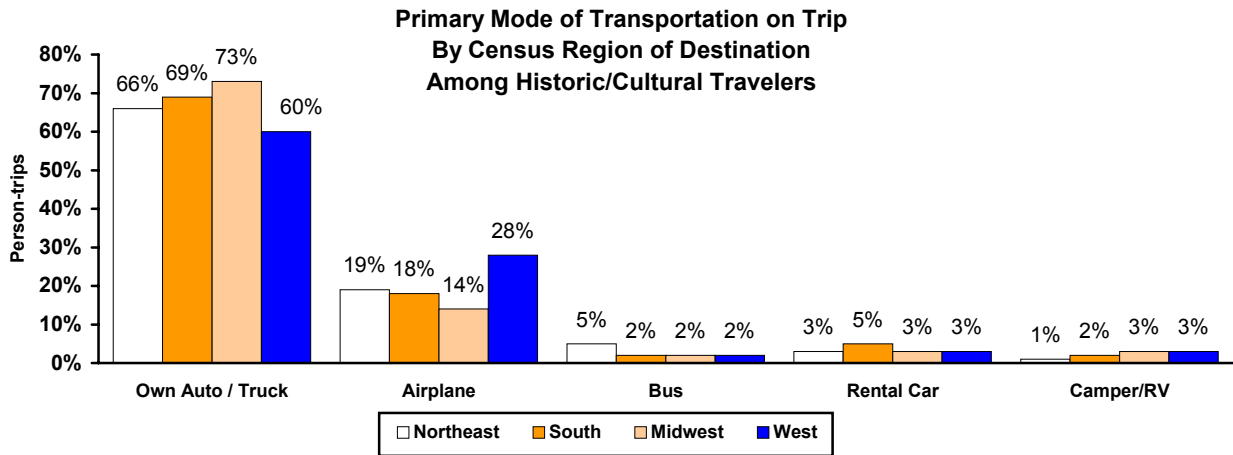


Source: Travel Industry Association of America, TravelScope

Regardless of Census region of destination, most historic/cultural person-trips are made by those traveling for leisure purposes. Yet, across Census regions, historic/cultural person-trips with destinations in the Midwest region are the most likely to have visiting friends or relatives (42%) as the primary purpose of the trip, while those to destinations in the Northeast region are most often taken for entertainment (30%). Historic/cultural person-trips to the West region are among those more likely to be taken for combined business and pleasure purposes (13%).

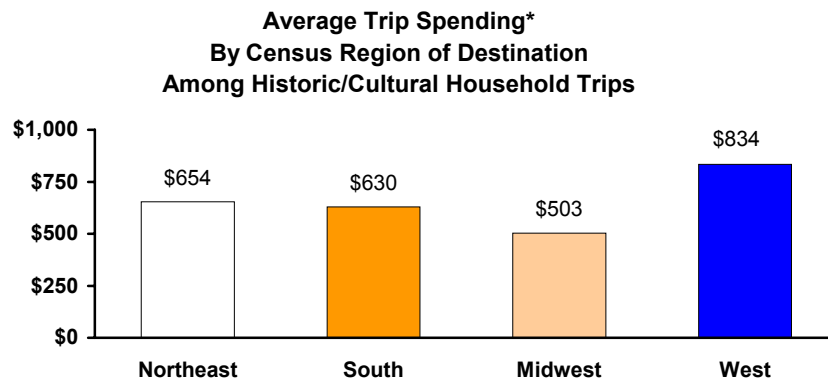
*For region definitions, see Glossary in Appendix B.

There are many differences when examining mode of transportation on trip. Historic/cultural person-trips with destinations in the West region have the greatest propensity to include air transportation (28%) and consequently are also the most likely to include a rental car as a secondary mode of transportation (11%). Historic/cultural person-trips with destinations in the Midwest region are the most likely to be by own auto (73%). Historic/cultural person-trips with destinations in the Northeast region (5%) are more than twice as likely as those with destinations in other regions to be taken by bus. Travel to the South region is the most likely to include the use of a rental car as a primary mode of transportation (5%).



Source: Travel Industry Association of America, TravelScope

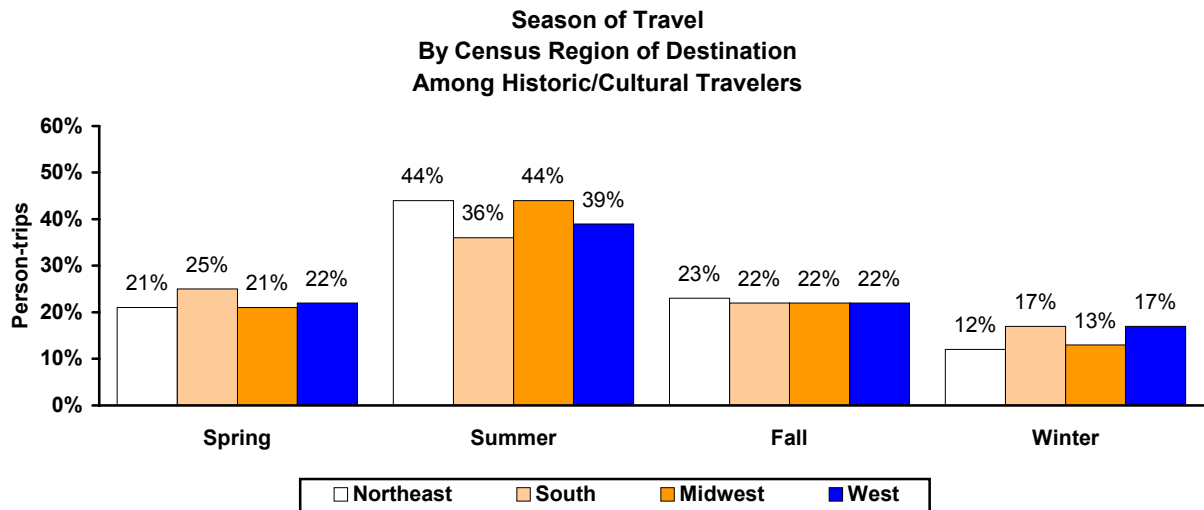
Historic/cultural person-trips to the West region have the greatest tendency to last seven nights or longer (31%). Consequently, historic/cultural trips to the West region have the highest average spending per household trip, excluding transportation to the destination (\$834). (Note: trip spending figures represent total amount spent on the trip, not spending on any particular activity).



*Not including transportation to the destination.
Source: Travel Industry Association of America, TravelScope

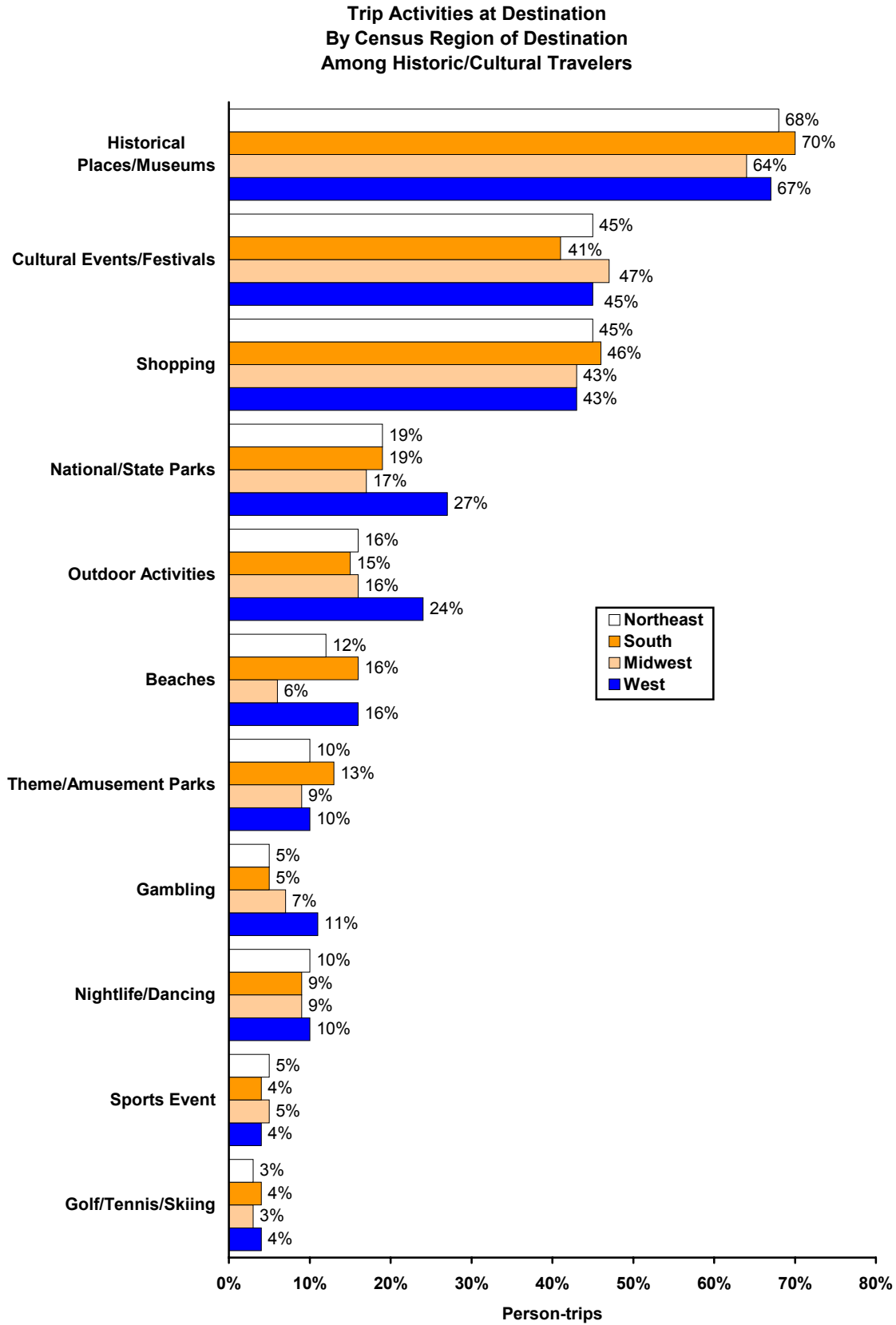
Among overnight historic/cultural household trips, shares including a stay in a hotel, motel, or bed and breakfast establishment are similar across regions (between 62% and 64%). Yet, historic/cultural overnight trips to destinations in the Midwest (41%) region are among those more likely to involve a stay in a home of friends or relatives. About one-tenth (9%) of overnight travel to the West region involves a stay in an RV or tent (9%), the largest share across the regions.

Although historic/cultural travel across all regions is most likely to occur during the summer, person-trips to the Northeast or Midwest regions (44% each) more often do so. Historic/cultural travel to destinations in the South and West regions is more popular during the winter months (17% each) compared to the Northeast and Midwest regions.



Source: Travel Industry Association of America, TravelScope

Aside from visiting historic places or museums and/or attending cultural events or festivals, shopping is the most popular trip activity across all regions of destination. As expected, participation in other common trip activities varies somewhat across regions. Notably, historic/cultural person-trips with destinations in the West region are the most apt to include a visit to a national or state park (27%), an outdoor activity (24%), and gambling (11%). Not surprisingly, historic/cultural travel to destinations in the South region is the most likely to also involve a visit to a theme or amusement park (13%).



Multiple responses allowed.
Source: Travel Industry Association of America, TravelScope

Generally, demographic characteristics of households generating historic/cultural trips are similar across Census regions of destination. The major exceptions are that median annual household income is highest for households taking historic/cultural trips to destinations in the Northeast (\$60,600) and West (\$59,700) regions. Also, historic/cultural trips with destinations in the Northeast (57%) and West (53%) regions are the most likely to be taken by households residing in a major city Metropolitan Statistical Area with a population of two million or more. Not surprisingly, historic/cultural trips with destinations in the West region are the most likely to be generated by households that own a motor home or recreational vehicle (15%).

HISTORIC/CULTURAL TRAVELERS:
PERSON-TRIP CHARACTERISTICS BY CENSUS REGION OF DESTINATION, 2002

Table 4

PERSON-TRIP CHARACTERISTICS BY CENSUS REGION OF DESTINATION Base = Millions of Person-trips	Northeast	South	Midwest	West
	40.7	92.4	49.3	57.4
Primary Purpose of Trip				
Leisure Travel (net)	82%	78%	81%	79%
Visit friends/relatives	37	38	42	36
Entertainment	30	25	26	26
Outdoor recreation	6	6	6	7
Personal	9	9	7	10
Business/Convention Travel (net)	6%	8%	7%	6%
Business (unspecified)	4	5	3	4
Convention/seminar	2	3	4	2
Combined Business/Pleasure Travel	10%	11%	8%	13%
Other	2%	3%	4%	2%
Primary Mode of Transportation				
Own Auto/truck	66%	69%	73%	60%
Camper/RV	1	2	3	3
Rental car	3	5	3	3
Airplane	19	18	14	28
Bus	5	2	2	2
Train	3	1	2	1
Other	3	3	3	3
Secondary Mode of Transportation				
Rental car	5%	6%	5%	11%
Total Trip Duration				
Day trips	11%	9%	11%	7%
1 or 2 nights	29	26	30	25
3 to 6 nights	36	40	37	37
7 nights or more	24	25	22	31
Average duration (includes 0 nights)	4.8 nights	5.0 nights	4.6 nights	5.5 nights
Average duration (excludes 0 nights)	5.3 nights	5.5 nights	5.2 nights	5.9 nights
Total Trip Spending*				
Less than \$100	15%	14%	18%	14%
\$100 - \$249	22	22	25	19
\$250 - \$499	19	23	23	19
\$500 - \$749	17	16	15	15
\$750 - \$999	6	6	5	7
\$1,000 or more	21	19	14	26
Average trip spending	\$654	\$630	\$503	\$834
Lodging at Destination** (Among overnight trips)				
Hotel/motel/B&B	63%	64%	62%	64%
Friends, relatives homes	39	37	41	34
RV or tent	4	5	7	9
Condo or time share	3	6	3	7
Other	8	8	7	8
Average hotel/motel/B&B (nights)	3.7 nights	3.8 nights	3.3 nights	4.4 nights
Average friends/relatives (nights)	5.8 nights	5.5 nights	5.0 nights	5.6 nights
Season of Travel				
Spring (Mar, Apr, May)	21%	25%	21%	22%
Summer (June, July, Aug)	44	36	44	39
Fall (Sep, Oct, Nov)	23	22	22	22
Winter (Dec, Jan, Feb)	12	17	13	17
Number of Trip Activities				
1 Activity	27%	26%	31%	24%
2 Activities	30	30	31	27
3 Activities	28	27	25	28
4+ Activities	15	17	13	21
Average	2.4	2.4	2.2	2.6
*Base = household trips. Does not include spending on transportation to destination.				
**Base = household trips. Multiple responses allowed.				
Source: Travel Industry Association of America, TravelScope®				

HISTORIC/CULTURAL TRAVELERS:
PERSON-TRIP CHARACTERISTICS BY CENSUS REGION OF DESTINATION, 2002

Table 4, continued

PERSON-TRIP CHARACTERISTICS BY CENSUS REGION OF DESTINATION		Northeast	South	Midwest	West
Base = Millions of Person-trips		40.7	92.4	49.3	57.4
Activities at Destination**					
	Historical Places/Museums	68%	70%	64%	67%
	Cultural Events/Festivals	45	41	47	45
	Shopping	45	46	43	43
	National/State Parks	19	19	17	27
	Beaches	12	16	6	16
	Outdoor Activities	16	15	16	24
	Theme/Amusement Park	10	13	9	10
	Nightlife/Dancing	10	9	9	10
	Gambling	5	5	7	11
	Sports Event	5	4	5	4
	Golf/Tennis/Skiing	3	4	3	4
Group Tour		6%	5%	4%	5%
Census Division of Origin					
	New England	21%	2%	1%	1%
	Mid-Atlantic	40	10	5	4
	South Atlantic	16	35	8	6
	East South Central	2	12	5	1
	West South Central	4	22	7	5
	East North Central	9	10	42	6
	West North Central	2	3	24	4
	Mountain	2	2	4	23
	Pacific	4	4	4	50
Census Division of Destination**					
	New England	34%	1%	***	***
	Mid-Atlantic	75	9	6%	1%
	South Atlantic	21	60	6	2
	East South Central	1	23	8	1
	West South Central	1	29	7	4
	East North Central	7	6	65	2
	West North Central	1	4	45	5
	Mountain	1	3	6	48
	Pacific	1	1	1	61
Relativity of Travelers' Origin and Destination**					
	State of Origin and Destination Are the Same	26%	36%	41%	47%
	Destination is in Census Division, Not in State	40	34	35	23
	Destination is Out of Census Division	38	36	31	36
Household Travel Party Size*					
	One^	37%	36%	35%	33%
	Two	37	37	36	40
	Three	12	11	11	11
	Four	9	10	10	9
	Five or More	5	6	8	7
	Average	2.1	2.2	2.2	2.2
Household Travel Party Composition*					
	Solo Traveler	37%	36%	35%	33%
	Multiple Adults	38	39	38	41
	Adult(s) with Children	25	25	27	26
*Base = household trips. **Multiple responses allowed. ***Less than 0.5%. ^Includes those who traveled alone OR with someone from outside the household. Source: Travel Industry Association of America, TravelScope®					

