

# Destination Travel Insights <Your Market>-Domestic Visitors

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U.S. TRAVEL  
ASSOCIATION

AMERICAN EXPRESS  
BUSINESS INSIGHTS



## Visitor Summary

The U.S. Travel Association and American Express are pleased to bring you Destination Travel Insights. Destination Travel Insights reveals trends about your U.S. visitor population in <Your Market>. We recognize that the past two years were unprecedented and that the economy may have had an impact on your business. This report will help you understand more about your American Express visitors through the following information:

- Industry trends in your visitor population's spending patterns and profiles
- Visitors' share of wallet across industry categories
- Spend behavior for Leisure and Business visitors
- Peer Markets identified

## Report Period

All visitor spend data is analyzed during the time periods listed below:

- Current Period: Q1, 2011
- Previous Period: Q1, 2011
- Prior Period: Q1, 2011

## Definitions

The following definitions pertain to the information contained in this report :

- A Cardmember is some one who carries an AmericanExpress® Card.
- A visitor is defined as someone who had a lodging transaction in your area, based on their arrival date and departure date (defined in the appendix). This may include a single individual or a group of people on whose behalf an individual is spending.
- A Business visitor is defined by the type of AmericanExpress® Card the Cardmember uses.
- A Leisure visitor is defined by the type of AmericanExpress® Card the Cardmember uses.
- Additional definitions can be found in the appendix.

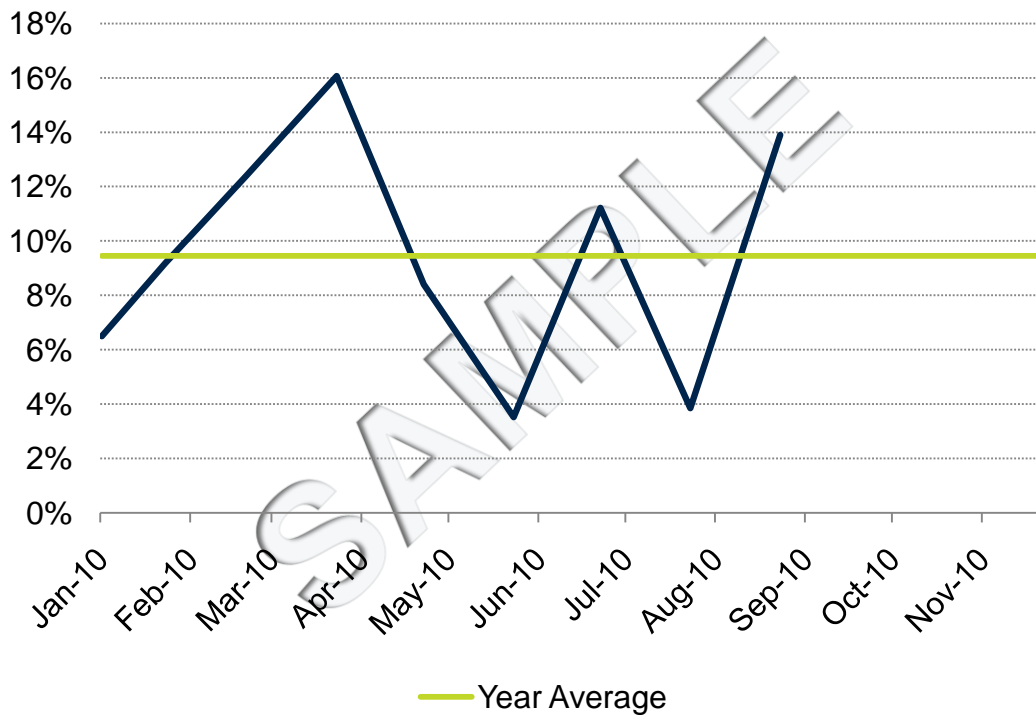
## Destination Visitors

The number of visitors during the current period was (number)

The total amount of spend during the current period was (\$amount)

This population has been normalized to reflect the census distribution in the United States

## YEAR OVER YEAR TOTAL VISITOR SPEND CHANGE BY MONTH



This section provides you with the percentage change in visitor spend by month compared to the prior year and the 2011 Average.



