

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Sector Profile: Business



2014 Industry Sector Profile: Business

Overseas Business Visitors

[thousands of visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Overseas Visitors ⁽¹⁾	6,331	6,386	4,941	5,325	5,521	4,672	4,934	5,163	-1,168
% Change	23	1	-23	8	4	-15	6	5	-18
Share of Overseas Visitors	26.5	25.2	20.8	20.2	19.8	15.7	15.4	15.0	
Point Change in Share	2.8	-1.3	-4.4	-0.6	-0.4	-4.1	-0.3	-0.4	-11

Country of Origin of Business Visitors

Visitor Origin	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Europe	39.6	1,954	38.1	1,967
Asia	36.8	1,816	37.9	1,957
South America	13.0	641	11.6	599
Countries				
Japan	12.5	617	11.0	568
United Kingdom	11.3	558	9.7	501
India	7.3	360	7.8	403
Germany	7.3	360	6.9	356

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Business	85	85	0.3
Convention/Conference/Trade Show	8	6	-1.9
Vacation/Holiday	4	6	1.9
Visit Friends/Relatives	2	2	0.0
Education	1	1	-0.2
Health Treatment	0.0	0.1	0.1
Religion/Pilgrimages	0.1	0.1	0.0
Other	0.2	0.1	-0.1

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Business	100	100	0.0
Vacation/Holiday	15	17	1.7
Convention/Conference/Trade Show	17	16	-1.2
Visit Friends/Relatives	11	12	0.9
Education	4	4	0.0
Health Treatment	0.4	0.7	0.3
Religion/Pilgrimages	0.3	0.5	0.2
Other	1	1	-0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	22	25	3.0
Business & Convention	100	100	0.0

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Information Sources Used to Plan Trip by Business Visitors

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change (2)
Airlines	39	39	-0.2
Corporate Travel Dept.	40	37	-3.1
Travel Agency Office	22	22	0.1
Online Travel Agency	19	21	2.2
Personal Recommendation	12	13	1.3
National/State/City Travel Office	6	7	0.9
Travel Guides	5	6	1.0
Tour Operator/Travel Club	4	5	0.8
Other	4	6	1.5

Transportation Used in United States by Business Visitors

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change (2)
Taxicab/Limousine	44	41	-3.2
Air Travel between U.S. Cities	38	37	-1.6
Rented Auto	35	37	1.5
Auto, Private or Company	32	35	3.2
City Subway/Tram/Bus	22	21	-0.7
Bus between Cities	10	10	0.2
Railroad between Cities	6	6	0.0
Ferry/River Taxi/Srt Scenic Cruise	4	5	1.0
Rented Bicycle/Motorcycle/Moped	2	2	0.2
Cruise Ship/River Boat 1+ Nights	2	2	0.0
Motor Home/Camper	0	0.6	0.2

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	81	84	3.1
Sightseeing	56	57	0.4
Experience Fine Dining	39	38	-0.7
Small Towns/Countryside	18	23	5.6
Art Gallery/Museum	19	22	3.1
National Parks/Monuments	19	21	2.3
Historical Locations	16	17	0.5
Amusement/Theme Parks	13	15	2.2
Nightclubbing/Dancing	16	15	-0.6
Sporting Event	10	13	3.6
Concert/Play/Musical	10	12	1.8
Guided Tours	12	11	-0.5
Cultural / Ethnic Heritage Sites	8	9	0.8
Casinos/Gamble	7	6	-1.1
Water Sports	4	5	1.0
Camping/Hiking	2	4	1.9
Golfing/Tennis	4	4	-0.4
American Indian Communities	3	3	0.7
Environ./Eco. Excursions	2	3	0.7
Hunting/Fishing	1	2	0.5
Snow Sports	1	2	0.5
Other	1	2	0.4



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Select Traveler Characteristics of Business Visitors

Traveler Characteristics	2013	2014	Change (2)
Advance Trip Decision Time (mean days)	41	43	2.1
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	7	8	1.1
First International Trip to the U.S.	15	16	1.3
Length of Stay in U.S. (mean nights)	14.3	16.7	2.4
Length of Stay in U.S. (median nights)	7	7	0.0
Number of States Visited (% 1 state)	70	72	2.9
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	89	87	-2.6
Average # of Nights in Hotel/Motel	9.7	9.9	0.2
Travel Party Size (mean # of persons)	1.2	1.3	0.1
Gender: % Male (among adults)	77	77	-0.1
Household Income (mean average)	\$115,815	\$110,852	-\$4,963
Household Income (median average)	\$88,470	\$82,026	-\$6,444
Average Age: Female (among adults)	39	37	-2.1
Average Age: Male (among adults)	41	41	-0.2



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U.S. Destinations Visited by Overseas Business Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	32.2	1,589	28.9	1,492
South Atlantic	26.4	1,303	27.9	1,440
Pacific	27.7	1,367	27.6	1,425
East North Central	13.6	671	12.0	620
West South Central	11.4	562	11.4	589
Mountain	8.7	429	8.6	444
New England	6.6	326	7.9	408
States				
California	25.9	1,278	24.9	1,286
New York	26.1	1,288	23.6	1,218
Florida	14.3	706	15.6	805
Texas	9.8	484	10.0	516
Illinois	8.5	419	6.6	341
Massachusetts	**	**	6.1	315
Cities				
New York City	25.1	1,238	23.0	1,187
Los Angeles	11.8	582	11.7	604
Miami	**	**	10.4	537
San Francisco	9.6	474	9.4	485
Houston	6.0	296	6.5	336
Chicago	7.8	385	5.9	305

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- (1) Excludes Canada and Mexico.
 - (2) Percentage-point and percentage changes are based on non-rounded data.
 - (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
 - (4) 'Business' includes visiting customer, supplier, sales/marketing, internal company meeting
- (**) Estimate not shown due to sample size fewer than 400 for this year.

This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to:
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Publication Date: June 2015



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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas business traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

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

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