HISTORIC/CULTURAL TRAVELERS:

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY CENSUS REGION OF DESTINATION, 2002

Table 5

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY CENSUS REGION OF DESTINATION		Northeast	South	Midwest	West
Millions of Household Trips		21.6	48.5	24.8	29.4
Marital Status					
Married		62%	63%	64%	61%
Never married		20	18	18	20
Divorced/Widowed/Separated		18	19	18	19
Age of Household Head*					
18-34 years old		22%	23%	24%	24%
35-54 years		42	41	41	42
55 and over		36	36	35	34
Average Age		49 years	49 years	49 years	48 years
Education of Household Head*					
High school education or less		18%	19%	20%	16%
Some college – no degree		21	25	23	25
College graduate		37	36	36	38
Graduate work		24	20	21	21
Occupation of Household Head*					
Managerial/Professional		39%	37%	36%	39%
Technical/Sales/Administrative Support		12	12	11	11
Service		5	4	5	6
Farming/Fishing/Forestry		--	1	1	1
Craftsman/Repairman		5	5	7	5
Operator/Laborer		6	6	8	5
Retired		20	21	20	19
Other		13	14	12	14
Household Size					
One person		23%	22%	22%	22%
Two people		36	36	37	36
Three people		17	18	16	17
Four people		15	14	14	14
Five or more people		9	10	11	11
Children in Household					
No children		68%	67%	67%	67%
One child		14	15	15	15
Two children		13	12	11	11
Three or more children		5	6	7	7
Annual Household Income					
Less than \$25,000		17%	18%	17%	17%
\$25,000-\$49,999		24	28	28	24
\$50,000-\$74,999		21	23	24	23
\$75,000-\$99,999		18	15	16	16
\$100,000 or more		20	16	15	20
Mean		\$69,900	\$65,500	\$63,800	\$70,700
Median^		\$60,600	\$53,900	\$53,700	\$59,700
Resident Market Size					
Major City MSA (Population 2,000,000+)		57%	38%	36%	53%
Large MSA (Population 500,000-1,999,999)		20	26	21	19
Medium MSA (Population 100,000-499,000)		11	17	17	12
Rural/Small MSA (Population <100,000)		12	19	26	16

^Median is the point where one-half of traveling families earn more and one-half earn less.
 *If there is both a male and a female head of household, then the male head of household is used.
 Note: Data based on demographic characteristics of household or household head.
 Source: Travel Industry Association of America, TravelScope®

HISTORIC/CULTURAL TRAVELERS:

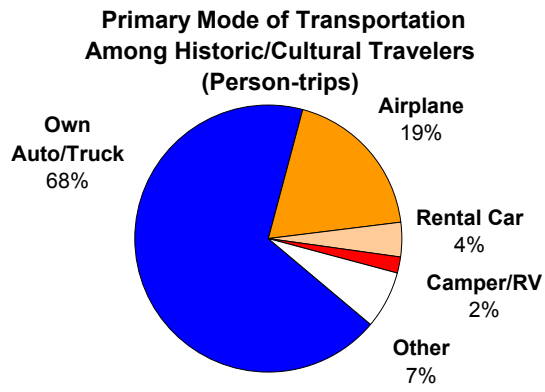
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY CENSUS REGION OF DESTINATION, 2002

Table 5, continued

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY CENSUS REGION OF DESTINATION		Northeast	South	Midwest	West
Millions of Household Trips		21.6	48.5	24.8	29.4
<u>Home Ownership</u>					
Own		75%	78%	78%	74%
Rent		20	18	18	22
Other		5	4	4	4
<u>Major Credit Cards Held</u>					
Visa		75%	73%	73%	77%
MasterCard		64	60	59	61
Discover Card		38	34	36	33
American Express		26	21	16	24
<u>Personal Ownership</u>					
Cellular Phone		64%	68%	61%	65%
Personal Computer		81	81	80	84
Motor Home/RV		8	12	11	15
Cable Television		74	67	61	63
<u>TIA Life Stage of Household*</u>					
Young Singles		8%	9%	8%	8%
Middle Singles		9	8	8	8
Older Working Singles		5	4	4	5
Older Retired Singles		7	6	7	7
Young Couples		6	5	6	5
Middle Couples		13	12	13	13
Older Working Couples		13	14	14	13
Older Retired Couples		8	9	8	8
Young Parents		8	10	10	10
Middle Parents		21	21	20	21
Older Parents		2	2	2	2
*For detailed definitions of Life Stage groups refer to Appendix B.					
Note: Data based on demographic characteristics of household or household head.					
Source: Travel Industry Association of America, TravelScope®					

Air Travel vs. Other Modes of Transportation

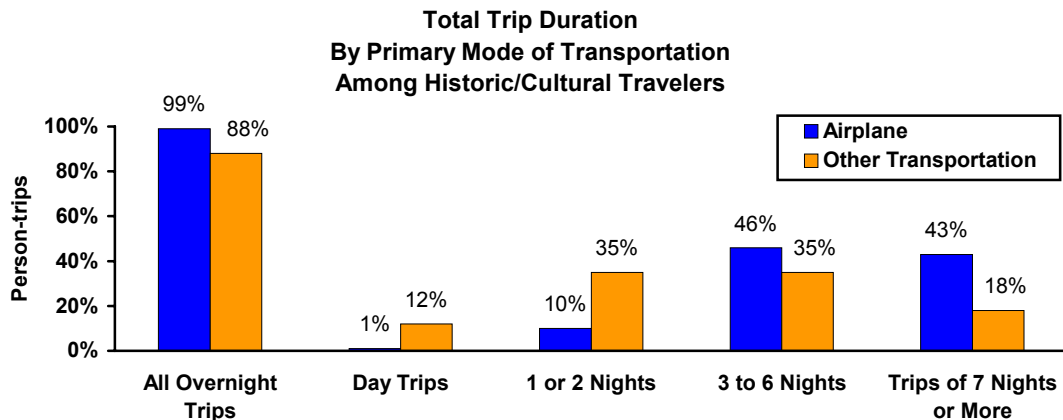
This section compares trip and demographic characteristics of historic/cultural travelers by transportation used on trip. Air travel accounts for 19 percent of historic/cultural person-trips (42.1 million). Other modes of transportation—accounting for 174.7 million person-trips, includes auto, truck, or recreational vehicle (70%), rental car (4%), or other modes (7%). As expected, many historic/cultural air travelers rent a car as a secondary mode of transportation (32%) on a trip.



Source: Travel Industry Association of America, TravelScope

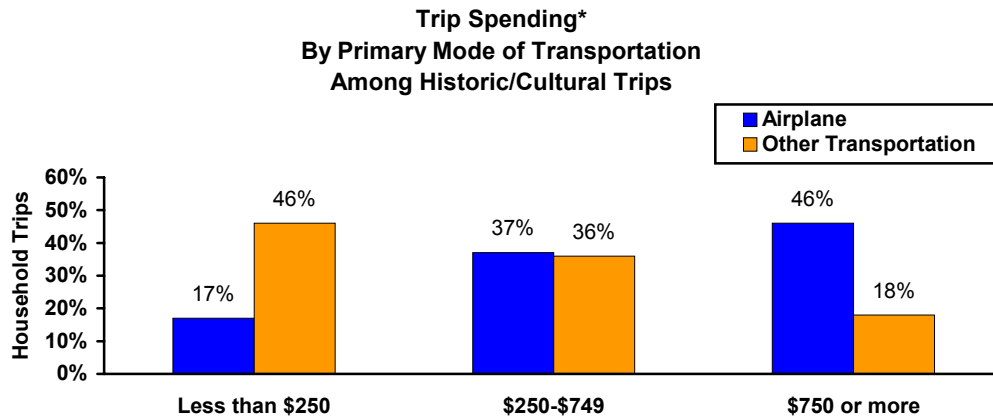
Historic/cultural air trips are more likely than those by other modes to be taken for business/convention purposes (12% vs. 6%) or for a combination of business and pleasure (16% vs. 9%). In addition, it is more common for air travelers to visit friends or relatives on historic/cultural trips (42% vs. 36%).

As expected, virtually all (99%) historic/cultural air trips include at least one overnight stay, compared to 88 percent of those using other modes of transportation. These air travelers stay longer, on average, than travelers using other modes of transportation. Indeed, 43 percent of air travelers stay seven nights or more on an historic/cultural trip, compared to 18 percent of travelers using other transportation. Among overnight historic/cultural trips, trips by air last an average of 7.1 nights and trips involving other transportation last an average of 4.6 nights.



Source: Travel Industry Association of America, TravelScope

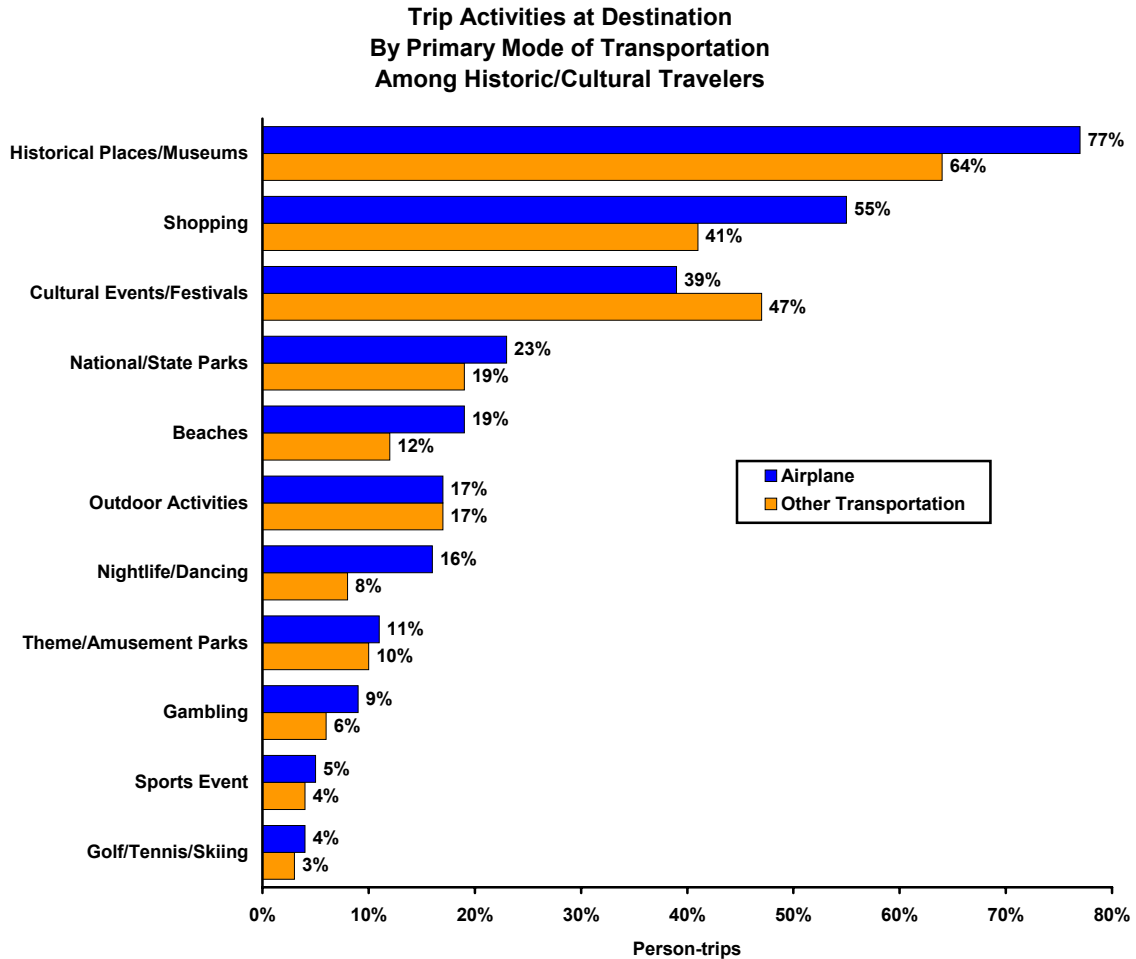
Among overnight historic/cultural trips, air travelers are somewhat more likely than travelers using other modes of transportation to lodge in a hotel, motel, or B&B (67% vs. 60%) or in a home of a friend or relative (40% vs. 35%). This higher incidence of lodging at a hotel, motel, or B&B for air historic/cultural travelers is reflected in their much higher average trip spending (\$1,061 vs. \$489). Indeed, 46 percent of air travelers spend \$750 or more on a trip, compared to 18 percent of those using other modes of transportation. (Note: Trip spending figures represent total amount spent on trip, except transportation to destination.)



*Not including transportation to the destination.
 Source: Travel Industry Association of America, TravelScope

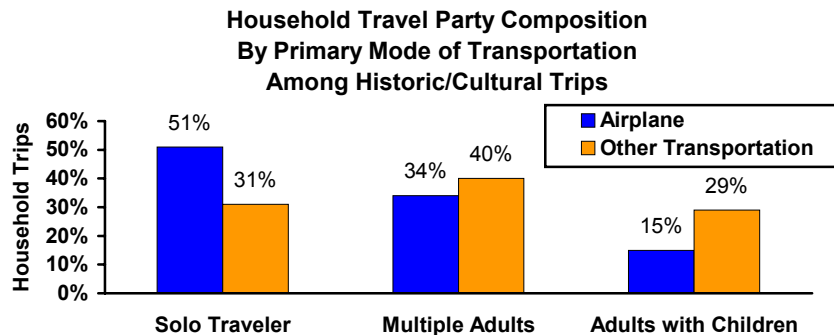
As far as season of travel is concerned, both groups most often travel during the summer, but historic/cultural air travelers are less likely than those using other transportation to do so (34% of person-trips vs. 39%). Historic/cultural air trips are more apt than those involving other transportation to take place during the winter (19% vs. 15%).

Participation levels in some common trip activities also vary somewhat between historic/cultural air travelers and travelers using other transportation. Most notable is that 55 percent of historic/cultural air person-trips include shopping on a trip compared to 41 percent involving other transportation. Historic/cultural air trips are also more apt to include a visit to a national or state park (23% vs. 19%), going to a beach (19% vs. 12%), nightlife activities (16% vs. 8%), and/or gambling (9% vs. 6%). Interestingly, historic/cultural trips involving other modes of transportation are more apt to include cultural events or festivals (47% vs. 39%).



