

Destination Travel Insights <Your Market>-International Visitors

POWERED BY AMERICAN EXPRESS BUSINESS INSIGHTS

NO SURVEYS. NO OPINIONS. REAL DATA.



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 international 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:

- Top feeder markets and their distribution
- Trends in your visitors population spending patterns and profiles
- Visitors' share of wallet across industry categories

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 someone who carries an AmericanExpress® Card.
- A visitor is defined as someone who had a transaction in your area and resides outside the United States. 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

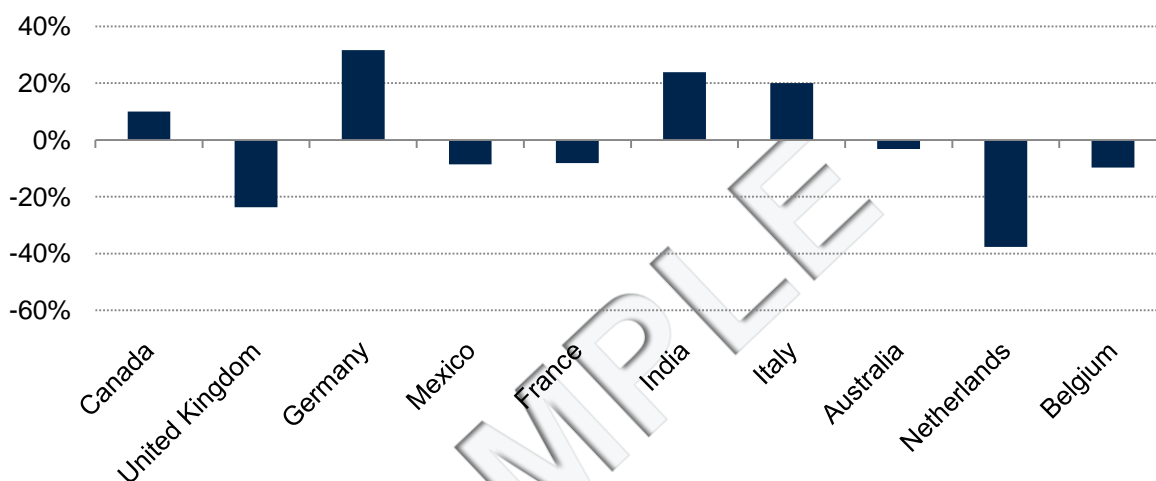
The number of visitors during the current period was (number)

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.

TOP 10 INTERNATIONAL FEEDER MARKETS SPEND OF VISITOR

Year Over Year Change for Q1, 2011



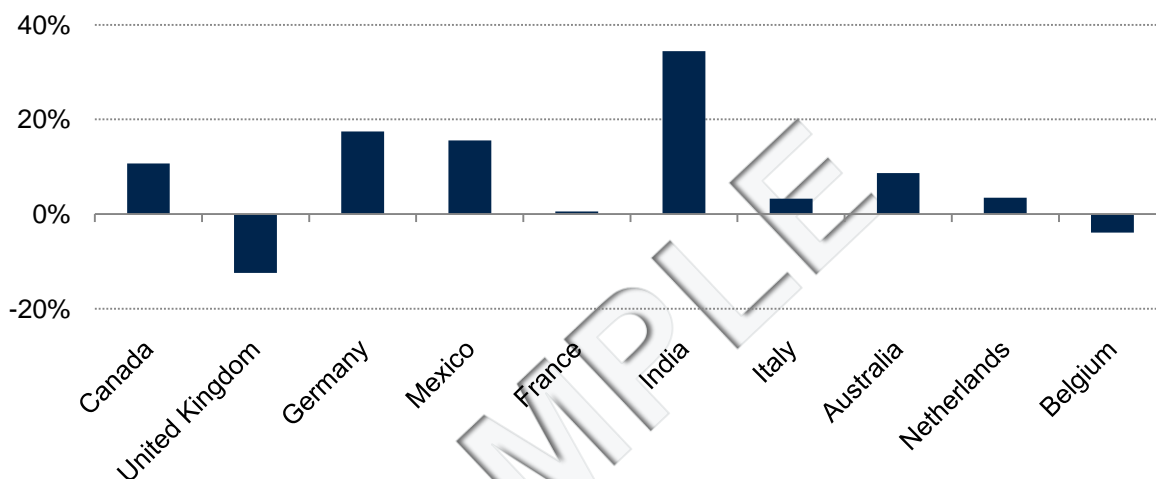
TOP 10 INTERNATIONAL FEEDER MARKETS VISITOR SPEND IN <Your Market>

Year Over Year Change for Q1, 2011

RANK	MARKET	Share of International Visitors	Share of Spend by International Visitors	Spend Change
1	Canada	26%	27%	2%
2	United Kingdom	12%	11%	-25%
3	Germany	10%	10%	26%
4	Mexico	8%	4%	-6%
5	France	5%	11%	-17%
6	India	5%	3%	32%
7	Italy	4%	3%	27%
8	Australia	3%	5%	-8%
9	Netherlands	3%	11%	-29%
10	Belgium	2%	8%	-2%
	Other	22%	7%	14%
	Canada + Mexico	34%	31%	-2%
	Total Overseas	66%	69%	2%