# Overall Visitor Spend Trends

## DRIVERS OF YEAR OVER YEAR CHANGES IN TOTAL SPEND

	Q2	Q1	YTD
Visitors	4.0%	6.2%	5.0%
Transaction/Visitor	6.6%	6.1%	-9.7%
Transaction Size	-5.7%	-2.3%	-0.4%
Visitor Spend	7.6%	5.7%	-7.2%
Average Length of Stay	5.2%	9.9%	-16.1%

## YEAR OVER YEAR TRENDS BY VISITOR TYPE

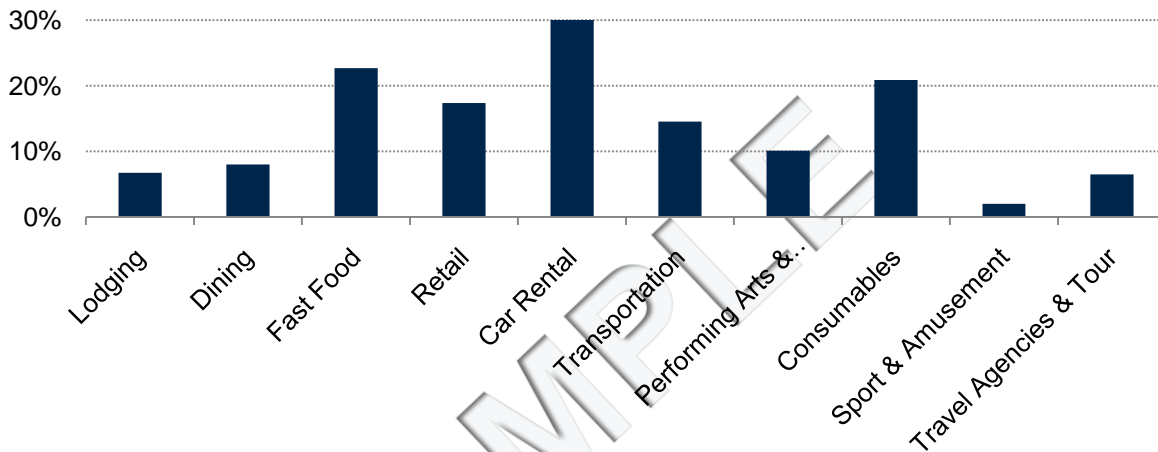
Q1	Visitors	Transaction/Visitor	Transaction Size	Average Length of Stay
Leisure	-3.3%	1.7%	-5.9%	5.1%
Business	1.5%	6.8%	-6.1%	8.6%



# Trends by Industry – Top Categories in Which Visitors Spend in <Your Market>

## OVERALL SPEND TRENDS BY INDUSTRY

Year Over Year Change for Q1, 2011



## DISTRIBUTION OF OVERALL SPEND BY INDUSTRY

Year Over Year Change for Q1, 2011

Industry	% Share of Spend	Spend/Visitor	Average Transaction Size	Activation
Lodging	60%	\$498	\$363	100%
Dining	13%	\$140	\$83	46%
Fast Food	4%	\$43	\$72	20%
Retail	5%	\$234	\$86	22%
Car Rental	0%	\$317	\$146	11%
Transportation	5%	\$67	\$58	13%
Performing Arts & Cinemas	4%	\$124	\$70	2%
Consumables	6%	\$332	\$103	5%
Sport & Amusement	1%	\$350	\$215	3%
Travel Agencies & Tour	1%	\$311	\$186	32%
Total	100%	\$937	\$211	100%

## TOP 10 U.S. FEEDER DMA MARKETS BY SHARE OF VISITOR AND SPEND

For Q1, 2011

Rank	DMA	Share of Visitors	Share of Spend
1	Wilkes Barre et al, PA	25%	30%
2	Baltimore, MD	6%	4%
3	Boston, MA	5%	5%
4	Los Angeles, CA	4%	3%
5	Atlanta, GA	3%	4%
6	Washington, DC	2%	5%
7	Harrisburg, PA	2%	4%
8	Pittsburgh, PA	2%	3%
9	New York, NY	2%	2%
10	Chicago, IL	1%	2%

This section provides you with an overall ranking of U.S. cities where <Your Market> visitors reside. Additionally, this section provides the percentage share of these visitors and the share of their spend.

