

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 U.S. Resident Travel: Business and Convention Travel



2011 Market Profile: U.S. Residents Business/Convention

Trends in Departures

[in thousands]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Departures	7,713	7,830	8,261	8,150	7,389	6,424	6,243	5,972	-1,741
% Change	10	2	6	-1	-9	-13	-3	-4	-23

Trends in Payments

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Travel & Tourism Payments ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Payments	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Payments	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
% Change in Total Payments	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Destinations Visited

VISITATION TO DESTINATIONS ³	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
EUROPE	37.6	2,347	41.4	2,472
WESTERN EUROPE	35.7	2,229	39.4	2,353
United Kingdom	12.0	749	13.8	824
Germany	8.3	518	9.1	543
France	5.1	318	6.9	412
CARIBBEAN	12.1	755	**	**
SOUTH AMERICA	8.4	524	6.7	400
AFRICA	4.7	293	3.8	227
MIDDLE EAST	5.7	356	6.9	412
ASIA	28.7	1,792	24.7	1,475
P. R. of China	7.7	481	6.6	394
Japan	7.9	493	3.9	233
Hong Kong	4.3	268	**	**
Korea, South	3.7	231	**	**
R. of China (Taiwan)	3.2	200	3.0	179
Singapore	2.0	125	**	**

2011 Market Profile: U.S. Residents Business/Convention

Information Sources Used to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	32	32	0.3
Travel Agency	32	30	-2.2
Airlines Directly	24	29	4.8
Corporate Travel Dept.	23	23	0.1

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	77	80	2.7
Visit Friends/Relatives	7	7	0.2
Leisure/Rec./Holidays	6	6	-0.1
Convention/Conference	8	5	-3.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	92	95	2.7
Leisure/Rec./Holidays	25	24	-1.0
Visit Friends/Relatives	23	21	-1.9
Convention/Conference	14	11	-3.0
NET PURPOSES OF TRIP:			
BUSINESS & CONVENTION	100	100	0.0
LEISURE & VFR	42	40	-2.2

2011 Market Profile: U.S. Residents Business/Convention

Transportation Used

Transportation Types Used (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	54	52	-1.6
Airline between Cities	38	36	-1.4
Company or Private Auto	28	29	0.9
City Subway/Tram/Bus	20	19	-0.5
Railroad between Cities	17	16	-0.6
Rented Auto	13	16	2.2

Activity Participation

Activity Participation (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	86	86	-0.3
Shopping	63	60	-3.0
Visit Historical Places	39	38	-0.8
Sightseeing in Cities	31	31	0.0
Visit Small Towns	24	27	2.9
Cultural Heritage Sites	24	21	-2.2
Touring Countryside	18	20	1.8
Art Gallery/Museum	17	16	-1.2
Nightclubs/Dancing	14	15	1.2
Water Sports/Sunbathing	11	12	1.1



2011 Market Profile: U.S. Residents Business/Convention

Residence of U.S. Travelers⁴

Residence of U.S. Travelers ⁴	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
SOUTH ATLANTIC	26.0	1,623	25.6	1,529
MIDDLE ATLANTIC	26.7	1,667	18.9	1,129
PACIFIC	16.8	1,049	14.8	884
WEST SOUTH CENTRAL	6.5	406	9.3	555
NEW ENGLAND	7.1	443	7.6	454
EAST NORTH CENTRAL	6.3	393	7.1	424
MOUNTAIN	**	**	5.6	334
STATES				
California	14.5	905	11.9	711
New York	15.6	974	10.7	639
Florida	8.1	506	9.0	537
Texas	4.6	287	7.4	442
New Jersey	6.1	381	**	**
Pennsylvania	5.1	318	**	**
CITIES				
New York City	13.9	868	9.4	561
Los Angeles	4.4	275	4.4	263



2011 Market Profile: U.S. Residents Business/Convention

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	53	52	-0.4 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	3%	4%	0.8 pts.
First International Trip from the USA	3%	5%	2.6 pts.
Length of Stay: Entire Trip (mean nights)	19.4	19.9	0.5 nights
Length of Stay: Entire Trip (median nights)	8	9	1 nights
Number of Countries Visited (% 1 country)	81%	79%	-2.5 pts.
Average Number of Destinations Visited	1.6	1.6	0.0 dest.
Hotel/Motel (% 1+ nights)	75%	77%	1.1 pts.
Average # of Nights in Hotel/Motel	8.7	9.0	0.3 nights
Travel Party Size (mean # of persons)	1.3	1.2	-0.1
Gender: % Male (among adults)	72%	69%	-3.0 pts.
Household Income (mean average)	\$130,100	\$128,900	-\$1,200
Household Income (median average)	\$125,000	\$123,000	-\$2,000
Average Age: Male	45	46	0.4 years
Average Age: Female	42	43	1.0 years

- (1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only country and world region destinations having a sample size of 400 or more are displayed.
- (4) Only U.S. origin areas having a sample size of 400 or more are displayed.
- (-) No estimate available.
- (n/a) Estimate not yet available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international travel from the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<http://tinet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

Publication Date: July 2012

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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the U.S. traveler who traveled on business or attended a convention.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Rental Car	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Rental Car	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
tinet_info@mail.doc.gov

<http://tinet.ita.doc.gov>