

Hospitality Research: Statistics/Demographics

Universal Orlando
Foundation Library

This guide will help you find hospitality industry statistics, demographics, and economic information. For more assistance, come see us in person, visit our website below, or call us at 407-903-8100.

Important General Advice

Don't Reinvent the Wheel – Often, you do not need to look specifically for statistics. Instead, you may simply need to use the standard library tools (library catalog, research databases, etc.) to help you find good books and articles on your topic—which will usually contain many statistics you can use.

Be Realistic – Be forewarned that no one source may provide all the data you need—you may have to piece together information from several sources. And, in some cases, the best available data may be a few years older or on a different scale (e.g., state level rather than county level) than you desire.

When All Else Fails – Sometimes your only option may be to contact agencies that track the kind of statistics you are seeking. A polite phone call or email sometimes yields good results.

U.S. Hospitality / Tourism Statistics

#	Title	Location
1	Beverage Statistics (from City College of San Francisco)	http://www.ccsf.edu/Library/alice/food/beverages.html#statistical
2	Bureau of Labor Statistics	http://www.bls.gov
3	Bureau of Transportation Statistics	http://www.bts.gov
4	Business and Convention Travelers	Rosen REF G156.5 .B86 B87
5	<i>Convene</i> Meetings Industry Forecast	AS6 .C66 – see November issue
6	Cruise Lines International Association Research	http://www.cruising.org/pressroom-research
7	Domestic Travel Market Report	Rosen REF G155 .U6 T87
8	Economic Review of Travel in America	Rosen REF G155 .U6 E32
9	Industry Research from the National Restaurant Association	http://www.restaurant.org/research/
10	Leisure Market Research Handbook	Rosen REF GV174 .M55
11	Lodging Industry Profile (from AH&LEF)	http://www.ahlef.org/content.aspx?id=28832
12	<i>Meetings and Conventions</i> 2008 Meetings Market Report	AS6 .M447 – see August issue
13	<i>Nation's Restaurant News</i> Top 100 Chain & Company Rankings	Rosen REF TX945 .N28
14	Outlook for Travel & Tourism	Rosen REF G155 .U6 M273
15	Professional Convention Management Association Resources	http://www.pcma.org/Resources.htm
16	Quickservice Restaurant Trends	Rosen REF TX945 .Q52
17	Restaurant Industry Forecast	Rosen REF TX943 .N38
18	Restaurant Industry Operations Report	Rosen TX909 .A1 R47
19	Tables-service Restaurant Trends	Rosen REF TX909 .A1 T32

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| 20 | Theme Park Statistics (from IAAPA) | http://www.iaapa.org/pressroom/AmusementParkIndustryIndex.asp |
| 21 | Timeshare Industry Research from ARDA | http://www.arda.org/AM/Template.cfm?Section=Industry_Information |
| 22 | Travel Across the Generations | Rosen REF G155.8 .U6 T7 2006 |
| 23 | Travel and Leisure Market Research Handbook | Rosen REF G155 .U6 T74 |
| 24 | Travel and Tourism Works for America | Rosen REF G155 .U6 T746 |
| 25 | Trends in the Hotel Industry (USA ed.) | Rosen REF TX909 .A1 H3 |
| 26 | U.S. Travel Association | http://www.ustravel.org |
| 27 | Youth Travel Matters: Understanding the Global Phenomenon of Youth Travel | Rosen REF G156.5 .Y6 Y68 2008 |

Note: Also see sources # 42, 47, 49-51, 54, 58, 60, 63-68 & 72 below

Florida & Central Florida Hospitality / Tourism Statistics

#	Title	Location
28	Florida County Selection Map	http://quickfacts.census.gov/qfd/maps/florida_map.html
29	Florida Research and Economic Database	http://fred.labormarketinfo.com/
30	Florida Statistical Abstract	Rosen REF HA311 .F55
31	Florida Visitor Study	Rosen REF G155 .U6 F5
32	Orlando Business Journal Book of Lists	Rosen REF HC108 .O7 B4
33	Orlando/Orange County CVB Research Site	http://www.orlandoinfo.com/research/
34	Orlando Sentinel newspaper	http://www.library.ucf.edu/Databases/Titles/O.asp#O
35	UCF Statistics	http://library.ucf.edu/GovDocs/ucfstats.asp
36	Visit Florida website – Research section	http://media.visitflorida.org/research.php
	– Key Tourism Indicators section	http://www.visitflorida.org/Content/NavigationMenu/PromoteYourBusiness/ToolsResources/Research/KeyIndicators/default.htm

Note: Also see sources # 25 above and # 40, 41 & 64 below

Other City & State Hospitality / Tourism Statistics

#	Title	Location
37	Try the city's convention/visitor's bureau, chamber of commerce, or government website	Usually easily found with an Internet search engine
38	Guide to State Government Home Pages (use to find the state's tourism dept. or similar agency)	http://www.usa.gov/Agencies/State_and_Territories.shtml
39	Guide to State Statistical Abstracts (use to find the state's statistical abstract or similar source)	http://www.census.gov/compendia/statab/st_abstracts.html
40	Impact of Travel on State Economies	Rosen REF G155 .U6 I48
41	Survey of U.S. State & Territory Tourism Office Budgets	Rosen REF G155 .U6 U58