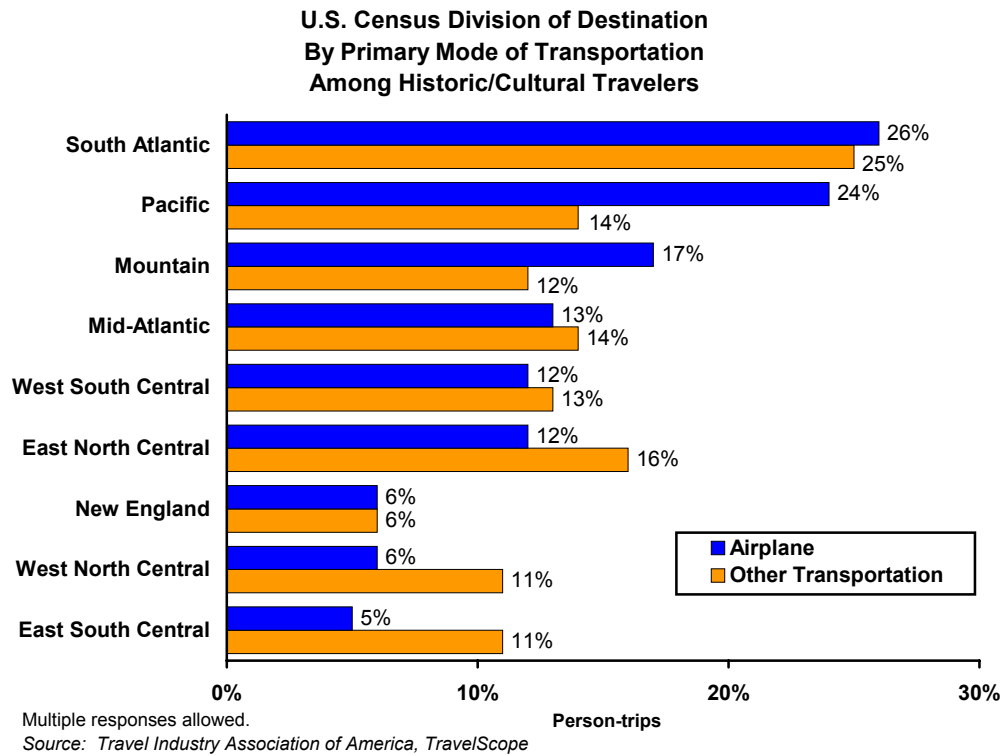
Multiple responses allowed.
Source: Travel Industry Association of America, TravelScope

Travel party composition certainly varies across transportation groups. Indeed, among historic/cultural household trips, half (51%) of air trips are comprised of solo travelers (or those traveling with someone outside their household) compared to 31 percent of trips by other transportation. Household trips taken by other transportation are about twice as likely to include children (29% vs. 15%). There are an average of 1.8 household members on air historic/cultural trips and 2.3 household members on trips via other transportation.



Multiple responses allowed.
Source: Travel Industry Association of America, TravelScope

In regards to Census divisions of destination, there are some differences between historic/cultural air trips and those taken by other transportation. Most interestingly is that air trips are more likely than those via other modes to have destinations in the Pacific (24% vs. 14%) and Mountain (17% vs. 12%) divisions. Historic/cultural trips involving other modes of transportation are more apt to be taken to destinations in the East South Central (11% vs. 5%), West North Central (11% vs. 6%), and East North Central (16% vs. 12%) divisions.



As one would expect, there are many differences in the demographic characteristics of historic/cultural households taking air trips and those using other transportation. Most notably, historic/cultural air trips are more likely to be generated by households with a college degree or more (70% vs. 55%) and/or that are employed in a managerial or professional capacity (48% vs. 35%). Thus, their trips are more likely to be taken by households that have a higher median annual household income (\$72,300 vs. \$51,800).

Also, historic/cultural air trips are more likely than trips via other modes of transportation to be taken by households that carry major credit cards. Somewhat higher proportions of air trips are also generated by households that own a personal computer (87% vs. 80%) and/or cellular phone (70% vs. 64%). Ownership of a motor home or RV is less common for historic/cultural traveling households taking air trips (8% vs. 13%).

Households taking historic/cultural trips by air have a greater tendency to resemble the singles life stage (31% vs. 27%), while households using other transportation are much more reflective of the parents life stage (34% vs. 28%). Indeed, historic/cultural trips via other modes are more likely to be taken by households that have children at home (34% vs. 28%).

HISTORIC/CULTURAL TRAVELERS:
PERSON-TRIP CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION, 2002

Table 6

PERSON-TRIP CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION	Airplane <u>2002</u>	Other Transportation <u>2002</u>
Base = Millions of Person-trips	42.1	174.7
<u>Primary Purpose of Trip</u>		
<u>Leisure Travel (net)</u>		
Visit friends/relatives	42	36
Entertainment	17	29
Outdoor recreation	2	7
Personal	9	10
<u>Business/Convention Travel (net)</u>		
Business (unspecified)	8	3
Convention/seminar	4	3
<u>Combined Business/Pleasure Travel</u>		
Other	2%	3%
<u>Primary Mode of Transportation</u>		
Own Auto/truck	--	84%
Camper/RV	--	3
Rental car	--	4
Airplane	100%	--
Bus	--	3
Train	--	2
Other	--	4
<u>Secondary Mode of Transportation</u>		
Rental car	32%	1%
<u>Total Trip Duration</u>		
Day trips	1%	12%
1 or 2 nights	10	35
3 to 6 nights	46	35
7 nights or more	43	18
Average duration (includes 0 nights)	7.1 nights	4.1 nights
Average duration (excludes 0 nights)	7.1 nights	4.6 nights
<u>Total Trip Spending*</u>		
Less than \$100	4%	19%
\$100 - \$249	13	27
\$250 - \$499	18	22
\$500 - \$749	19	14
\$750 - \$999	8	5
\$1,000 or more	38	13
Average trip spending	\$1,061	\$489
<u>Lodging at Destination**</u>		
(Among overnight trips)		
Hotel/motel/B&B	67%	60%
Friends, relatives homes	40	35
RV or tent	1	8
Condo or time share	6	5
Other	5	8
Average hotel/motel/B&B (nights)	4.9 nights	3.2 nights
Average friends/relatives (nights)	7.1 nights	4.5 nights
<u>Season of Travel</u>		
Spring (Mar, Apr, May)	25%	23%
Summer (June, July, Aug)	34	39
Fall (Sep, Oct, Nov)	22	23
Winter (Dec, Jan, Feb)	19	15
<u>Number of Trip Activities</u>		
1 Activity	18%	31%
2 Activities	28	29
3 Activities	31	26
4+ Activities	23	14
Average	2.8 activities	2.3 activities
*Base = household trips. Does not include spending on transportation to destination.		
**Base = household trips. Multiple responses allowed.		
Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS:

PERSON-TRIP CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION, 2002

Table 6, continued

PERSON-TRIP CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION	Airplane 2002	Other Transportation 2002
Base = Millions of Person-trips	42.1	174.7
Activities at Destination**		
Historical Places/Museums	77%	64%
Shopping	55	41
Cultural Events/Festivals	39	47
National/State Parks	23	19
Beaches	19	12
Outdoor Activities	17	17
Nightlife/Dancing	16	8
Theme/Amusement Park	11	10
Gambling	9	6
Sports Event	5	4
Golf/Tennis/Skiing	4	3
Group Tour		
	5%	5%
Census Division of Origin		
New England	4%	5%
Mid-Atlantic	10	12
South Atlantic	18	19
East South Central	5	7
West South Central	12	12
East North Central	14	15
West North Central	7	7
Mountain	9	8
Pacific	21	15
Census Division of Destination**		
New England	6%	6%
Mid-Atlantic	13	14
South Atlantic	26	25
East South Central	5	11
West South Central	12	13
East North Central	12	16
West North Central	6	11
Mountain	17	12
Pacific	24	14
Relativity of Travelers' Origin and Destination**		
State of Origin and Destination Are the Same	6%	47%
Destination is in Census Division, Not in State	13	34
Destination is Out of Census Division	81	25
Household Travel Party Size*		
One^	51%	31%
Two	35	39
Three	6	12
Four	5	11
Five or More	3	7
Average	1.8 people	2.3 people
Household Travel Party Composition*		
Solo Traveler	51%	31%
Multiple Adults	34	40
Adult(s) with Children	15	29
*Base = household trips. **Multiple responses allowed. ^Includes those who traveled alone OR with someone from outside the household. Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS:
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION, 2002

Table 7

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION	Airplane 2002	Other Transportation 2002
Millions of Household Trips	26.4	86.6
<u>Marital Status</u>		
Married	60%	62%
Never married	23	19
Divorced/Widowed/Separated	17	19
<u>Age of Household Head*</u>		
18-34 years old	23%	24%
35-54 years	44	41
55 and over	33	35
Average Age	48 years	49 years
<u>Education of Household Head*</u>		
High school education or less	10%	20%
Some college – no degree	20	25
College graduate	42	36
Graduate work	28	19
<u>Occupation of Household Head*</u>		
Managerial/Professional	48%	35%
Technical/Sales/Administrative Support	13	11
Service	4	5
Farming/Fishing/Forestry	1	1
Craftsman/Repairman	3	6
Operator/Laborer	3	7
Retired	15	21
Other	13	14
<u>Household Size</u>		
One person	25%	22%
Two people	39	36
Three people	15	17
Four people	12	14
Five or more people	9	11
<u>Children in Household</u>		
No children	72%	66%
One child	13	15
Two children	10	12
Three or more children	5	7
<u>Annual Household Income</u>		
Less than \$25,000	10%	19%
\$25,000-\$49,999	20	29
\$50,000-\$74,999	23	23
\$75,000-\$99,999	20	15
\$100,000 or more	27	14
Mean	\$83,100	\$62,000
Median^	\$72,300	\$51,800
<u>Resident Market Size</u>		
Major City MSA (Population 2,000,000+)	57%	41%
Large MSA (Population 500,000-1,999,999)	21	22
Medium MSA (Population 100,000-499,000)	12	16
Rural/Small MSA (Population <100,000)	10	21
^Median is the point where one-half of traveling families earn more and one-half earn less. *If there is both a male and a female head of household, then the male head of household is used. Note: Data based on demographic characteristics of household or household head. Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS:
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION, 2002

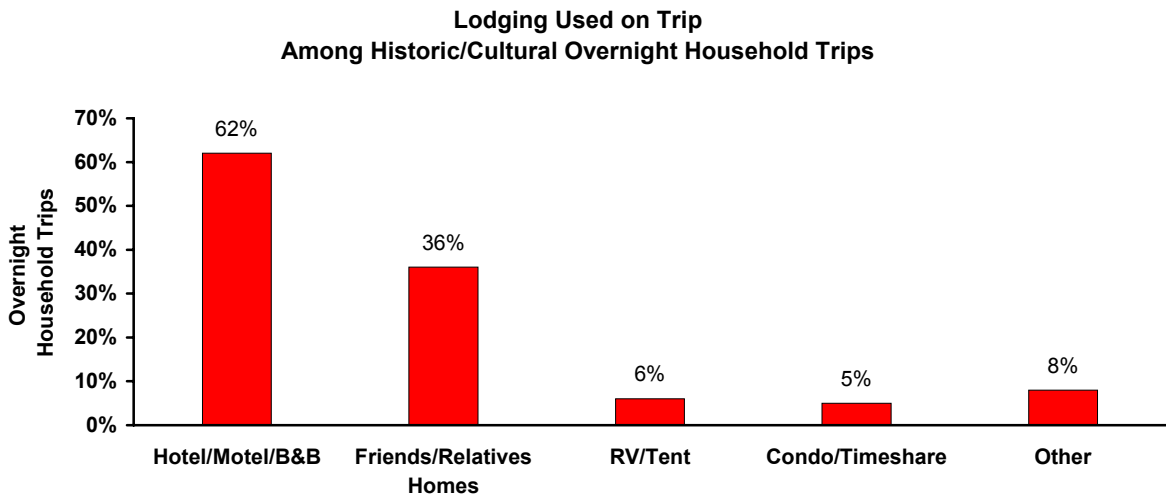
Table 7, continued

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY PRIMARY MODE OF TRANSPORTATION	Airplane 2002	Other Transportation 2002
Millions of Household Trips	26.4	86.6
<u>Home Ownership</u>		
Own	79%	76%
Rent	18	20
Other	3	4
<u>Major Credit Cards Held</u>		
Visa	80%	72%
MasterCard	67	59
Discover Card	37	34
American Express	32	18
<u>Personal Ownership</u>		
Cellular Phone	70%	64%
Personal Computer	87	80
Motor Home/RV	8	13
Cable Television	70	64
<u>TIA Life Stage of Household*</u>		
Young Singles	10%	8%
Middle Singles	10	8
Older Working Singles	5	4
Older Retired Singles	6	7
Young Couples	6	5
Middle Couples	16	12
Older Working Couples	14	13
Older Retired Couples	5	9
Young Parents	7	11
Middle Parents	19	21
Older Parents	2	2
<small>*For detailed definitions of Life Stage groups refer to Appendix B. Note: Data based on demographic characteristics of household or household head. Source: Travel Industry Association of America, TravelScope®</small>		

Hotel Stay vs. Other Lodging Stay

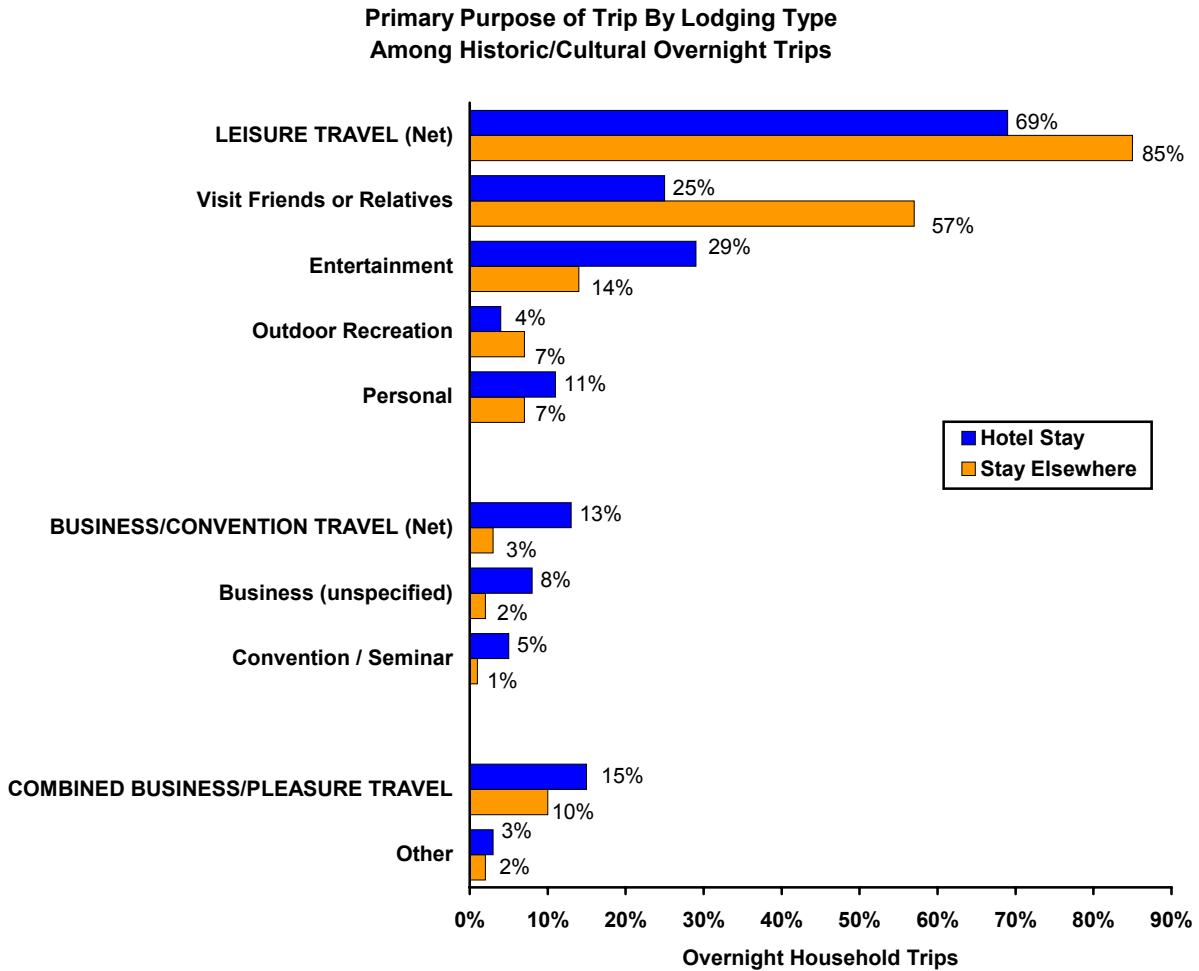
This section will highlight the major differences between overnight household trips taken by historic/cultural travelers who stay in hotels motels, or bed and breakfast establishments (defined as a “hotel stay”) and historic/cultural travelers who stay overnight elsewhere (including homes of friends/relatives, condos or timeshares, and RVs or tents). Since traveling households may stay in more than one form of lodging on a trip, some traveling households are in both of these groups. *Note: Use of hotels, motels, and bed and breakfast establishments is examined in terms of household trips rather than person-trips because a group of household members typically stays together as a travel party in one hotel or motel room, rather than separately in different rooms.*

Six in ten (62%) of all U.S. domestic overnight historic/cultural household trips include a stay at hotels, motels, or bed and breakfast establishments, accounting for 63.2 million household trips. Overnight trips that include lodging elsewhere account for 53.4 million historic/cultural overnight household trips and are most likely to include lodging at homes of friends or relatives (36%), followed by RVs or tents (6%), and condos or timeshares (5%).