TOP 10 INTERNATIONAL FEEDER MARKETS VISITORS

Year Over Year Change for Q1, 2011



TOP 10 INTERNATIONAL FEEDER MARKETS VISITOR SHARE IN <Your Market>

Year Over Year Change for Q1, 2011

RANK	MARKET	Share of International Visitors	Spend/Visitor	Average Transaction Size
1	Canada	26%	\$930	\$98
2	United Kingdom	12%	\$957	\$239
3	Germany	10%	\$805	\$230
4	Mexico	8%	\$1,183	\$157
5	France	5%	\$914	\$245
6	India	5%	\$1,976	\$296
7	Italy	4%	\$1,215	\$240
8	Australia	3%	\$1,069	\$269
9	Netherlands	3%	\$784	\$163
10	Belgium	2%	\$912	\$148
	Other	22%	\$1,174	\$252
	Canada + Mexico	34%	\$760	\$182
	Total Overseas	66%	\$1,122	\$205

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

SAMPLE



CANADA

YEAR OVER YEAR TRENDS BY VISITOR TYPE

Q1	Visitors	Transaction/ Visitor	Transaction Size	Average Length of Stay
Leisure	12.20%	8.90%	-19.70%	-1.20%
Business	4.10%	5.80%	-12.70%	5.40%

MEXICO

YEAR OVER YEAR TRENDS BY VISITOR TYPE

Q1	Visitors	Transaction/ Visitor	Transaction Size	Average Length of Stay
Leisure	9.20%	8.20%	-33.10%	2.60%
Business	27.80%	15.40%	-38.80%	8.50%

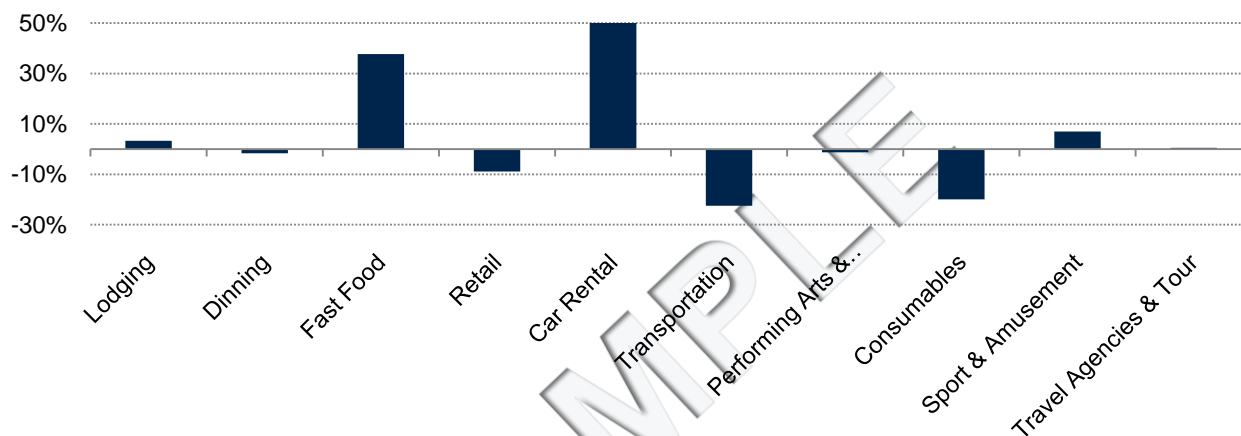
OVERSEAS

YEAR OVER YEAR TRENDS BY VISITOR TYPE

Q1	Visitors	Transaction/ Visitor	Transaction Size	Average Length of Stay
Leisure	-0.20%	-8.50%	-4.00%	-3.80%
Business	18.40%	11.30%	-1.70%	10.70%

TOP 10 INTERNATIONAL FEEDER MARKETS SPEND BY INDUSTRY IN <Your Market>

Year Over Year Change for Q1, 2011



TOP 10 INTERNATIONAL FEEDER MARKETS SPEND DISTRIBUTION BY INDUSTRY IN <Your Market>

Industry/Feeder Country	Can	U.K.	Germ	Mex	Fran	India	Italy	Austra	Nether	Bel
Lodging	65%	72%	70%	61%	66%	86%	63%	65%	66%	67%
Dining	10%	9%	10%	9%	8%	2%	11%	12%	13%	11%
Fast Food	3%	5%	1%	1%	1%	1%	1%	3%	5%	3%
Retail	6%	4%	1%	6%	5%	1%	4%	2%	4%	3%
Car Rental	1%	1%	8%	6%	1%	1%	4%	1%	1%	1%
Transportation	4%	1%	1%	6%	3%	3%	1%	3%	4%	1%
Performing Arts	4%	2%	5%	3%	5%	1%	5%	1%	4%	1%
Consumables	3%	3%	1%	3%	4%	1%	4%	5%	1%	5%
Sport & Amu.	3%	3%	1%	3%	4%	1%	4%	5%	1%	5%
Travel Agencies	2%	1%	2%	2%	3%	3%	3%	3%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NEXT10 INTERNATIONAL FEEDER MARKETS BY SHARE OF VISITOR AND SPEND

RANK	MARKET	Share of International Visitors	Spend/Visitor	Average Transaction Size
11	Spain	2%	\$1,021	\$242
12	Argentina	2%	\$1,109	\$287
13	Sweden	2%	\$1,038	\$266
14	Taiwan	2%	\$1,025	\$252
15	Thailand	1%	\$861	\$267
16	Switzerland	1%	\$1,018	\$193
17	Singapore	1%	\$1,328	\$188
18	Japan	1%	\$772	\$176
19	Hong Kong	1%	\$868	\$258
20	Puerto Rico	1%	\$985	\$178

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

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

- **Year Over Year:** Current period versus prior period comparison. Change over 3 quarters, 24 months.
- **Feeder Country:** Describing the country of origin of an AmericanExpress® Cardmember.
- **Activation:** Activation is defined as the percentage of visitors to your destination that had a positive spend in a particular industry category.
- **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

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- 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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