# Top 10 Domestic Feeder Markets by Visitor Type

## TOP 10 U.S. FEEDER DMA MARKETS BY SHARE OF LEISURE VISITOR AND SPEND

For Q1, 2011

Rank	DMA	Share of Visitors	Share of Spend
1	Wilkes Barre et al, PA	25%	30%
2	Baltimore, MD	6%	4%
3	Boston, MA	5%	5%
4	Los Angeles, CA	4%	3%
5	Atlanta, GA	3%	4%
6	Washington, DC	2%	5%
7	Harrisburg, PA	2%	4%
8	Pittsburgh, PA	2%	3%
9	New York, NY	2%	2%
10	Chicago, IL	1%	2%

## TOP 10 U.S. FEEDER DMA MARKETS BY SHARE OF BUSINESS VISITOR AND SPEND

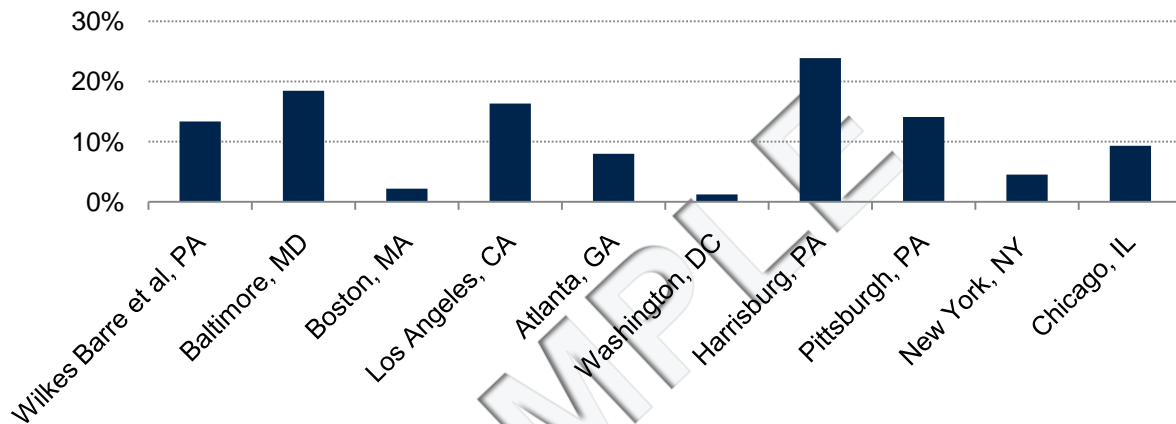
For Q1, 2011

Rank	DMA	Share of Visitors	Share of Spend
1	Wilkes Barre et al, PA	25%	30%
2	Baltimore, MD	6%	4%
3	Boston, MA	5%	5%
4	Los Angeles, CA	4%	3%
5	Atlanta, GA	3%	4%
6	Washington, DC	2%	5%
7	Harrisburg, PA	2%	4%
8	Pittsburgh, PA	2%	3%
9	New York, NY	2%	2%
10	Chicago, IL	1%	2%

This section provides you with an overall ranking of U.S. cities where <Your Market> visitors reside. Additionally, this section provides the percentage share of these visitors and the share of their spend.