Multiple Responses allowed.
Source: Travel Industry Association of America, TravelScope

Historic/cultural overnight household trips that include a hotel stay are more likely than those involving other lodging to be taken for entertainment (29% vs. 14%) as the primary purpose of the trip. These hotel trips are also more often for business or convention purposes (13% vs. 3%) or for a combination of business and pleasure (15% vs. 10%). As expected, historic/cultural household trips that involve other lodging have a greater propensity to be for the purpose of visiting friends or relatives (57% vs. 25%).

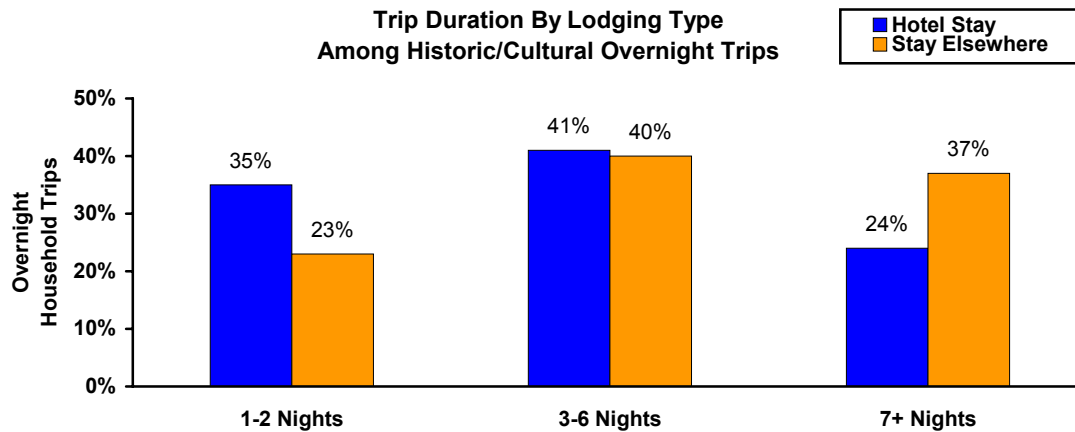


Source: Travel Industry Association of America, TravelScope

Historic/cultural trips that include a hotel stay are somewhat more likely than trips involving other lodging to include air transportation (28% of overnight household trips vs. 25%) and a rental car as a secondary mode of transportation (10% vs. 7%). Historic/cultural household trips that include other lodging are somewhat more likely to be taken by auto or truck (62% vs. 59%).

As expected, historic/cultural household trips that include a hotel stay have higher spending levels than trips that involve other lodging. Traveling households on stays in hotels on historic/cultural trips spend an average of \$817 per trip, while those staying elsewhere spend an average of \$607 per trip. A majority (53%) of historic/cultural traveling households on hotel trips spend \$500 or more per trip; one third (36%) staying elsewhere spend \$500 or more. (Note: trip spending figures represent total amount spent on the trip, not spending on any particular activity).

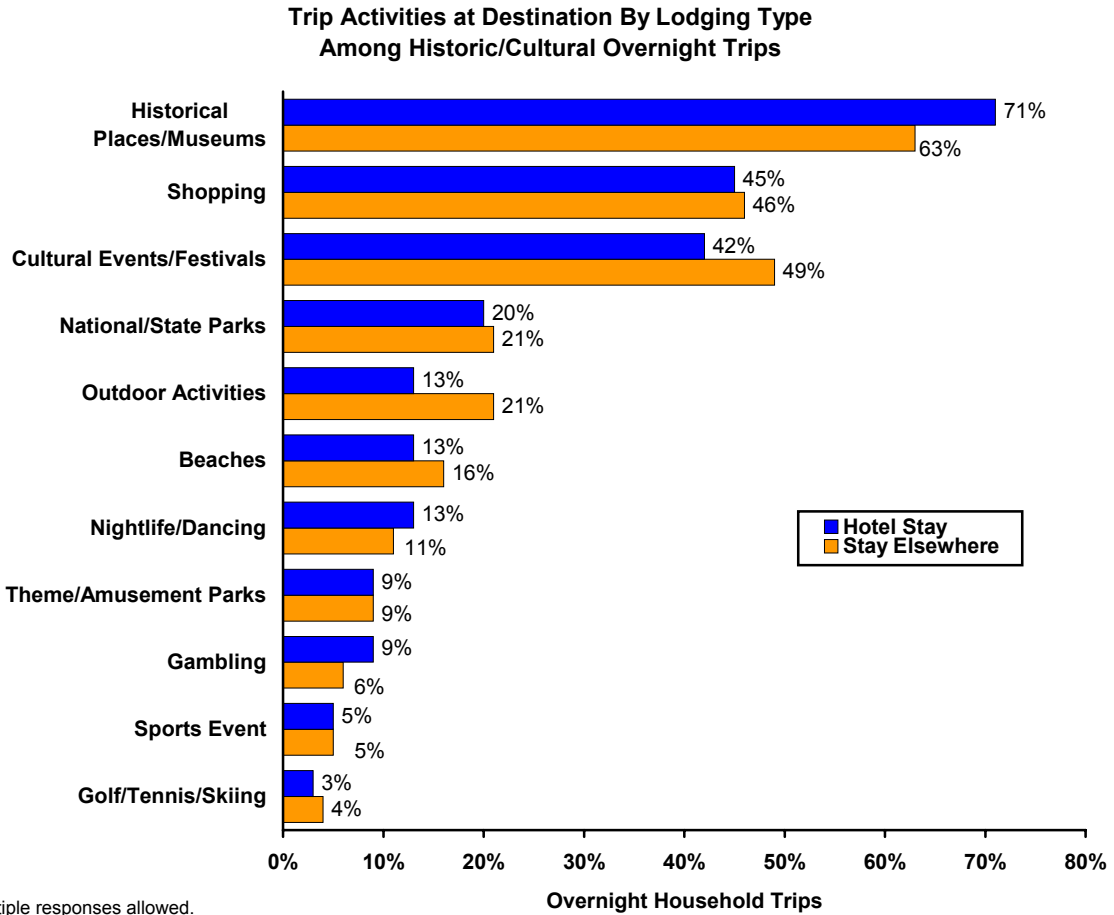
Historic/cultural trips that include a hotel stay are typically shorter than trips involving other lodging. In fact, 35 percent of overnight historic/cultural household trips including hotels are for one to two nights, compared to 23 percent for trips that entail a stay elsewhere. In contrast, trips that include other lodging tend to be longer. Only 24 percent of hotel overnight household trips including historic/cultural activities are seven or more nights in duration, compared to 37 percent involving other lodging. Historic/cultural hotel trips last an average of 5.0 nights and trips involving other lodging last an average of 6.6 nights.



Multiple responses allowed.
 Source: Travel Industry Association of America, TravelScope

Summer is the most popular season of travel for both groups. Yet, overnight historic/cultural household trips including a hotel stay are more likely than trips involving other lodging to be taken during the fall (24% vs. 22%). On the other hand, historic/cultural travel including lodging elsewhere is more likely to be taken during the winter (17% vs. 15%).

Aside from attending historic and cultural events on trips, shopping is the most popular activity for historic/cultural travelers on both hotel and non-hotel trips. However, there are differences in participation levels between the groups. Historic/cultural hotel household trips are less likely than non-hotel trips to include cultural events/festivals (42% vs. 49%), outdoor activities (13% vs. 21%), and going to beaches (13% vs. 16%). However, historic/cultural hotel trips are more apt to include a visit to historical places or museums (71% vs. 63%), nightlife activities (13% vs. 11%), and gambling (9% vs. 6%). Group tours are also more popular on historic/cultural hotel trips (7% vs. 3%).



Historic/cultural household trips that include a hotel stay are more apt than trips involving other lodging to be comprised of multiple adults (41% vs. 36%). In contrast, historic/cultural trips involving other lodging are more likely to include children (28% vs. 24%).

There are some demographic differences among historic/cultural traveling households who stay at a hotel and those staying elsewhere. Historic/cultural hotel trips are more apt than trips involving other lodging to be taken by Baby Boomer (44% vs. 38%) and married couple (64% vs. 60%) households, and households with children (34% vs. 31%). Historic/cultural hotel trips are also more often generated by households employed in a managerial or professional capacity (40% vs. 36%) and/or with a higher annual household income (median \$61,400 vs. \$53,700). On the other hand, historic/cultural trips involving other lodging are more likely to be taken by retirees (22% vs. 18%) and by households that own a motor home or RV (13% vs. 10%). Examining the travel by life stage shows that historic/cultural trips including a hotel stay are more likely than those involving a stay elsewhere to represent the couples life stage (41% vs. 38%).

HISTORIC/CULTURAL TRAVELERS:

OVERNIGHT TRIP CHARACTERISTICS BY LODGING, 2002

Table 8

OVERNIGHT TRIP CHARACTERISTICS BY LODGING	Hotel/ Motel/B&B 2002	Other Lodging 2002
Base = Millions of Overnight Household Trips	63.2	53.4
Primary Purpose of Trip		
Leisure Travel (net)		
Visit friends/relatives	25	57
Entertainment	29	14
Outdoor recreation	4	7
Personal	11	7
Business/Convention Travel (net)		
Business (unspecified)	8	2
Convention/seminar	5	1
Combined Business/Pleasure Travel		
Other	3%	2%
Primary Mode of Transportation		
Own Auto/truck	59%	62%
Camper/RV	--	4
Rental car	5	3
Airplane	28	25
Bus	3	1
Train	2	1
Other	3	4
Secondary Mode of Transportation		
Rental car	10%	7%
Total Trip Duration		
Day trips	--	--
1 or 2 nights	35%	23%
3 to 6 nights	41	40
7 nights or more	24	37
Average duration (includes 0 nights)	5.0 nights	6.6 nights
Average duration (excludes 0 nights)	5.0 nights	6.6 nights
Total Trip Spending*		
Less than \$100	5%	17%
\$100 - \$249	18	26
\$250 - \$499	24	21
\$500 - \$749	19	14
\$750 - \$999	8	5
\$1,000 or more	26	17
Average trip spending	\$817	\$607
Lodging at Destination**		
(Among overnight trips)		
Hotel/motel/B&B	100%	27%
Friends, relatives homes	18	69
RV or tent	2	11
Condo or time share	3	10
Other	3	15
Average hotel/motel/B&B (nights)	3.7 nights	3.4 nights
Average friends/relatives (nights)	5.3 nights	5.2 nights
Season of Travel		
Spring (Mar, Apr, May)	24%	23%
Summer (June, July, Aug)	37	38
Fall (Sep, Oct, Nov)	24	22
Winter (Dec, Jan, Feb)	15	17
Number of Trip Activities		
1 Activity	26%	24%
2 Activities	30	29
3 Activities	28	29
4+ Activities	16	18
Average	2.4 activities	2.5 activities
*Does not include spending on transportation to destination.		
**Multiple responses allowed.		
Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS:
OVERNIGHT TRIP CHARACTERISTICS BY LODGING, 2002

Table 8, continued

OVERNIGHT TRIP CHARACTERISTICS BY LODGING	Hotel/ Motel/B&B 2002	Other Lodging 2002
Base = Millions of Overnight Household Trips	63.2	53.4
<u>Activities at Destination**</u>		
Historical Places/Museums	71%	63%
Shopping	45	46
Cultural Events/Festivals	42	49
National/State Parks	20	21
Outdoor Activities	13	21
Beaches	13	16
Nightlife/Dancing	13	11
Theme/Amusement Park	9	9
Gambling	9	6
Sports Event	5	5
Golf/Tennis/Skiing	3	4
<u>Group Tour</u>		
	7%	3%
<u>Census Region of Origin</u>		
New England	5%	5%
Mid-Atlantic	12	12
South Atlantic	19	20
East South Central	7	6
West South Central	12	11
East North Central	15	14
West North Central	7	7
Mountain	7	8
Pacific	16	17
<u>Census Region of Destination**</u>		
New England	6%	7%
Mid-Atlantic	15	14
South Atlantic	27	28
East South Central	10	10
West South Central	13	12
East North Central	14	15
West North Central	10	10
Mountain	14	13
Pacific	17	18
<u>Relativity of Travelers' Origin and Destination**</u>		
State of Origin and Destination Are the Same	32%	36%
Destination is in Census Division, Not in State	30	29
Destination is Out of Census Division	44	41
<u>Household Travel Party Size</u>		
One^	35%	36%
Two	40	36
Three	10	11
Four	9	10
Five or More	6	7
Average	2.2 people	2.2 people
<u>Household Travel Party Composition</u>		
Solo Traveler	35%	36%
Multiple Adults	41	36
Adult(s) with Children	24	28
**Multiple responses allowed. ^Includes those who traveled alone OR with someone from outside the household. Source: Travel Industry Association of America, TravelScope®		

HISTORIC/CULTURAL TRAVELERS:

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY LODGING, 2002

Table 9

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY LODGING	Hotel/ Motel/B&B 2002	Other Lodging 2002
Base = Millions of Overnight Household Trips	63.2	53.4
<u>Marital Status</u>		
Married	64%	60%
Never married	19	20
Divorced/Widowed/Separated	17	20
<u>Age of Household Head*</u>		
18-34 years old	22%	25%
35-54 years	44	38
55 and over	34	37
Average Age	49 years	49 years
<u>Education of Household Head*</u>		
High school education or less	16%	18%
Some college – no degree	24	25
College graduate	38	37
Graduate work	22	20
<u>Occupation of Household Head*</u>		
Managerial/Professional	40%	36%
Technical/Sales/Administrative Support	12	11
Service	5	4
Farming/Fishing/Forestry	1	1
Craftsman/Repairman	5	6
Operator/Laborer	6	6
Retired	18	22
Other	13	14
<u>Household Size</u>		
One person	20%	24%
Two people	38	36
Three people	17	17
Four people	15	13
Five or more people	10	10
<u>Children in Household</u>		
No children	66%	69%
One child	16	14
Two children	12	11
Three or more children	6	6
<u>Annual Household Income</u>		
Less than \$25,000	14%	19%
\$25,000-\$49,999	25	26
\$50,000-\$74,999	23	23
\$75,000-\$99,999	18	16
\$100,000 or more	20	16
Mean	\$71,300	\$64,700
Median^	\$61,400	\$53,700
<u>Resident Market Size</u>		
Major City MSA (Population 2,000,000+)	46%	45%
Large MSA (Population 500,000-1,999,999)	22	22
Medium MSA (Population 100,000-499,000)	15	15
Rural/Small MSA (Population <100,000)	17	18
^Median is the point where one-half of traveling families earn more and one-half earn less. *If there is both a male and a female head of household, then the male head of household is used. Note: Data based on demographic characteristics of household or household head. Source: <i>Travel Industry Association of America, TravelScope®</i>		

HISTORIC/CULTURAL TRAVELERS:

