

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 Cultural Heritage Traveler



# 2015 Industry Sector Profile: Cultural Heritage

## Overseas Cultural Heritage Visitors

[thousands of visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Overseas Visitors <sup>(2)</sup>	14,217	13,494	15,369	16,590	16,815	18,294	19,915	22,152	7,935
% Change	-6	-5	14	8	1	9	9	11	56
Share of Overseas Visitors	56.1	56.8	58.3	59.5	56.5	57.1	57.0	57.7	
Point Change in Share	-7	1	1	1	-3	1	0	1	2

## Country of Origin of Cultural Heritage Visitors

Visitor Origin	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
Europe	48.5	9,659	49.4	10,943
Asia	22.5	4,481	22.7	5,029
South America	15.4	3,067	13.2	2,924
Oceania	7.0	1,394	7.3	1,617
Middle East	2.7	538	2.9	642
Central America	1.7	339	1.9	421
Africa	0.9	179	0.8	177
<b>Countries</b>				
United Kingdom	14.0	2,788	15.4	3,411
Germany	7.5	1,494	7.8	1,728
P. R. of China	6.8	1,354	7.7	1,706
Brazil	7.4	1,474	6.2	1,373
Australia	5.9	1,175	6.1	1,351
France	6.3	1,255	6.1	1,351
Japan	5.9	1,175	5.5	1,218
Korea, South	4.2	836	4.2	930
Italy	3.6	717	3.4	753
Spain	2.7	538	2.5	554
Netherlands	**	**	2.4	532
India	2.0	398	2.1	465
Argentina	1.9	378	1.8	399
Colombia	2.0	398	1.7	377
Taiwan	1.1	219	**	**

# 2015 Industry Sector Profile: Cultural Heritage

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	65	65	-0.1
Visit Friends/Relatives	17	18	0.9
Business	7	6	-0.3
Convention/Conference/Trade Show	5	6	0.4
Education	5	5	-0.4
Health Treatment	0	0	-0.1
Religion/Pilgrimages	0	0	-0.1
Other	1	0	-0.3

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	77	78	0.6
Visit Friends/Relatives	33	34	1.0
Business	10	9	-0.7
Convention/Conference/Trade Show	7	8	0.6
Education	8	7	-0.3
Religion/Pilgrimages	1	1	-0.3
Health Treatment	1	1	-0.2
Other	1	1	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	89	89	0.4
Business & Convention	15	15	-0.1

# 2015 Industry Sector Profile: Cultural Heritage

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

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	45	46	0.7
Online Travel Agency	37	38	0.5
Personal Recommendation	31	32	1.1
Travel Agency Office	22	21	-0.8
Travel Guides	17	16	-0.5
Corporate Travel Dept.	10	10	-0.1
National/State/City Travel Office	11	9	-1.8
Tour Operator/Travel Club	9	9	-0.5
Other	6	6	-0.2

## Transportation Used in United States by Cultural Heritage Travelers

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
City Subway/Tram/Bus	42	42	-0.1
Rented Auto	37	37	-0.2
Taxicab/Limousine	37	36	-1.4
Auto, Private or Company	33	35	1.6
Air Travel between U.S. Cities	35	34	-1.2
Bus between Cities	20	20	-0.6
Ferry/River Taxi/Srt Scenic Cruise	15	15	0.0
Railroad between Cities	9	9	0.2
Cruise Ship/River Boat 1+ Nights	6	6	0.3
Rented Bicycle/Motorcycle/Moped	4	5	0.5
Motor Home/Camper	1	2	0.2

# 2015 Industry Sector Profile: Cultural Heritage

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	91	89	-1.6
Sightseeing	86	87	0.6
National Parks/Monuments	60	61	1.5
Art Gallery/Museum	49	50	0.7
Historical Locations	46	46	0.0
Experience Fine Dining	45	44	-0.7
Small Towns/Countryside	40	40	0.8
Amusement/Theme Parks	33	33	0.0
Guided Tours	32	32	-0.6
Cultural / Ethnic Heritage Sites	27	28	1.3
Concert/Play/Musical	30	28	-2.3
Nightclubbing/Dancing	19	18	-0.8
Sporting Event	17	17	-0.1
Casinos/Gamble	13	13	0.3
Water Sports	11	11	-0.1
American Indian Communities	8	9	0.4
Camping/Hiking	8	8	0.4
Environ./Eco. Excursions	6	6	0.1
Golfing/Tennis	4	4	-0.2
Hunting/Fishing	2	2	-0.2
Snow Sports	2	2	-0.3
Other	1	1	-0.2