## TOP 10 FEEDER MARKETS VISITOR SPEND IN <Your Market>

Year Over Year Change for Q1, 2011

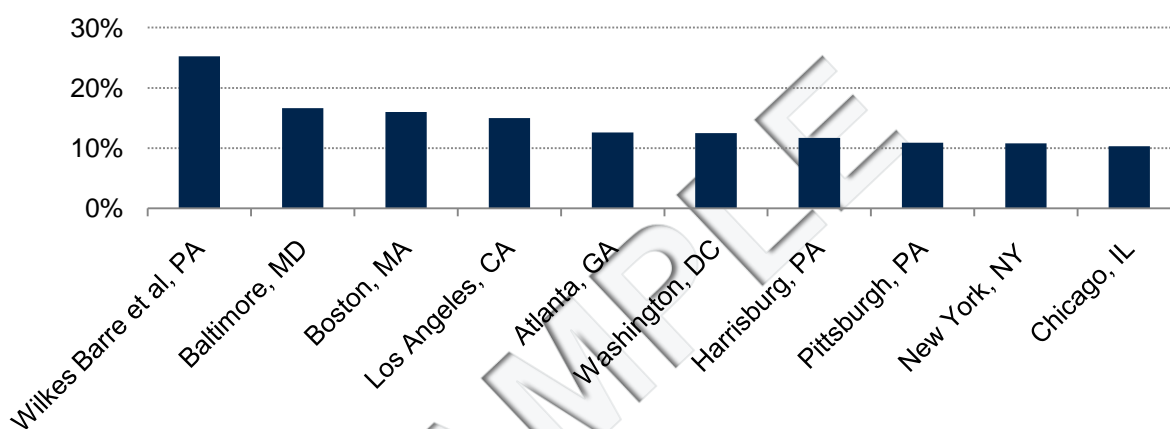


## DISTRIBUTION OF OVERALL SPEND BY INDUSTRY FOR TOP 10 FEEDER MARKETS IN <Your Market>

Industry/DMA	Wil	Balt	Bos	LA	Atl	Was	Harr	Pitt	NY	Chi
Lodging	58%	67%	65%	61%	47%	66%	62%	63%	63%	49%
Dining	12%	12%	11%	14%	15%	11%	11%	15%	13%	13%
Fast Food	6%	3%	6%	10%	19%	3%	6%	13%	11%	14%
Retail	7%	3%	4%	0%	7%	4%	2%	3%	6%	6%
Car Rental	4%	5%	0%	1%	2%	0%	7%	3%	5%	3%
Transportation	4%	5%	2%	2%	3%	1%	0%	4%	5%	2%
Performing Arts	3%	1%	4%	3%	4%	5%	1%	0%	3%	5%
Consumables	4%	1%	1%	4%	1%	3%	2%	4%	4%	5%
Sport & Amusement	2%	1%	2%	3%	0%	2%	0%	0%	2%	1%
Travel Agencies	2%	2%	0%	1%	4%	5%	0%	1%	3%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## PERCENTAGE OF <Your Market> VISITORS WHO VISITED OTHER TOP U.S. DESTINATIONS

This section provides data on the top U.S. peer markets, defined as U.S. destination cities to which visitors to <Your Market> also travelled in the 12 months prior to their <Your Market> stay.



## YEAR OVER YEAR CHANGE OF <Your Market> VISITOR SPEND IN OTHER TOP U.S. DESTINATIONS

For Q1, 2011

DMA	Share of <Your Market> Visitor Spend	Year Over Year Change
Wilkes Barre et al, PA	33.7%	4.6%
Baltimore, MD	13.4%	38.0%
Boston, MA	11.4%	9.4%
Los Angeles, CA	9.0%	6.5%
Atlanta, GA	8.5%	14.0%
Washington, DC	8.6%	9.7%
Harrisburg, PA	6.8%	12.8%
Pittsburgh, PA	3.8%	11.6%
New York, NY	2.5%	14.0%
Chicago, IL	2.3%	4.4%

- Next 10 (11-20) Domestic Feeder Markets
- Additional Definitions

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## TOP 10 U.S. FEEDER DMA MARKETS BY SHARE OF VISITOR AND SPEND

For Q1, 2011

Rank	DMA	Share of Visitors	Share of Spend
11	Cleveland, OH	1.9%	2.0%
12	Hartford-New Haven, CT	1.9%	1.7%
13	Miami-Ft. Lauderdale, FL	1.6%	1.2%
14	Raleigh-Durham, NC	1.5%	1.6%
15	Cleveland, OH	1.5%	1.7%
16	Minn-St. Paul, MN	1.2%	1.5%
17	Dallas-Ft. Worth, TX	1.2%	1.3%
18	Tampa-St. Petersburg, FL	1.2%	1.0%
19	Denver, CO	1.2%	1.2%
20	San Francisco, CA	1.1%	1.2%

This section provides you with an overall ranking of U.S. cities in which visitors to <Your Market> reside, along with percentage share of visitors and year-over-year spend analyses.