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY LODGING, 2002

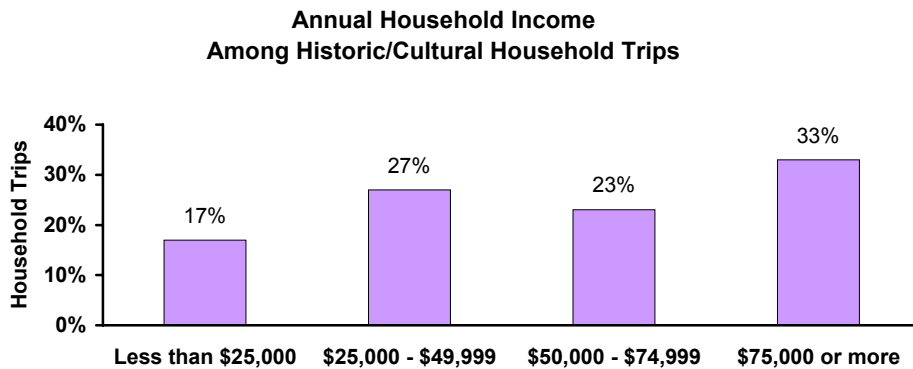
Table 9, continued

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY LODGING	Hotel/ Motel/B&B 2002	Other Lodging 2002
Base = Millions of Overnight Household Trips	63.2	53.4
<u>Home Ownership</u>		
Own	79%	75%
Rent	18	21
Other	3	4
<u>Major Credit Cards Held</u>		
Visa	75%	73%
MasterCard	63	60
Discover Card	35	34
American Express	23	20
<u>Personal Ownership</u>		
Cellular Phone	67%	64%
Personal Computer	83	81
Motor Home/RV	10	13
Cable Television	68	65
<u>TIA Life Stage of Household*</u>		
Young Singles	8%	10%
Middle Singles	8	8
Older Working Singles	4	5
Older Retired Singles	6	8
Young Couples	5	5
Middle Couples	14	11
Older Working Couples	15	13
Older Retired Couples	7	9
Young Parents	9	10
Middle Parents	22	19
Older Parents	2	2
<p>*For detailed definitions of Life Stage groups refer to Appendix B. Note: Data based on demographic characteristics of household or household head. Source: Travel Industry Association of America, TravelScope®</p>		

Household Income Groups

The largest share (33%) of historic/cultural trips are taken by households with an annual income of \$75,000 or more, accounting for 37.7 million household *trips*. About one in four (23%) historic/cultural trips, or 25.6 million, are taken by households with an income between \$50,000 and \$74,999. Another 27 percent, or 30.1 million, are taken by households with an income between \$25,000 and \$49,999. The remaining 17 percent of historic/cultural trips are generated by households with an income below \$25,000, accounting for 19.6 million household trips. (*Note: Annual household income is examined in terms of household trips rather than person-trips.*)

As expected, as travelers’ annual household income rises, so does the propensity for various travel behaviors.



Source: Travel Industry Association of America, TravelScope

Among all income groups, historic/cultural trips taken by households with an annual household income of \$75,000 or more are the most likely to be for combined business and pleasure purposes (14%) or for general business reasons (8%). Historic/cultural trips generated by households in this income group are also the most apt to include air transportation (33%) and a rental car as a secondary mode of transportation (12%). Their historic/cultural trips have the longest average duration, 5.0 nights, and their overnight trips are the most likely to involve a stay in a hotel, motel, or B&B establishment (68%). Not surprisingly, average historic/cultural trip spending is highest for households with incomes of \$75,000 or more at \$811. Historic/cultural trips generated by households in this group are among those more likely to include a visit to an historic place/museum (67%) and shopping (45%) as a trip activity. Their historic/cultural trips are also among those more likely to involve visiting a national/state park (20%) or a beach (13%), or playing golf or tennis or skiing (4%). Nearly half (45%) of historic/cultural trips by households in this group are taken by multiple adults from the household, the largest share across income groups. In addition, their historic/cultural trips are the most inclined to be taken to destinations out of their household’s Census division (45%).

Most (78%) historic/cultural trips generated by those with an annual household income between \$50,000 and \$74,999 are for leisure purposes, and a majority (63%) are taken by own auto. Still, historic/cultural trips generated by this group are among those more apt to include air transportation (23%). This group also has the second highest share including a hotel, motel, or bed & breakfast stay (63%) on their overnight historic/cultural household trips. Their historic/cultural trips are also among those more likely to include shopping (45%) and a visit to national or state park (20%) as a trip activity. In addition, their historic/cultural trips are among those more apt to include children from the household (28%).

Historic/cultural trips generated by households with an annual household income between \$25,000 and \$49,999 are among those more likely to be by own auto (68%) and be just for the day (13%). In addition, their historic/cultural trips are among those more apt to include children from the household (28%).

Among all income groups, historic/cultural trips generated by households in the lowest income group (under \$25,000) are the most likely to be for visiting friends or relatives (41%) as primary purpose of trip and involve a stay at a home of friends or relatives on overnight trips (43%). As expected, their historic/cultural trips are among those more likely to include travel by own auto (65%). Interestingly, their historic/cultural trips are the most likely to involve bus transportation (7%), be just for the day (16%), or include a group tour (11%). Nearly half (47%) of historic/cultural trips by households in this income group are taken by solo travelers (or those traveling with someone outside their household), the highest share across income groups. Their historic/cultural household trips are also the most inclined to be taken to destinations in the travelers' own states (44%).

As expected, there are many demographic differences among travelers in the four income groups. For example, as annual household income rises among traveling households, so does the likelihood of historic/cultural trips being generated by those:

- married,
- with children at home,
- with a college degree or more,
- employed in a managerial or professional capacity,
- owning a home,
- carrying major credit cards,
- owning a cellular phone,
- owning a personal computer,
- subscribing to cable television,
- residing in a major city MSA, and
- reflecting the Middle Couples, Older Working Couples, and Middle Parents life stages.

HISTORIC/CULTURAL TRAVELERS:

TRIP CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME, 2002

Table 10

TRIP CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME Base = Millions of Household Trips	<\$25K	\$25-\$49.9K	\$50-\$74.9K	\$75K+
Primary Purpose of Trip				
Leisure Travel (net)	80%	79%	78%	72%
Visit friends/relatives	41	38	37	33
Entertainment	24	26	25	24
Outdoor recreation	6	6	5	5
Personal	9	8	11	10
Business/Convention Travel (net)	7%	9%	8%	12%
Business (unspecified)	3	5	5	8
Convention/seminar	4	4	3	4
Combined Business/Pleasure Travel	9%	10%	11%	14%
Other	4%	3%	3%	2%
Primary Mode of Transportation				
Own Auto/truck	65%	68%	63%	56%
Camper/RV	2	2	2	2
Rental car	4	4	4	3
Airplane	13	18	23	33
Bus	7	3	3	2
Train	2	2	2	1
Other	7	3	3	3
Secondary Mode of Transportation				
Rental car	3%	5%	6%	12%
Total Trip Duration				
Day trips	16%	13%	9%	6%
1 or 2 nights	33	31	29	28
3 to 6 nights	30	36	39	40
7 nights or more	21	20	23	26
Average duration (includes 0 nights)	4.4 nights	4.5 nights	4.7 nights	5.0 nights
Average duration (excludes 0 nights)	5.3 nights	5.1 nights	5.1 nights	5.3 nights
Total Trip Spending*				
Less than \$100	27%	19%	15%	9%
\$100 - \$249	30	26	24	18
\$250 - \$499	21	22	21	21
\$500 - \$749	9	14	16	18
\$750 - \$999	3	6	6	7
\$1,000 or more	10	13	18	27
Average trip spending	\$438	\$502	\$618	\$811
Lodging at Destination** (Among overnight trips)				
Hotel/motel/B&B	53%	60%	63%	68%
Friends, relatives homes	43	36	36	33
RV or tent	8	6	7	4
Condo or time share	3	4	6	7
Other	12	8	7	6
Average hotel/motel/B&B (nights)	3.5 nights	3.6 nights	3.5 nights	3.9 nights
Average friends/relatives (nights)	5.5 nights	5.2 nights	5.1 nights	5.1 nights
Season of Travel				
Spring (Mar, Apr, May)	23%	25%	23%	25%
Summer (June, July, Aug)	35	35	37	35
Fall (Sep, Oct, Nov)	26	24	24	23
Winter (Dec, Jan, Feb)	16	16	16	17
Number of Trip Activities				
1 Activity	35%	32%	28%	27%
2 Activities	29	29	30	30
3 Activities	25	26	27	26
4+ Activities	11	13	15	17
No Activities	--	--	--	--
Average	2.2	2.3	2.4	2.4
*Does not include spending on transportation to destination.				
**Multiple responses allowed.				
Source: Travel Industry Association of America, TravelScope®				

HISTORIC/CULTURAL TRAVELERS:

TRIP CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME, 2002

Table 10, continued

TRIP CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME		<\$25K	\$25-\$49.9K	\$50-\$74.9K	\$75K+
Base = Millions of Household Trips		19.6	30.1	25.6	37.7
Activities at Destination*					
	Historical Places/Museums	62%	63%	63%	67%
	Cultural Events/Festivals	49	48	48	45
	Shopping	38	41	45	45
	National/State Parks	15	16	20	20
	Outdoor Activities	16	13	16	16
	Beaches	10	11	12	13
	Theme/Amusement Park	8	9	8	7
	Nightlife/Dancing	10	11	11	11
	Gambling	6	8	6	7
	Sports Event	4	5	4	4
	Golf/Tennis/Skiing	1	2	3	4
Group Tour		11%	6%	5%	5%
Census Division of Origin					
	New England	4%	5%	4%	6%
	Mid-Atlantic	13	10	12	14
	South Atlantic	19	20	19	19
	East South Central	8	8	6	5
	West South Central	13	13	12	10
	East North Central	13	14	15	15
	West North Central	8	8	9	6
	Mountain	9	8	7	7
	Pacific	13	14	16	18
Census Division of Destination*					
	New England	5%	7%	5%	8%
	Mid-Atlantic	14	12	13	16
	South Atlantic	25	25	27	26
	East South Central	11	11	10	8
	West South Central	14	13	12	11
	East North Central	13	15	15	15
	West North Central	11	10	11	8
	Mountain	13	12	12	12
	Pacific	14	14	16	19
Relativity of Travelers' Origin and Destination*					
	State of Origin and Destination Are the Same	44%	41%	39%	32%
	Destination is in Census Division, Not in State	26	30	29	28
	Destination is Out of Census Division	35	35	38	45
Household Travel Party Size					
	One^	47%	37%	33%	32%
	Two	30	35	38	43
	Three	10	11	12	10
	Four	7	9	10	10
	Five or More	6	8	7	5
	Average	2.0	2.2	2.2	2.2
Household Travel Party Composition					
	Solo Traveler	47%	37%	33%	32%
	Multiple Adults	32	35	39	45
	Adult(s) with Children	21	28	28	23
*Multiple responses allowed.					
^Includes those who traveled alone OR with someone from outside the household.					
Source: Travel Industry Association of America, TravelScope®					

HISTORIC/CULTURAL TRAVELERS:

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME, 2002

Table 11

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME	<\$25K	\$25-\$49.9K	\$50-\$74.9K	\$75K+
Base = Millions of Household Trips	19.6	30.1	25.6	37.7
Marital Status				
Married	31%	52%	69%	80%
Never married	27	26	18	12
Divorced/Widowed/Separated	42	22	13	8
Age of Household Head*				
18-34 years old	29%	33%	23%	13%
35-54 years	28	34	45	51
55 and over	43	33	32	36
Average Age	50 years	47 years	48 years	50 years
Education of Household Head*				
High school education or less	39%	21%	15%	7%
Some college – no degree	34	29	23	16
College graduate	22	36	41	42
Graduate work	5	14	21	35
Occupation of Household Head*				
Managerial/Professional	12%	29%	41%	55%
Technical/Sales/Administrative Support	9	15	12	10
Service	7	5	5	3
Farming/Fishing/Forestry	1	1	1	1
Craftsman/Repairman	4	7	7	4
Operator/Laborer	7	9	6	4
Retired	33	22	17	14
Other	27	12	11	9
Household Size				
One person	46%	30%	18%	9%
Two people	26	31	38	45
Three people	14	15	18	19
Four people	7	13	15	17
Five or more people	7	11	11	10
Children in Household				
No children	74%	68%	64%	65%
One child	13	14	16	15
Two children	8	10	13	14
Three or more children	5	8	7	6
Annual Household Income				
Less than \$25,000	100%	--	--	--
\$25,000-\$49,999	--	100%	--	--
\$50,000-\$74,999	--	--	100%	--
\$75,000-\$99,999	--	--	--	48%
\$100,000 or more	--	--	--	52
Mean	\$15,900	\$37,400	\$62,000	\$119,800
Median^	\$16,200	\$37,200	\$61,800	\$101,900
Resident Market Size				
Major City MSA (Pop. 2,000,000+)	33%	38%	45%	55%
Large MSA (Pop. 500,000-1,999,999)	21	24	23	20
Medium MSA (Pop. 100,000-499,000)	18	16	14	14
Rural/Small MSA (Pop. <100,000)	28	22	18	11

^Median is the point where one-half of traveling families earn more and one-half earn less.
 *If there is both a male and a female head of household, then the male head of household is used.
 Note: Data based on demographic characteristics of household or household head.
 Source: Travel Industry Association of America, TravelScope®

HISTORIC/CULTURAL TRAVELERS:

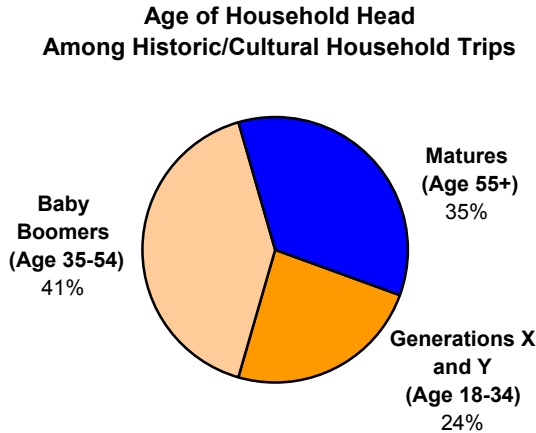
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME, 2002

Table 11, continued

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY ANNUAL HOUSEHOLD INCOME	<\$25K	\$25-\$49.9K	\$50-\$74.9K	\$75K+
Base = Millions of Household Trips	19.6	30.1	25.6	37.7
<u>Home Ownership</u>				
Own	54%	70%	81%	90%
Rent	39	26	15	8
Other	7	4	4	2
<u>Major Credit Cards Held</u>				
Visa	54%	73%	78%	82%
MasterCard	42	59	65	70
Discover Card	24	32	37	40
American Express	6	14	19	36
<u>Personal Ownership</u>				
Cellular Phone	41%	57%	71%	80%
Personal Computer	58	77	88	92
Motor Home/RV	15	12	12	10
Cable Television	58	62	67	72
<u>TIA Life Stage of Household*</u>				
Young Singles	13%	14%	7%	4%
Middle Singles	10	9	8	6
Older Working Singles	8	5	4	3
Older Retired Singles	20	7	4	2
Young Couples	3	5	8	4
Middle Couples	5	7	13	21
Older Working Couples	5	9	13	22
Older Retired Couples	8	10	8	6
Young Parents	13	14	9	5
Middle Parents	13	18	24	24
Older Parents	2	2	2	3
*For detailed definitions of Life Stage groups refer to Appendix B. Note: Data based on demographic characteristics of household or household head. Source: Travel Industry Association of America, TravelScope®				

Generation Groups

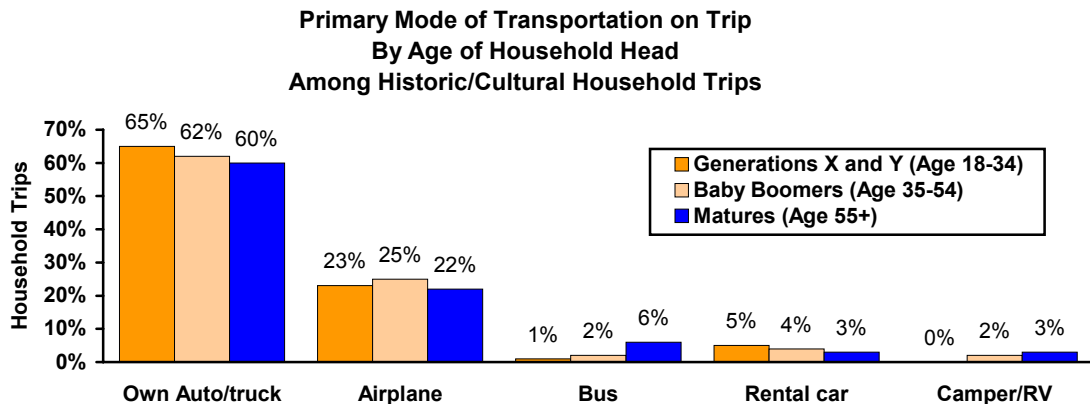
Currently, the largest share (41%) of historic/cultural *trips* are taken by Baby Boomers (35-54 years), accounting for 46.6 million household trips. More than one third (35%) of historic/cultural trips or 39.9 million are taken by Mature households. The remaining 24 percent of historic/cultural trips are generated by Generation X and Y households (aged 18-34), accounting for 26.5 million households trips. The Mature segment generates a larger share of historic/cultural travel than its share of the total travel market would suggest (35% vs. 31%). (Note: Annual household income is examined in terms of household trips rather than person-trips.)