# 2015 Industry Sector Profile: Cultural Heritage

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

Visitation to U.S. Destinations/Regions (4)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
Middle Atlantic	41.40	8,245	38.98	8,635
South Atlantic	31.30	6,233	31.05	6,878
Pacific	28.00	5,576	28.72	6,362
Mountain	17.40	3,465	17.83	3,950
Pacific Islands	9.40	1,872	8.43	1,867
East North Central	6.20	1,235	7.32	1,622
New England	7.20	1,434	7.26	1,608
West South Central	5.90	1,175	6.42	1,422
West North Central	2.20	438	2.23	494
<b>East South Central</b>	**	**	2.04	452
<b>States</b>				
New York	38.80	7,727	36.72	8,134
California	26.20	5,218	26.46	5,861
Florida	19.90	3,963	20.30	4,497
Nevada	14.00	2,788	14.21	3,148
Hawaii	8.00	1,593	7.11	1,575
Massachusetts	5.90	1,175	6.15	1,362
Illinois	4.10	817	5.17	1,145
Texas	4.40	876	4.53	1,003
Arizona	4.30	856	4.28	948
Pennsylvania	3.90	777	3.53	782
New Jersey	3.00	597	2.78	616
Washington	2.10	418	2.77	614
Georgia	2.70	538	2.68	594
Utah	2.70	538	2.59	574

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# 2015 Industry Sector Profile: Cultural Heritage

## U.S. Destinations Visited by Cultural Heritage Travelers (continued)

Visitation to U.S. Destinations/Regions (4)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Cities</b>				
New York City	38.10	7,588	36.00	7,975
Los Angeles	17.10	3,405	16.99	3,764
Las Vegas	13.60	2,708	13.85	3,068
San Francisco	13.60	2,708	13.58	3,008
Miami	12.00	2,390	12.35	2,736
Orlando	9.30	1,852	9.30	2,060
Washington, D.C.	8.80	1,753	8.34	1,847
Boston	5.50	1,095	5.60	1,241
Honolulu Oahu	6.10	1,215	5.29	1,172
Chicago	4.00	797	5.03	1,114
San Diego	4.10	817	3.89	862
Flagstaff/Grand Canyon/Sedona	3.20	637	3.12	691
Seattle	**	**	2.57	569
Philadelphia	2.70	538	2.46	545
Florida Keys	2.00	398	2.39	529
Atlanta	**	**	2.16	478
Houston	2.20	438	2.06	456
Ft. Lauderdale	**	**	1.95	432



# 2015 Industry Sector Profile: Cultural Heritage

## Select Traveler Characteristics of Cultural Heritage Travelers

Traveler Characteristics	2014	2015	Change (3)
Advance Trip Decision Time (mean days)	113	116	3.1
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	16	15	-1.0
First International Trip to the U.S.	27	28	0.4
Length of Stay in U.S. (mean nights)	21.0	20.3	-0.7
Length of Stay in U.S. (median nights)	12	12	0.0
Number of States Visited (% 1 state)	60	61	0.8
Average Number of States Visited	1.7	1.7	0.0
Hotel/Motel (% 1+ nights)	78	77	-1.8
Average # of Nights in Hotel/Motel	11.2	11.2	0.0
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	50	52	1.2
Household Income (mean average)	\$89,490	\$83,881	-\$5,609
Household Income (median average)	\$66,240	\$61,166	-\$5,074
Average Age: Female (among adults)	38	38	0.0
Average Age: Male (among adults)	41	41	0.0

NOTE: A cultural-heritage traveler is defined as having participated in one or more of the following activities: Art Gallery/Museum, Concert/Play/Musical, Cultural/Ethnic Heritage Sites, American Indian Communities, Historical Locations, and National Parks/Monuments. The wording changes make the past 2010-2011 cultural heritage profiles not directly comparable to the current profiles, but both are a combination of the cultural heritage travelers.

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) Excludes Canada and Mexico
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

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

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

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

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

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## Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas traveler who visited cultural heritage sites while in the United States.

### Survey of International Air Travelers: Table Number and Description

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# Interested in obtaining data for your organization?

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

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

## For NTTO programs of interest visit:

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

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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