Note: Also see sources # 25 above and # 64 below

International Hospitality / Tourism Statistics

#	Title	Location
42	Compendium of Tourism Statistics	Rosen REF G155 .A1 T5896
43	Country Reports (Mintel)	Rosen REF G155 .A1 I6
44	Emerging Tourism Markets: China and India	Rosen REF G155.8 .U6 E4
45	International Association Meetings Market 1997-2006	Rosen REF AS6 .I58 2007
46	Meeting Professionals International (MPI) Industry Research	http://www.mpiweb.org/Archive/207/78.aspx
47	Office of Travel & Tourism Industries (OTTI)	http://tinet.ita.doc.gov/
48	Pacific Asia Travel Association Statistics	http://www.pata.org/Intelligence
49	TEA/ERA Attraction Attendance Report (2008)	http://www.themeit.com/TEAERA2008.pdf
50	Tourism 2020 Vision: Global Forecasts and Profiles of Market Segments	Rosen REF G155 .A1 T682
51	Tourism Market Trends set (America, Asia, Europe, Middle East, and World)	Rosen REF G155 [varies]
52	World Tourism Organization(WTO)–Facts & Figures	http://www.world-tourism.org/facts/menu.html
53	World Travel & Tourism Council Publications	http://www.wttc.org/eng/Tourism_Research/Policy_Research/index.php
54	Yearbook of Tourism Statistics	Rosen REF G155 .A1 A62

Note: Also see source # 70 below

Demographics

#	Title	Location
55	American FactFinder	http://factfinder.census.gov
56	American Generations: Who They Are & How They Live	Rosen REF HC110 .C6 M545 2008
57	County & City Data Book	http://www.census.gov/statab/www/ccdb.html

Note: Also see sources # 2, 23, 24, 28 & 30 above and # 58 & 60-72 below

Consumer Spending / Buying Power / Lifestyle Patterns

#	Title	Location
58	Best Customers: Demographics of Consumer Demand	Rosen REF HC79 .C6 R87 2005
59	Consumer Expenditure Survey (Bureau of Labor Stats)	http://www.bls.gov/cex
60	Demographics of Consumer Food Spending	Rosen REF HD9004 .D35
61	Leisure Travel Planning: How Consumers Make Travel Decisions	Rosen REF G155.7 .L45 2005
62	Rand McNally Commercial Atlas	Rosen REF G1200 .R32
63	Restaurant & Foodservice Market Research Handbook	Rosen REF TX 901 .R47
64	Travel & Tourism Market Research Handbook	Rosen REF G155 .U6 T74

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65	Traveler's Use of the Internet	Rosen REF G155 .U6 T76
66	Who's Buying Alcoholic and Nonalcoholic Beverages	Rosen REF HD9348 .U52 W46
67	Who's Buying at Restaurants and Carry-outs	Rosen REF TX945 .W48
68	Who's Buying for Travel	Rosen REF G155 .U6 W65

Note: Also see sources # 1, 7-11, 26, 50, & 55-57 above and # 70-72, 77 & 78 below

Miscellaneous U.S. Statistical Sources

#	Title	Location
69	FedStats	http://www.fedstats.gov/
70	Lexis Nexis Statistical database	http://library.ucf.edu/Databases/TitlesAZ.asp#L
71	UCF Libraries Resources for Statistics, Demographics, and Census page	http://www.library.ucf.edu/GovDocs/statistics.asp
72	Statistical Abstract of the United States	http://www.census.gov/compendia/statab/ or Rosen REF HA202

U.S. Economics

#	Title	Location
73	2007 Economic Census Data	http://www.census.gov/econ/census07/
74	Bureau of Economic Analysis	http://www.bea.gov/
75	Economic Briefing Room	http://www.census.gov/cgi-bin/briefroom/BriefRm
76	EDGAR database	http://www.sec.gov/edgar.shtml
77	Florida Office of Economic & Demographic Research	http://edr.state.fl.us/
78	STAT-USA	http://www.stat-usa.gov/

Note: Also see sources # 8, 29, 30, 40, 41 & 55-68 above and # 79 & 82-86 below

International Economics

#	Title	Location
79	CIA World Factbook	https://www.cia.gov/library/publications/the-world-factbook/index.html
80	Cyberschoolbus (United Nations)	http://cyberschoolbus.un.org
81	Eurostat (European Union)	http://ec.europa.eu/eurostat
82	International Monetary Fund (IMF)	http://www.imf.org/
83	Org. for Economic Co-operation and Dev. (OECD)	http://www.oecd.org/home/
84	World Development Indicators	http://data.worldbank.org/
85	World Development Reports (Worldbank)	http://econ.worldbank.org/wdr/
86	World Trade Organization (WTO): Economic Research and Analysis section	http://www.wto.org/english/res_e/reser_e/reser_e.htm