Source: Travel Industry Association of America, TravelScope

Across generation groups, Generation X and Y household trips including historic/cultural activities are the most likely to be taken to visit friends or relatives (43%). However, many historic/cultural trips taken by Baby Boomer (30%) and Mature (39%) households also have visiting friends or relatives as the primary purpose. Not unexpectedly, historic/cultural trips taken by Baby Boomer households are the most likely to be taken for business or to attend a convention (12%) or for a combination of business and pleasure purposes (13%).

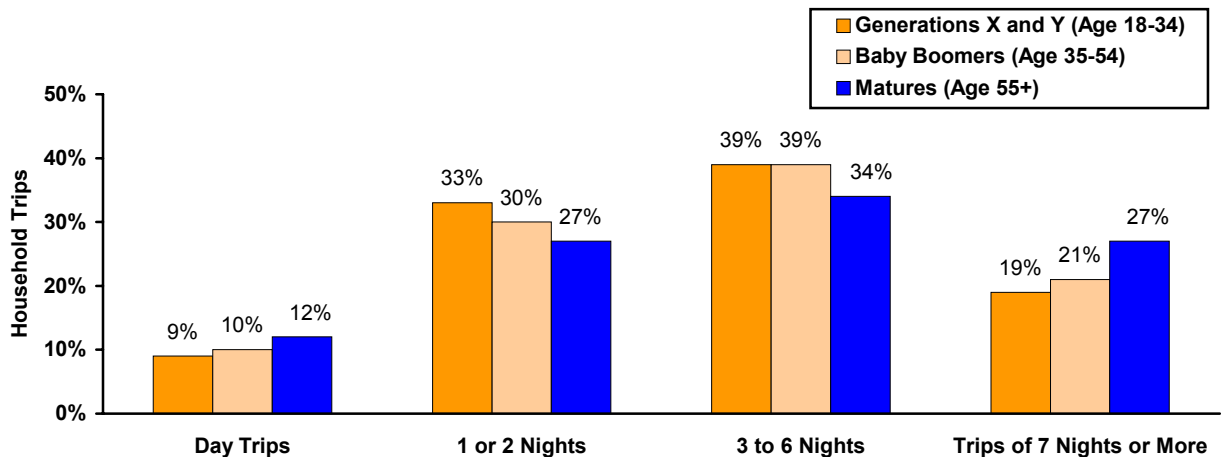
Historic/cultural trips taken by Baby Boomer households are more likely than those by Matures to include air travel. Travel by auto or truck is the most common on historic/cultural trips generated by Generation X and Y households (65%). Historic/cultural trips taken by Mature households are the most likely to include bus travel (6%).



Source: Travel Industry Association of America, TravelScope

Mature household trips including historic/cultural activities are noticeably longer in duration than those of other age groups, with stays averaging 5.2 nights. This is compared to an average of 4.3 nights for Generations X and Y and 4.4 nights for Baby Boomers. This is driven mainly by the much higher share of historic/cultural trips of seven nights or more among the Mature segment. One quarter (27%) of Mature household trips including historic/cultural activities are for seven nights or more, compared to 19 percent for Generations X and Y and 21 percent for Baby Boomers.

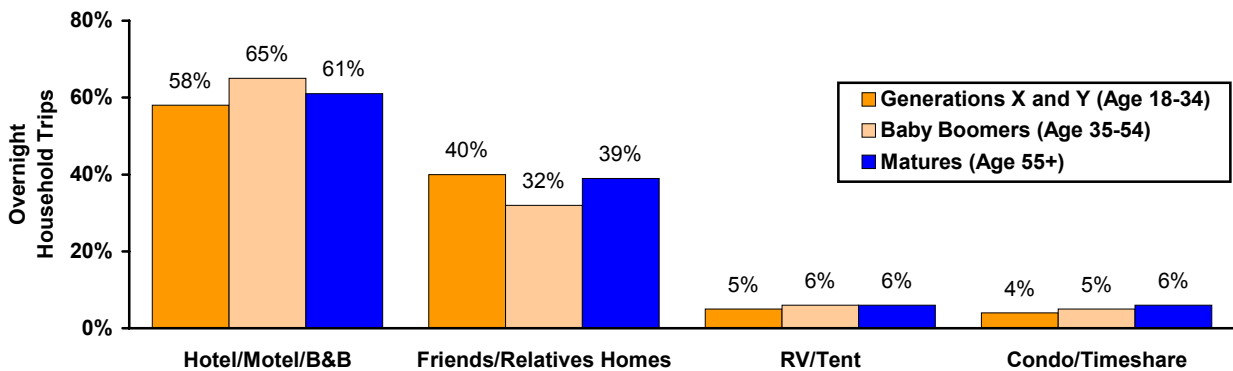
**Total Trip Duration
By Age of Household Head
Among Historic/Cultural Household Trips**



Source: Travel Industry Association of America, TravelScope

When it comes to overnight trip lodging, historic/cultural trips taken by Baby Boomer households include lodging in hotels, motels, or bed and breakfast establishments (65%) just slightly more often than those of other age groups. Consequently, lodging in homes of friends or relatives is somewhat less popular for Baby Boomers (32%), compared to the other groups.

**Lodging at Destination
By Age of Household Head
Among Historic/Cultural Overnight Trips**

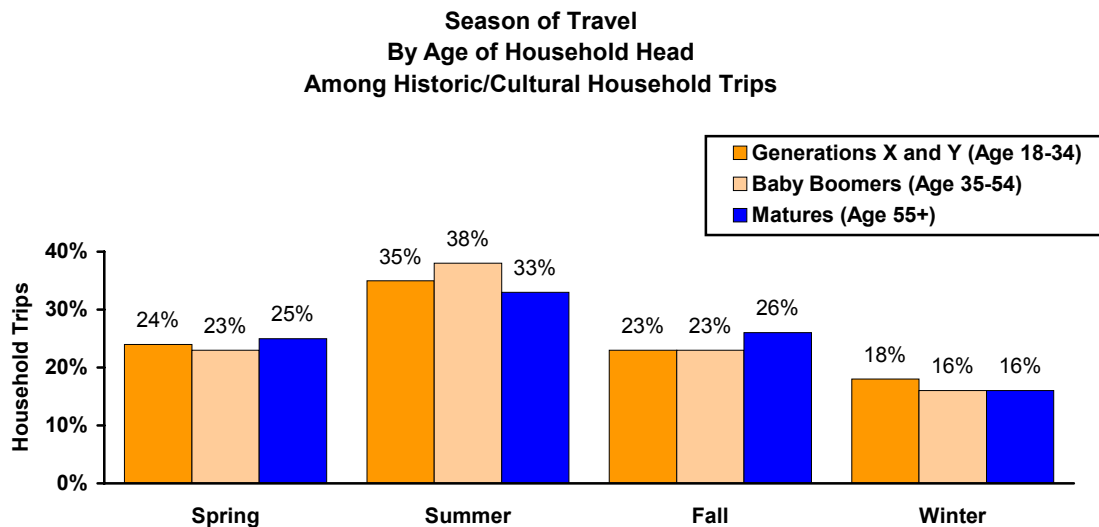


Multiple responses allowed.

Source: Travel Industry Association of America, TravelScope

On average, Baby Boomer and Mature households taking historic/cultural trips spend about the same per trip (\$669 and \$632, respectively). This is higher than the average spending of \$531 by Generation X and Y households on historic/cultural trips. (Note: trip spending figures represent total amount spent on the trip, not spending on any particular activity).

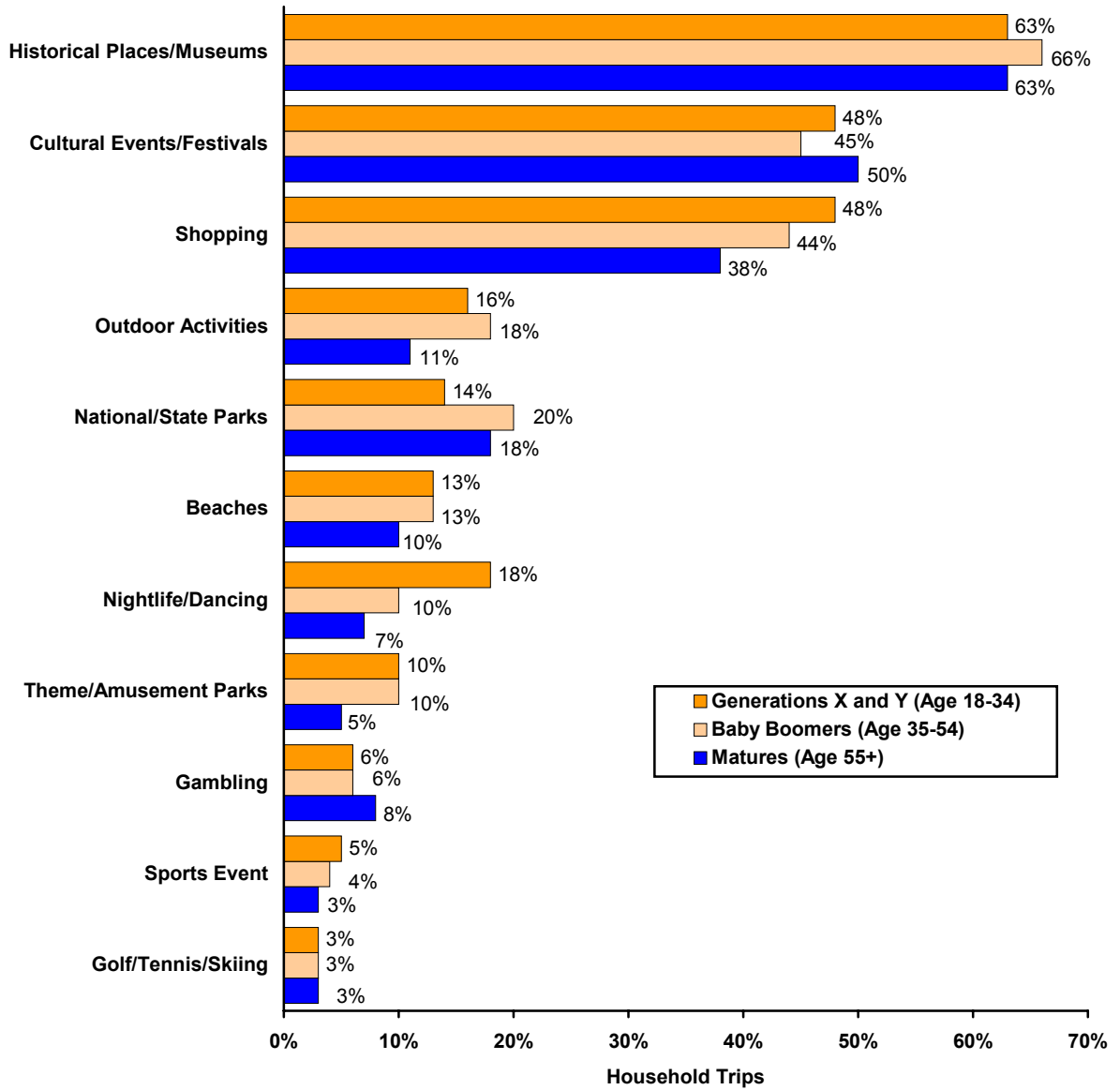
Season of travel for historic/cultural trips varies somewhat across age groups. Historic/cultural trips by Baby Boomer households have the greatest propensity to be taken during the summer (38%), compared to trips by Matures that have the greatest likelihood of fall (26%) travel.



Source: Travel Industry Association of America, TravelScope

Trips taken by Mature households (35%) are the most apt to include visits to historic places or museums or cultural events/festivals as the only activity (out of 11 common trip activities), compared to trips by Baby Boomer (29%) and Generation X and Y (26%) households. For those including other activities on historic/cultural trips, shopping is the most popular activity across age groups. In fact, close to half of historic/cultural trips by Generation X and Y (48%) and Baby Boomer (44%) households include shopping, somewhat more than those of Mature households (38%). Generation X and Y and Baby Boomer historic/cultural travel is more likely to include outdoor activities, going to beaches, engaging in nightlife, and visiting theme or amusement parks. Historic/cultural trips taken by Mature households have a greater propensity to also include gambling. Group tours are much more common on historic/cultural trips taken by Mature households (9%), compared to those taken by Baby Boomers (5%) and Generations X and Y (4%).

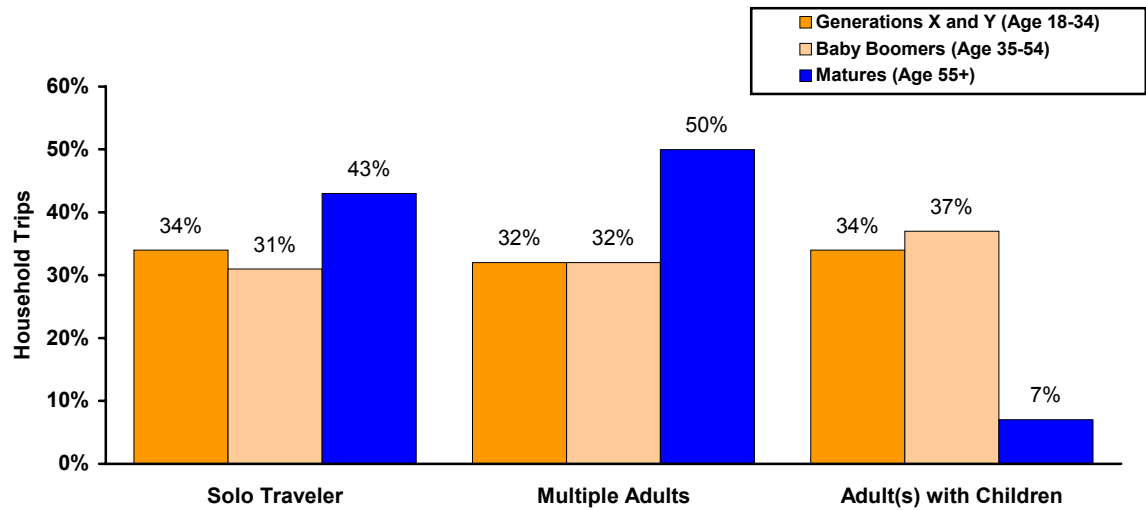
**Trip Activities at Destination
By Age of Household Head
Among Historic/Cultural Household Trips**



Multiple responses allowed.
Source: Travel Industry Association of America, TravelScope

Historic/cultural trips taken by Mature households are the most apt to be comprised of just adults from a household (50%) or adults traveling alone or with someone outside their household (43%). As expected, historic/cultural trips taken by Baby Boomer (37%) and Generation X and Y (34%) households more often include children from the household, compared to those by Mature households (7%).

**Household Travel Party Composition
By Age of Household Head
Among Historic/Cultural Household Trips**



Source: Travel Industry Association of America, TravelScope

Some differences in demographic characteristics emerge when examining the households taking historic/cultural trips across age groups. Generation X and Y households taking trips that include historic/cultural activities are the most likely to be single and to rent their home.

