

## 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)	<a href="http://www.ccsf.edu/Library/alice/food/beverages.html#statistical">http://www.ccsf.edu/Library/alice/food/beverages.html#statistical</a>
2	Bureau of Labor Statistics	<a href="http://www.bls.gov">http://www.bls.gov</a>
3	Bureau of Transportation Statistics	<a href="http://www.bts.gov">http://www.bts.gov</a>
4	Business and Convention Travelers	Rosen REF G156.5 .B86 B87
5	ConveneMeetings Industry Forecast	AS6 .C66 - see November issue
6	Cruise Lines International Association Research	<a href="http://www.cruising.org/Press/index.cfm">http://www.cruising.org/Press/index.cfm</a>
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	<a href="http://www.restaurant.org/research/">http://www.restaurant.org/research/</a>
10	Leisure Market Research Handbook	Rosen REF GV174 .M55
11	Lodging Industry Profile (from AH&LA)	<a href="http://www.ahla.com/uploadedFiles/AHLA/information_center/08LIP_web.pdf">http://www.ahla.com/uploadedFiles/AHLA/information_center/08LIP_web.pdf</a>
12	Meetings and Conventions 2008 Meetings Market Report	AS6 .M447 - see August issue
13	Nation's Restaurant News Top 100 Chain & Company Rankings	Rosen REF TX945 .N28
14	Outlook for Travel & Tourism	Rosen REF G155 .U6 M272
15	Professional Convention Management Association Resources	<a href="http://www.pcma.org/Resources.htm">http://www.pcma.org/Resources.htm</a>
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	Tableservice Restaurant Trends	Rosen REF TX909 .A1 T32

(cont.)

20	Theme Park Statistics (from IAAPA)	<a href="http://www.iaapa.org/pressroom/AmusementParkIndustryIndex.asp">http://www.iaapa.org/pressroom/AmusementParkIndustryIndex.asp</a>
21	Timeshare Industry Research from ARDA	<a href="http://www.arda.org/AM/Template.cfm?Section=Industry_Information">http://www.arda.org/AM/Template.cfm?Section=Industry_Information</a>
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	Travel Industry Association of America (TIA)	<a href="http://www.tia.org">http://www.tia.org</a>
26	Trends in the Hotel Industry (USA ed.)	Rosen REF TX909 .A1 H3
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, 63-67 & 71 below

### Florida & Central Florida Hospitality / Tourism Statistics

#	Title	Location
28	Florida County Selection Map	<a href="http://quickfacts.census.gov/qfd/maps/florida_map.html">http://quickfacts.census.gov/qfd/maps/florida_map.html</a>
29	Florida Research and Economic Database	<a href="http://fred.labormarketinfo.com/">http://fred.labormarketinfo.com/</a>
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	<a href="http://www.orlandoinfo.com/research/">http://www.orlandoinfo.com/research/</a>
34	Orlando Sentinel newspaper	<a href="http://www.library.ucf.edu/Databases/TitlesAZ.asp#O">http://www.library.ucf.edu/Databases/TitlesAZ.asp#O</a>
35	UCF Statistics	<a href="http://library.ucf.edu/GovDocs/ucfstats.asp">http://library.ucf.edu/GovDocs/ucfstats.asp</a>
36	Visit Florida website - Research section	<a href="http://media.visitflorida.org/research.php">http://media.visitflorida.org/research.php</a>
	- Key Tourism Indicators section	<a href="http://www.visitflorida.org/Content/NavigationMenu/PromoteYourBusiness/ToolsResources/Research/KeyIndicators/default.htm">http://www.visitflorida.org/Content/NavigationMenu/PromoteYourBusiness/ToolsResources/Research/KeyIndicators/default.htm</a>

Note: Also see sources # 26 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)	<a href="http://www.usa.gov/Agencies/State_and_Territories.shtml">http://www.usa.gov/Agencies/State_and_Territories.shtml</a>
39	Guide to State Statistical Abstracts (use to find the state's statistical abstract or similar source)	<a href="http://www.census.gov/compendia/statab/st_abstracts.html">http://www.census.gov/compendia/statab/st_abstracts.html</a>
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 # 26 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	<a href="http://www.mpiweb.org/cms/mpweb/mpicontent.aspx?id=20778">http://www.mpiweb.org/cms/mpweb/mpicontent.aspx?id=20778</a>
47	Office of Travel & Tourism Industries (OTTI)	<a href="http://tinet.ita.doc.gov/">http://tinet.ita.doc.gov/</a>
48	Pacific Asia Travel Association Statistics	<a href="http://www.pata.org/patasite/index.php?id=39">http://www.pata.org/patasite/index.php?id=39</a>
49	TEA/ERA Theme Park Attendance Report (2007)	<a href="http://www.themeit.com/attendance_report2007.pdf">http://www.themeit.com/attendance_report2007.pdf</a>
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	<a href="http://www.world-tourism.org/facts/menu.html">http://www.world-tourism.org/facts/menu.html</a>
53	World Travel & Tourism Council Publications	<a href="http://www.wttc.org/eng/Tourism_Research/Tourism_Policy_Research/index.php">http://www.wttc.org/eng/Tourism_Research/Tourism_Policy_Research/index.php</a>
54	Yearbook of Tourism Statistics	Rosen REF G155 .A1 A62

Note: Also see source # 69 below

## Demographics

#	Title	Location
55	American FactFinder	<a href="http://factfinder.census.gov">http://factfinder.census.gov</a>
56	American Generations: Who They Are, How They Live, What They Think	Rosen REF HC110 .C6 M545 2005
57	County & City Data Book	<a href="http://www.census.gov/statab/www/ccdb.html">http://www.census.gov/statab/www/ccdb.html</a>

Note: Also see sources # 2, 23, 24, 28 & 30 above and # 58, 60-67 & 68-71 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)	<a href="http://www.bls.gov/cex">http://www.bls.gov/cex</a>
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

(cont.)

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

Note: Also see sources # 1, 7-11, 26, 50, & 55-57 above and # 69-71, 73 & 77 below

### Miscellaneous U.S. Statistical Sources

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

### U.S. Economics

#	Title	Location
72	2007 Economic Census Data	<a href="http://www.census.gov/econ/census07/">http://www.census.gov/econ/census07/</a>
73	Bureau of Economic Analysis	<a href="http://www.bea.gov/">http://www.bea.gov/</a>
74	Economic Statistics Briefing Room (White House)	<a href="http://www.whitehouse.gov/fsbr/esbr.html">http://www.whitehouse.gov/fsbr/esbr.html</a>
75	EDGAR database	<a href="http://www.sec.gov/edgar.shtml">http://www.sec.gov/edgar.shtml</a>
76	Florida Office of Economic & Demographic Research	<a href="http://edr.state.fl.us/">http://edr.state.fl.us/</a>
77	STAT-USA	<a href="http://www.stat-usa.gov/">http://www.stat-usa.gov/</a>

Note: Also see sources # 8, 29, 30, 40, 41 & 55-67 above and # 78 & 81-85 below

### International Economics

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