# Top 11-20 Domestic Feeder Markets by Visitor Type

## TOP 11-20 U.S. FEEDER DMA MARKETS BY SHARE OF LEISURE VISITOR AND SPEND

Rank	DMA	Q1 Share %	Q1 Spend Share %
11	Cleveland, OH	1.4%	1.7%
12	Hartford-New Haven, CT	1.2%	1.3%
13	Miami-Ft. Lauderdale, FL	1.1%	1.0%
14	Raleigh-Durham, NC	1.1%	1.1%
15	Cleveland, OH	1.1%	1.4%
16	Minn-St. Paul, MN	1.1%	0.9%
17	Dallas-Ft. Worth, TX	1.0%	0.9%
18	Tampa-St. Petersburg, FL	1.0%	1.3%
19	Denver, CO	1.0%	1.0%
20	San Francisco, CA	1.0%	0.7%

## TOP 11-20 U.S. FEEDER DMA MARKETS BY SHARE OF BUSINESS VISITOR AND SPEND

Rank	DMA	Q1 Share %	Q1 Spend Share %
11	Cleveland, OH	2.0%	1.3%
12	Hartford-New Haven, CT	1.9%	1.9%
13	Miami-Ft. Lauderdale, FL	1.9%	1.8%
14	Raleigh-Durham, NC	1.6%	1.7%
15	Cleveland, OH	1.5%	1.4%
16	Minn-St. Paul, MN	1.4%	1.4%
17	Dallas-Ft. Worth, TX	1.3%	1.6%
18	Tampa-St. Petersburg, FL	1.3%	1.1%
19	Denver, CO	1.2%	1.2%
20	San Francisco, CA	1.2%	1.3%

This section provides you with an overall ranking of U.S. cities in which visitors to <Your Market> reside, along with percentage share of visitors and year-over-year spend analyses.

### The following definitions pertain to the information contained in this report :

- **Departure Date:** We identified Cardmembers with a lodging transaction over \$100 in the destination, and defined the date of that transaction as the departure date.
- **Arrival Date:** For those Cardmembers with a lodging transaction over \$100 in a destination, we searched our transactional data for a flight to that destination in the 30 days before the transaction. If such a flight was found, the date of the flight was defined as the arrival date. If such a flight was not found, we then searched for a retail or dining transaction in the destination in the 30 days before the lodging transaction. The earliest date of a retail or dining transaction in the destination, within the 30-day window, was then defined as the arrival date. If no airline, dining, or retail transaction is found within 30 days before the lodging transaction, the trip is considered to be one day—the day of the lodging transaction.
- **Year Over Year:** Current period versus prior period comparison. Change over 3 quarters, 24 months.
- **DMA:** The acronym for designated market area. A geographical area defined by Nielsen Media Research as a group of counties that make up a market. The areas do not overlap, and every county in the United States belongs to only one DMA.
- **Activation:** Activation is defined as the percentage of visitors to your destination that had a positive spend in a particular industry category.
- **Peer Market:** Peer markets are U.S. destination cities to which your destinations visitors also travelled. A share distribution of your destinations visitors who also visit U.S. peer markets is provided, along with data on their year-over-year percentage change in spend.
- **Industry:** The spend category of the spend, which includes one of the following:
  - Car Rental
  - Consumables
  - Dining
  - Fast Food
  - Lodging
  - Performing Arts/Cinemas
  - Retail
  - Sports and Amusements
  - Transportation
  - Travel Agencies and Tour Operators



- American Express does not provide Personally Identifiable Information (PII) about our Cardmembers (CMs) to merchants for marketing purposes.
- American Express only provides aggregated, anonymous information to merchants via our information assets.
- American Express does not utilize or disclose specific, disaggregated data associated with an active merchant for the benefit of another merchant or third party, unless mutually agreed upon.

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