Historic/cultural trips generated by Baby Boomers are the most likely of the generation segments to include married couple households, those with a college degree, and those employed in a managerial or professional occupation. These Baby Boomer households also have the highest median annual household income compared to the other age segments. As expected, their historic/cultural trips are the most apt to be generated by those with children in the household. Historic/cultural trips by this group are the most likely to include households that own a personal computer.

Mature households generating historic/cultural trips are the most likely to be divorced, widowed, or separated, with a high school education or less, and/or retired. Their historic/cultural trips are also the most likely to include households that own a motor home or RV.

HISTORIC/CULTURAL TRAVELERS:

TRIP CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD, 2002

Table 12

TRIP CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD	Gen X/Y (Age 18-34)	Baby Boomers (Age 35-54)	Matures (Age 55+)
Base = Millions of Household Trips	26.5	46.6	39.9
<u>Primary Purpose of Trip</u>			
<u>Leisure Travel (net)</u>	79%	72%	79%
Visit friends/relatives	43	30	39
Entertainment	20	26	26
Outdoor recreation	6	6	5
Personal	10	10	9
<u>Business/Convention Travel (net)</u>	8%	12%	7%
Business (unspecified)	5	8	3
Convention/seminar	3	4	4
<u>Combined Business/Pleasure Travel</u>	11%	13%	11%
<u>Other</u>	2%	3%	3%
<u>Primary Mode of Transportation</u>			
Own Auto/truck	65%	62%	60%
Camper/RV	--	2	3
Rental car	5	4	3
Airplane	23	25	22
Bus	1	2	6
Train	2	1	2
Other	4	4	4
<u>Secondary Mode of Transportation</u>			
Rental car	7%	8%	6%
<u>Total Trip Duration</u>			
Day trips	9%	10%	12%
1 or 2 nights	33	30	27
3 to 6 nights	39	39	34
7 nights or more	19	21	27
Average duration (includes 0 nights)	4.3 nights	4.4 nights	5.2 nights
Average duration (excludes 0 nights)	4.7 nights	4.9 nights	5.9 nights
<u>Total Trip Spending*</u>			
Less than \$100	19%	14%	17%
\$100 - \$249	25	22	23
\$250 - \$499	23	21	21
\$500 - \$749	14	16	15
\$750 - \$999	5	6	6
\$1,000 or more	14	21	18
Average trip spending	\$531	\$669	\$632
<u>Lodging at Destination**</u>			
(Among overnight trips)			
Hotel/motel/B&B	58%	65%	61%
Friends, relatives homes	40	32	39
RV or tent	5	6	6
Condo or time share	4	5	6
Other	9	7	7
Average hotel/motel/B&B (nights)	3.4 nights	3.6 nights	3.9 nights
Average friends/relatives (nights)	5.0 nights	4.9 nights	5.7 nights
<u>Season of Travel</u>			
Spring (Mar, Apr, May)	24%	23%	25%
Summer (June, July, Aug)	35	38	33
Fall (Sep, Oct, Nov)	23	23	26
Winter (Dec, Jan, Feb)	18	16	16
<u>Number of Trip Activities</u>			
1 Activity	26%	29%	35%
2 Activities	27	29	31
3 Activities	33	26	22
4+ Activities	14	16	12
No Activities	--	--	--
Average	2.4 activities	2.4 activities	2.2 activities
*Does not include spending on transportation to destination.			
**Multiple responses allowed.			
Source: Travel Industry Association of America, TravelScope®			

HISTORIC/CULTURAL TRAVELERS:

TRIP CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD, 2002

Table 12, continued

TRIP CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD	Gen X/Y (Age 18-34)	Baby Boomers (Age 35-54)	Matures (Age 55+)
Base = Millions of Household Trips	26.5	46.6	39.9
Activities at Destination*			
Historical Places/Museums	63%	66%	63%
Cultural Events/Festivals	48	45	50
Shopping	48	44	38
National/State Parks	14	20	18
Outdoor Activities	16	18	11
Beaches	13	13	10
Theme/Amusement Park	10	10	5
Nightlife/Dancing	18	10	7
Gambling	6	6	8
Sports Event	5	4	3
Golf/Tennis/Skiing	3	3	3
Group Tour	4%	5%	9%
Census Division of Origin			
New England	4%	5%	6%
Mid-Atlantic	11	13	13
South Atlantic	17	19	21
East South Central	8	6	6
West South Central	14	11	10
East North Central	13	15	15
West North Central	9	7	7
Mountain	7	8	7
Pacific	17	16	15
Census Division of Destination*			
New England	6%	6%	7%
Mid-Atlantic	14	15	14
South Atlantic	24	27	26
East South Central	10	9	10
West South Central	14	12	12
East North Central	15	15	14
West North Central	10	9	10
Mountain	12	13	12
Pacific	17	16	16
Relativity of Travelers' Origin and Destination*			
State of Origin and Destination Are the Same	40%	38%	37%
Destination is in Census Division, Not in State	29	28	28
Destination is Out of Census Division	37	39	41
Household Travel Party Size			
One^	34%	31%	43%
Two	33	33	46
Three	15	13	5
Four	11	13	4
Five or More	7	10	2
Average	2.3 people	2.5 people	1.8 people
Household Travel Party Composition			
Solo Traveler	34%	31%	43%
Multiple Adults	32	32	50
Adult(s) with Children	34	37	7
*Multiple responses allowed.			
^Includes those who traveled alone OR with someone from outside the household.			
Source: Travel Industry Association of America, TravelScope®			

HISTORIC/CULTURAL TRAVELERS:

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD, 2002

Table 13

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD	Gen X/Y (Age 18-34)	Baby Boomers (Age 35-54)	Matures (Age 55+)
Base = Millions of Household Trips	26.5	46.6	39.9
<u>Marital Status</u>			
Married	46%	70%	63%
Never married	47	14	7
Divorced/Widowed/Separated	7	16	30
<u>Age of Household Head*</u>			
18-34 years old	100%	--	--
35-54 years	--	100%	--
55 and over	--	--	100%
Average Age	29 years	45 years	67 years
<u>Education of Household Head*</u>			
High school education or less	17%	16%	21%
Some college – no degree	27	22	25
College graduate	42	40	29
Graduate work	14	22	25
<u>Occupation of Household Head*</u>			
Managerial/Professional	39%	48%	24%
Technical/Sales/Administrative Support	17	13	6
Service	6	6	3
Farming/Fishing/Forestry	1	1	--
Craftsman/Repairman	6	8	2
Operator/Laborer	9	8	3
Retired	--	3	53
Other	22	13	8
<u>Household Size</u>			
One person	30%	14%	29%
Two people	27	27	53
Three people	20	20	11
Four people	15	22	4
Five or more people	8	17	3
<u>Children in Household</u>			
No children	70%	46%	91%
One child	18	20	6
Two children	9	22	2
Three or more children	3	12	1
<u>Annual Household Income</u>			
Less than \$25,000	21%	12%	21%
\$25,000-\$49,999	38	22	25
\$50,000-\$74,999	23	24	20
\$75,000-\$99,999	11	20	15
\$100,000 or more	7	22	19
Mean	\$51,700	\$75,400	\$66,500
Median^	\$42,500	\$66,000	\$53,800
<u>Resident Market Size</u>			
Major City MSA (Pop. 2,000,000+)	40%	46%	46%
Large MSA (Pop. 500,000-1,999,999)	25	21	21
Medium MSA (Pop. 100,000-499,000)	16	15	14
Rural/Small MSA (Pop. <100,000)	19	18	19
^Median is the point where one-half of traveling families earn more and one-half earn less.			
*If there is both a male and a female head of household, then the male head of household is used.			
Note: Data based on demographic characteristics of household or household head.			
Source: Travel Industry Association of America, TravelScope®			

HISTORIC/CULTURAL TRAVELERS:
HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD, 2002

Table 13, continued

HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS BY AGE OF HOUSEHOLD HEAD Base = Millions of Household Trips	Gen X/Y (Age 18-34)	Baby Boomers (Age 35-54)	Matures (Age 55+)
Home Ownership			
Own	49%	81%	89%
Rent	43	16	9
Other	8	3	2
Major Credit Cards Held			
Visa	72%	74%	75%
MasterCard	57	62	63
Discover Card	29	35	38
American Express	17	23	22
Personal Ownership			
Cellular Phone	71%	69%	56%
Personal Computer	83	88	72
Motor Home/RV	7	12	15
Cable Television	63	65	68
TIA Life Stage of Household*			
Young Singles	37%	--	--
Middle Singles	--	20%	--
Older Working Singles	--	--	13%
Older Retired Singles	--	--	20
Young Couples	22	--	--
Middle Couples	--	30	--
Older Working Couples	--	--	38
Older Retired Couples	--	--	23
Young Parents	41	--	--
Middle Parents	--	50	--
Older Parents	--	--	6
*For detailed definitions of Life Stage groups refer to Appendix B. Note: Data based on demographic characteristics of household or household head. Source: Travel Industry Association of America, TravelScope®			

APPENDICES

METHODOLOGY

TravelScope®

Results on trip and demographic characteristics in this report are obtained using TravelScope®, a mail panel survey of selected households representing all U.S. households. TravelScope is a cooperative research effort, funded by states, cities and other participants and managed by the research department of the Travel Industry Association. Since 1994, TravelScope has collected visitor volume, market share, trip characteristics, and demographics for all U.S. resident travel.

To collect these data, TravelScope uses a mail panel of U.S. households operated by National Family Opinion (NFO) Research, Inc. Each month, a representative sample of 25,000 households is mailed a questionnaire that asks the total number of trips of 50 miles or more away from home and/or overnight trips taken in the previous month by all members of the household. TIA obtains responses from an average of 5,000 traveling households each month.

The NFO consumer panel has more than 550,000 households representing over 1.2 million people nationwide (or one in every 182 U.S. households) – the largest consumer panel in the industry. So that samples are representative of all U.S. households, the panel is selected to match the U.S. census population on five variables: census region of residence, market size of residence, age of household head, household income, and household size.

Respondents are asked to record details of up to three trips taken in the previous month. Specifically, the survey collects information on:

- primary and secondary purpose of trip,
- primary and secondary mode of transportation,
- the number of household members traveling (adults and children),
- whether the trip was a group tour,
- up to three states or countries visited on each trip,
- key cities/places visited in each state/country,
- the number of nights in each type of accommodation,
- trip expenditures, and
- activities.

TravelScope demographic information is also collected from each responding household head via the NFO Research mail panel. The demographics reflect the profile of heads of household, although it is possible that someone else in the household is the traveler. Responses are sample-balanced to match the U.S. population.

TravelScope results in this report have been projected to the populations of each of the 48 contiguous United States based on the responding household's state of residence; however, results represent U.S. domestic travel by U.S. households to all 50 states and the District of Columbia during 2002. TravelScope estimates there were approximately 1,021.3 million domestic person-trips and 556.7 million domestic household trips taken during 2002. This report does not include data on U.S. residents traveling outside the U.S. or on international visitors' activity in the United States. Travel volume is measured in two ways in this report:

- **Household Trips:** The term "household trips" counts multiple trips taken by U.S. households in a year. To qualify, a "household trip" must be 50 miles or more, one-way, away from home or include one or more overnights. Respondents are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator. "Household trips" are used in this report to measure household travel party size, children on trip, overnight lodging, trip spending, and demographic data. In this report, the segments Hotel Stays, Other Lodging Stays, Generation Groups, and Household Income Groups are based on household trips, rather than person-trips.
- **Person-Trips:** The term "person-trips" counts multiple trips and multiple people per trip. For example, when a family of four takes a trip, this equals one "household trip" and four "person-trips." "Person-trips" are used in this report to measure most trip characteristics, as well as census region of origin and destination.

The margin of sampling error for this survey (at the 95 percent confidence level) is plus or minus approximately 0.4 percentage points for the entire sample of traveling households. Subgroups will have larger margins of error, depending on the number of households in the group. The sample size and margin of sampling error for the major segments are listed below.

Estimate of Sampling Error

	<u>Sample Size</u>	<u>95 Percent Confidence Level</u>
Total Households	57,274	+/- 0.4%
Historic/Cultural Households	13,249	+/- 0.9%

TravelScope® Survey Card

Please complete for each **pleasure or business trip** taken in the month of **SEPTEMBER** — where you and/or other members of your household (HH) traveled **50 miles or more, one-way, away from home** or **spent one or more overnights**. **DO NOT** include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator. # OF TRIPS: ____ If you **DID NOT TRAVEL** for business or pleasure, X here , and return card. (If more than 3 trips were taken, please record the information for your 3 most recent trips. Record Trips #2 and #3 on Side 2.)

33919

SEPTEMBER Trip #1 Purpose (See Codes)	Trans- portation (See Codes)	# HH Members Traveling		List States/ Countries Visited (X if passed through only)	Key Cities & Places Visited In That State/ Country	# Nights In Each State/Country In:					Total \$ Spent Per State/ Country	Activities In State/Country (See Codes)
		Age 0-17 #	Age 18+ #			Hotel/ Motel/ B&B	Pri- vate Home	Condo/ Time Share	RV/ Tent	Other		
Primary: ____	Primary: ____	Group Tour 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No		<input type="checkbox"/> 1. ____ <input type="checkbox"/> 2. ____ <input type="checkbox"/> 3. ____	_____ _____ _____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	\$ ____ \$ ____ \$ ____	_____ _____ _____
Secondary: ____	Secondary: ____											

ANSWER THIS SIDE FIRST

PURPOSE CODES	TRANSPORTATION CODES	ACTIVITY CODES	
1=Visit friends or relatives 2=Outdoor recreation 3=Entertainment (e.g., sightseeing, sports) 4=Combined business/pleasure	5=Convention/seminar 6=Business 7=Personal 8=Other	1=Own Auto/ Truck 2=Rental car 3=Camper/RV 4=Ship/Boat	5=Airplane 6=Bus 7=Train 8=Other
		01=Historical places/Museums 02=National/State Park 03=Cultural events/Festivals 04=Theme/Amusement Park 05=Outdoor (e.g., hunt, fish, hike)	06=Shopping 07=Nightlife/Dancing 08=Beaches 09=Golf/Tennis/Skiing 10=Sports event 11=Gambling

CONTINUE →

33919

SEPTEMBER Trip #2 Purpose (See Codes)	Trans- portation (See Codes)	# HH Members Traveling		List States/ Countries Visited (X if passed through only)	Key Cities & Places Visited In That State/ Country	# Nights In Each State/Country In:					Total \$ Spent Per State/ Country	Activities In State/Country (See Codes)
		Age 0-17 #	Age 18+ #			Hotel/ Motel/ B&B	Pri- vate Home	Condo/ Time Share	RV/ Tent	Other		
Primary: ____	Primary: ____	Group Tour 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No		<input type="checkbox"/> 1. ____ <input type="checkbox"/> 2. ____ <input type="checkbox"/> 3. ____	_____ _____ _____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	\$ ____ \$ ____ \$ ____	_____ _____ _____
Secondary: ____	Secondary: ____											
Trip #3 Primary: ____	(See Codes) Primary: ____	Age 0-17 # Age 18+ # Group Tour 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No		<input type="checkbox"/> 1. ____ <input type="checkbox"/> 2. ____ <input type="checkbox"/> 3. ____	_____ _____ _____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	# ____ # ____ # ____ # ____ # ____	\$ ____ \$ ____ \$ ____	_____ _____ _____
Secondary: ____	Secondary: ____											

ANSWER OTHER SIDE FIRST

PURPOSE CODES	TRANSPORTATION CODES	ACTIVITY CODES	
1=Visit friends or relatives 2=Outdoor recreation 3=Entertainment (e.g., sightseeing, sports) 4=Combined business/pleasure	5=Convention/seminar 6=Business 7=Personal 8=Other	1=Own Auto/ Truck 2=Rental car 3=Camper/RV 4=Ship/Boat	5=Airplane 6=Bus 7=Train 8=Other
		01=Historical places/Museums 02=National/State Park 03=Cultural events/Festivals 04=Theme/Amusement Park 05=Outdoor (e.g., hunt, fish, hike)	06=Shopping 07=Nightlife/Dancing 08=Beaches 09=Golf/Tennis/Skiing 10=Sports event 11=Gambling

Historic/Cultural Traveler Survey

The Historic/Cultural Traveler Survey was included in the January 2003 wave of the TIA Travel Survey. The TIA Travel Survey is based upon data collected each quarter by telephone interviews from a national probability sample of adults (ages 18+) representing the total adult, civilian, non-institutional population of the contiguous United States. In January, April, July and October of each year, approximately 1,300 interviews are completed.

For the January survey, a total of 1,316 telephone interviews were completed with U.S. adults, 974 of whom were past-year travelers and 805 of whom were historic/cultural travelers. After weighting and projecting the data, this yields 69 percent of all U.S. adults who traveled in the past year and 56 percent of all U.S. adults who included at least one historic/cultural activity or event on any past-year trips. The interviews were conducted by PKS Research, under the direction of TIA.

The questionnaire for the Historic/Cultural Traveler study was designed by TIA, in cooperation with the staff at *Smithsonian Magazine*. During the interviews, past-year travelers were asked whether they participated in any of fifteen cultural, arts, historic or heritage activities or events on any trip taken in the past year. Those respondents that said “yes” continued with the survey. They were then asked if any of the 15 specific cultural, arts, historic or heritage activities or events was the primary purpose of any of the trips. They were also asked how many historic/cultural trips were taken in the past year, about their attitudes toward historic/cultural travel, and what sources of travel information were used in planning historic/cultural trips. In addition, they were questioned about their most recent trip that included cultural, arts or historic, or heritage activities or events:

- how much extra time was added to the trip,
- when were the activities or events planned,
- was the destination or timing of the trip influenced by a specific activity or event, and
- how far in advance was the planning of this trip.

The sample selection and interviewing methods ensure a respondent base which duplicates the distribution of the actual contiguous United States population. Any slight variances are corrected by sample balancing on key demographic characteristics (age, gender, household size and census region of residence). The results of the TIA Travel Survey have a margin of error of approximately plus or minus three percentage points at the 95 percent level of confidence. Subgroups will have larger margins of error, depending on the number of respondents in the group.

Historic/Cultural Traveler Survey

**ASK ALL PAST-YEAR TRAVELERS.
OTHERS SKIP TO NEXT SECTION.**

12a. Please think about the trips you have taken in the past year 50 miles or more one-way, away from home, not including commuting to and from work. I am now going to read you a list of different cultural, arts, historic or heritage activities or events people might do while on trips away from home. As I read them to you, please tell me whether or not you participated in each one while on any trips you have taken in the past year. How about...

ASK Q12a/b SEQUENTIALLY.

12b. (FOR ALL “YES” ANSWERS IN Q12a, ASK:) Was this the primary purpose of any trips you have taken in the past year? (READ LIST. RECORD AS MANY AS APPLY.)

	<u>Q12a</u>		<u>Q12b</u>	
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>
An art museum, gallery, exhibit, or auction	[]-1	[]-2	[]-1	[]-2
An antique shop, show or auction	[]-1	[]-2	[]-1	[]-2
An ethnic culture exhibit or center	[]-1	[]-2	[]-1	[]-2
An ethnic area or community	[]-1	[]-2	[]-1	[]-2
A dance performance	[]-1	[]-2	[]-1	[]-2
Any live theater performance, such as a musical or play	[]-1	[]-2	[]-1	[]-2
A classical music concert or opera	[]-1	[]-2	[]-1	[]-2
Any other music concert.....	[]-1	[]-2	[]-1	[]-2
A heritage, ethnic, or folk festival or fair.....	[]-1	[]-2	[]-1	[]-2
Any other fair or festival, such as a state or county fair, or arts and crafts fair.....	[]-1	[]-2	[]-1	[]-2
Any other cultural/arts activity or event (specify).....	[]-1	[]-2	[]-1	[]-2
Any type of history museum	[]-1	[]-2	[]-1	[]-2
A designated historic site, such as a building, landmark, home, or monument.....	[]-1	[]-2	[]-1	[]-2
A designated historic community or town	[]-1	[]-2	[]-1	[]-2
A historic military site such as a fort or battlefield	[]-1	[]-2	[]-1	[]-2
A historic memorial or cemetery	[]-1	[]-2	[]-1	[]-2
Any other historic or heritage activity or event (specify).....	[]-1	[]-2	[]-1	[]-2

IF “NO” TO ALL IN Q12a, SKIP TO NEXT SECTION. IF “YES” TO ANY IN Q12a AND TOOK ONE TRIP IN Q1a, SKIP TO Q14. OTHERS CONTINUE.

13. You told me before that you have taken (answer to Q1A) trips in the past year. How many of those trips included any cultural, arts, historic or heritage activities or events? (ENTER NUMBER OF TRIPS; NUMBER OF TRIPS MUST BE LESS THAN OR EQUAL TO ANSWER TO Q1a.)

No. of trips _____

14. Please think about your most recent trip that included a historic, cultural, arts or heritage activity or event. We'd like to know how much extra time you added to your trip. This would include adding the time either when you were planning the trip or when you were on the trip. Would you say you... (READ LIST. ACCEPT ONE RESPONSE.)

- Added part of one day..... 1
- Added one extra night..... 2
- Added two extra nights..... 3
- Added three or more extra nights, or..... 4
- You did not add extra time to trip..... 5
- (DO NOT READ) Don't know/Refused 6

15. Again, think about the most recent trip you took in the past year in which you included cultural, arts, historic or heritage activities or events. When exactly did you plan these activities? Did you plan them...(READ LIST. RECORD ONE ANSWER ONLY.)

- Only before you went on the trip 1
- Only while you were at your destination, or..... 2
- Both..... 3

16. Was the destination of this most recent trip influenced by a specific cultural, arts, historic or heritage activity or event? (RECORD ONE ANSWER ONLY.)

- Yes..... 1
- No 2

17. Was the timing of this most recent trip influenced by a specific cultural, arts, historic or heritage activity or event at your destination? (RECORD ONE ANSWER ONLY.)

- Yes..... 1
- No 2

18. Thinking about the most recent trip in which you included cultural, arts, historic or heritage activities or events, how far in advance of taking this trip did you begin planning the trip? Was it the... (READ LIST. RECORD ONE RESPONSE.)

- Same day -1
- Same week -2
- Within two weeks -3
- Within a month -4
- Within two months -5
- Within three months -6
- Within six months..... -7
- Within one year..... -8
- Longer than one year -9

(DO NOT READ)

Don't know -dk

19. I am now going to read several statements. Please tell me your level of agreement with each statement using a five-point scale where a “5” means you completely agree with the statement and a “1” means you completely disagree. You may use any number in between. The first statement is: (READ AND ROTATE STATEMENTS.)

(REPEAT AS NECESSARY:) Please tell me your level of agreement using a five-point scale where a “5” means you completely agree with the statement and a “1” means you completely disagree.)

ROTATE STATEMENTS	Completely Agree			Completely Disagree	Don't Know	
It is important that the trips I take for vacation or leisure provide cultural experiences.....	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk
I have hobbies and interests that have an influence on where I choose to travel	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk
A leisure or vacation trip away from home is not complete without a cultural event or arts performance	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk
Trips where I can learn something new are more memorable to me	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk
A leisure or vacation trip away from home is not complete without visiting a museum, historic site or landmark.....	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk
Trips that include cultural, arts, historic or heritage activities or events are more enjoyable to me	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk
I prefer to visit destinations that have some historical significance.....	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk
During my leisure or vacation trips I enjoy going to places that are popular with local residents.....	<input type="checkbox"/> -5	<input type="checkbox"/> -4	<input type="checkbox"/> -3	<input type="checkbox"/> -2	<input type="checkbox"/> -1	<input type="checkbox"/> -dk

D3. Which of the following best describes your education level? (READ LIST)

- Less than high school -1
- Completed high school..... -2
- Some college, not completed -3
- Completed college..... -4
- Post graduate work started or completed..... -5
- (DO NOT READ) Refused -ref

D4. What is your age? _____

D5. How many adults, age 18 and over, live in your household at the present time? Please include yourself in this number.

D6. How many children, under age 18, if any, live in your household at the present time?

D7. Now, I would like to read a series of income groups. Please stop me when I read the group which describes your total family income, from all sources in one year? (IF RESPONDENT INQUIRES - WE ARE ASKING ABOUT INCOME BEFORE TAXES)

- Less than \$15,000..... -1
- \$15,000 to less than \$20,000..... -2
- \$20,000 to less than \$25,000..... -3
- \$25,000 to less than \$30,000..... -4
- \$30,000 to less than \$40,000..... -5
- \$40,000 to less than \$50,000..... -6
- \$50,000 to less than \$75,000..... -7
- \$75,000 to less than \$100,000..... -8
- \$100,000 to less than \$250,000 -9
- \$250,000 or more -10
- (DO NOT READ) Refused -ref

D8. Would you describe yourself as...

- White..... 1
- African American or Black2
- Asian or Pacific Islander3
- Native American or Aleutian Eskimo4
- Other5
- (DO NOT READ) Refusedref

D9. Are you of Spanish or Hispanic origin or descent?

- Yes 1
- No.....2
- (DO NOT READ) Refusedref

Indices

In this report, an index is used as a tool to compare the travel and demographic characteristics of historic/cultural travelers to that of total U.S. travelers. Total U.S. trips serve as the benchmark point with an index equal to 100 for each trip and demographic characteristic.

An index is calculated for overall historic/cultural travelers to measure the propensity of the group to have a particular trip or demographic characteristic compared to total U.S. travelers. An index higher than 100 indicates an above-average propensity for a specific group to exhibit a travel behavior or demographic characteristic, while an index lower than 100 indicates a below-average propensity.

The formula used to calculate each index is:

$$\frac{\% \text{ of specific group who report trip or demographic characteristic}}{\% \text{ of total U.S. travelers who report trip or demographic characteristic}} \times 100 = \text{index}$$

So, for example:

$$\frac{23\% \text{ of historic/cultural person-trips last seven nights or more}}{14\% \text{ of total U.S. person-trips last seven nights or more}} = 1.64 \times 100 = \text{index of 164 for Historic/Cultural Person-Trips}$$

In this case, the index is useful in demonstrating that historic/cultural person-trips, with an index of 164, are much more likely than total U.S. person-trips to last seven nights or more.

TravelScope is an ongoing study conducted monthly and reported quarterly and annually to participants who fund it. Topical reports, such as this one, are published for general distribution on a periodic basis. To learn more about participation in TravelScope, please call the TIA Research Department at (202) 408-8422 or visit TIA's web site at www.tia.org.

GLOSSARY OF TERMS

Activities	TravelScope gathers information on 11 different activity categories: (1) visits to historical places or museums; (2) visits to national or state parks; (3) attending cultural events or festivals; (4) going to theme or amusement parks; (5) outdoor activities (e.g., hunting, fishing, hiking); (6) shopping; (7) night life or dancing; (8) going to the beach; (9) playing golf, tennis or going skiing; (10) attending sports events; and (11) gambling.
Air Mode	Any trip in which the primary type of transportation used on that trip is given as “airplane.”
Annual Household Income	The total combined annual income of the household before taxes.
Auto mode	Any trip in which the primary type of transportation on that trip is given as “own auto/truck” or “camper/RV.”
Business Trip	Any trip where the primary purpose of the trip is given as “business,” “convention/seminar,” or “combined business/pleasure.”
Business/ Convention Trip	Any trip where the primary purpose of the trip is given as “business” or “convention/seminar.”
Census Region/Division of Origin/Destination	Regional/Divisional breakdowns as defined by the U.S. Bureau of Census:
Northeast	New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
	Mid-Atlantic: New Jersey, New York and Pennsylvania
South	South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
	East South Central: Alabama, Kentucky, Mississippi and Tennessee.
	West South Central: Arkansas, Louisiana, Oklahoma and Texas.
Midwest	East North Central: Illinois, Indiana, Michigan, Ohio and Wisconsin
	West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.

**Census
Region/Division of
Origin/Destination
(Continued)**

West	Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming. Pacific: California, Oregon and Washington. (Alaska and Hawaii as destinations only)
Group Tour	Respondent checked “yes” for group tour (definition not given).
Household	Comprises all persons who occupy a “housing unit”, that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.
Household Trip	A household on a trip. The term “household trips” counts multiple trips taken by U.S. households in a year. To qualify, a “household trip” must be 50 miles or more, one-way, away from home or include one or more overnights. Respondents are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator.
Leisure Trip	Any trip where the primary purpose of the trip is given as “visit friends or relatives, outdoor recreation, entertainment (e.g., sightseeing, sports), or personal.”
Length of Stay	The number of nights spent on entire trip.
TIA Life Stage of Household	TIA segmented traveling households into life stage segments. Three core life stage groups—Singles, Couples, and Parents—are defined by combining three key demographic variables: presence of children, household composition, and marital status. These groups are segmented further according to age and for some segments, employment. This yields eleven life stage segments that not only include life stage, but also relates these stages roughly to the travelers’ generation cohorts: Generation X/Generation Y (Young), Baby Boomers (Middle), Empty Nesters and Seniors (Older).
Young Singles	Household head age 18 to 34 <u>and</u> Male living alone or with non-spouse relative or roommate of the same gender; or Female living alone or with non-spouse relative or roommate of the same gender
Middle Singles	Household head age 35 to 54 <u>and</u> Male living alone or with non-spouse relative or roommate of the same gender; or Female living alone or with non-spouse relative or roommate of the same gender
Older Working Singles	Household head age 55 or older who is employed <u>and</u> Male living alone or with non-spouse relative or roommate of the same gender; or Female living alone or with non-spouse relative or roommate of the same gender
Older Retired Singles	Household head age 55 or older who is retired or not employed <u>and</u> Male living alone or with non-spouse relative or roommate of the same gender; or Female living alone or with non-spouse relative or roommate of the same gender

Life Stage (Continued)

Young Couples	Household head age 18 to 34 <u>and</u> Husband and wife; or Male living w/female that is not a roommate/relative; or Female living w/male that is not a roommate/relative
Middle Couples	Household head age 35 to 54 <u>and</u> Husband and wife; or Male living w/female that is not a roommate/relative; or Female living w/male that is not a roommate/relative
Older Working Couples	Household head age 55 or older, at least one employed <u>and</u> Husband and wife; or Male living w/female that is not a roommate/relative; or Female living w/male that is not a roommate/relative
Older Retired Couples	Household head age 55 or older, <u>both</u> retired or <u>both</u> not employed <u>and</u> Husband and wife; or Male living w/female that is not a roommate/relative; or Female living w/male that is not a roommate/relative
Young Parents	Household head age 18 to 34 <u>and</u> Children in household under age 18
Middle Parents	Household head age 35 to 54 <u>and</u> Children in household under age 18
Older Parents	Household head age 55 or older <u>and</u> Children in household under age 18
Lodging	Information is gathered on five lodging categories: (1) hotel/motel/B&B; (2) private home; (3) condominium/time share; (4) recreational vehicle/tent; and (5) other.
Mode of Transportation	Each trip is classified according to the respondent's answer to the question, "Primary and secondary transportation (mode)." See air mode and auto mode.
Nights Away from home	The number of nights spent away from home on one trip, including nights spent at the destination and en route. It is possible for a trip not to involve an overnight stay if the traveler took at trip of 50 miles or more, one-way, and returned home the same day.
Number of Household Members on Trip	Number of household members on a trip, including the respondent.

Person-Trip	A person on a trip. If three persons from a household go together on one trip, their travel counts as one trip and three person-trips. If three persons from this household take two trips, they account for six person-trips. (A trip is counted each time one or more members of a household travel 50 miles or more, one-way, away from home or spends one or more overnights and returns.)
Pleasure Trip	Any trip where the primary purpose of the trip is given as “visit friends or relatives, outdoor recreation, or entertainment (e.g., sightseeing, sports).”
Primary Mode Rental Car	Any trip in which the primary type of transportation on that trip is given as “rental car.”
Purpose of Trip	Each trip is classified according to the respondent’s answer to the questions “primary and secondary purpose” with these categories: (1) visit friends or relatives, (2) outdoor recreation, (3) entertainment (e.g., sightseeing, sports), (4) combined business/pleasure, (5) convention/seminar, (6) business, (7) personal, (8) other.