

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2014 Sector Profile: Lodging



# 2014 Industry Sector Profile: Lodging

## Overseas Visitors Using Hotels/Motels

[thousands of visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Overseas Visitors <sup>(1)</sup>	18,755	20,045	18,506	20,932	22,111	23,422	25,118	26,537	7,782
% Change	11	7	-8	13	6	6	7	6	41
Share of Overseas Visitors	78.5	79.1	77.9	79.4	79.3	78.7	78.4	77.1	
Point Change in Share	0.3	0.6	-1.2	1.5	-0.1	-0.6	-0.3	-1.3	-1.4

## Country of Origin of Visitors Using Hotels/Motels

Visitor Origin	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
<b>Regions</b>				
Europe	41.5	10,424	41.3	10,960
Asia	30.0	7,535	29.2	7,749
South America	17.6	4,421	18.0	4,777
Oceania	5.4	1,356	5.5	1,460
Middle East	2.2	553	2.1	557
Central America	**	**	1.7	451
Africa	0.7	176	0.8	212
<b>Countries</b>				
Japan	16.9	4,245	14.9	3,954
United Kingdom	14.0	3,517	13.3	3,529
Brazil	8.6	2,160	8.5	2,256
Germany	6.2	1,557	6.2	1,645
France	4.9	1,231	5.1	1,353
China	3.7	929	4.7	1,247
Australia	4.7	1,181	4.6	1,221
Korea, South	4.6	1,155	4.5	1,194
Italy	2.8	703	2.8	743
Argentina	2.7	678	2.6	690
Colombia	**	**	2.4	637
India	1.7	427	2.0	531
Spain	1.8	452	2.0	531
Sweden	**	**	1.8	478
Taiwan	**	**	1.0	265
Netherlands	2.0	502	**	**
Singapore	0.6	151	**	**
Switzerland	1.7	427	**	**

# 2014 Industry Sector Profile: Lodging

## Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Vacation/Holiday	64	66	1.7
Business	14	13	-0.4
Visit Friends/Relatives	8	9	0.5
Convention/Conference/Trade Show	9	8	-1.0
Education	4	3	-0.1
Health Treatment	0.3	0.2	-0.1
Religion/Pilgrimages	0.2	0.2	0.0
Other	1	1	-0.6

## All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Vacation/Holiday	71	74	2.2
Visit Friends/Relatives	18	20	1.8
Business	18	17	-1.0
Convention/Conference/Trade Show	12	11	-1.0
Education	6	5	-0.4
Religion/Pilgrimages	1	1	0.1
Health Treatment	0.4	0.5	0.1
Other	2	1	-1.1
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	77	80	2.8
Business & Convention	26	25	-1.5

# 2014 Industry Sector Profile: Lodging

## Information Sources Used to Plan Trip by Those Using Hotel/Motels

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change (2)
Airlines	41	42	0.2
Online Travel Agency	31	34	3.2
Personal Recommendation	24	25	1.3
Travel Agency Office	26	25	-1.1
Travel Guides	15	15	0.0
Corporate Travel Dept.	15	13	-1.1
National/State/City Travel Office	10	10	-0.2
Tour Operator/Travel Club	10	9	-0.3
Other	5	6	0.4

## Transportation Used in United States by Those Using Hotel/Motels

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change (2)
Rented Auto	38	41	2.7
Taxicab/Limousine	39	38	-1.3
City Subway/Tram/Bus	34	32	-1.2
Air Travel between U.S. Cities	35	31	-3.4
Auto, Private or Company	26	26	0.4
Bus between Cities	18	18	0.3
Ferry/River Taxi/Srt Scenic Cruise	11	11	0.0
Railroad between Cities	6	6	-0.3
Cruise Ship/River Boat 1+ Nights	4	5	0.4
Rented Bicycle/Motorcycle/Moped	3	3	-0.1
Motor Home/Camper	1	1	-0.1

# 2014 Industry Sector Profile: Lodging

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change <sup>(2)</sup>
Shopping	89	89	0.2
Sightseeing	80	80	0.0
Experience Fine Dining	40	40	-0.2
National Parks/Monuments	34	35	1.0
Amusement/Theme Parks	28	31	2.2
Art Gallery/Museum	28	28	-0.6
Historical Locations	28	28	-0.2
Guided Tours	27	27	-0.1
Small Towns/Countryside	25	27	1.5
Concert/Play/Musical	18	18	-0.1
Cultural / Ethnic Heritage Sites	16	16	-0.3
Nightclubbing/Dancing	15	15	-0.1
Sporting Event	12	13	1.2
Water Sports	11	11	0.2
Casinos/Gamble	11	10	-0.4
Camping/Hiking	4	5	0.7
American Indian Communities	5	5	0.1
Environ./Eco. Excursions	3	3	0.3
Golfing/Tennis	4	3	-0.5
Hunting/Fishing	1	2	0.4
Snow Sports	2	1	-0.1
Other	2	1	-0.2



# 2014 Industry Sector Profile: Lodging

## Select Traveler Characteristics of Those Using Hotel/Motels

Traveler Characteristics	2013	2014	Change (2)
Advance Trip Decision Time (mean days)	102	105	3.1
Advance Trip Decision Time (median days)	70	80	10.0
Prepaid Package	23	21	-1.1
First International Trip to the U.S.	24	24	-0.4
Length of Stay in U.S. (mean nights)	13.6	14.0	0.4
Length of Stay in U.S. (median nights)	8	8	0.0
Number of States Visited (% 1 state)	68	68	0.6
Average Number of States Visited	1.5	1.6	0.1
Hotel/Motel (% 1+ nights)	100	100	0.0
Average # of Nights in Hotel/Motel	9.7	9.7	0.0
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	59	57	-1.5
Household Income (mean average)	\$102,149	\$96,735	-\$5,414
Household Income (median average)	\$77,376	\$73,200	-\$4,176
Average Age: Female (among adults)	38	38	-0.1
Average Age: Male (among adults)	41	41	-0.3



# 2014 Industry Sector Profile: Lodging

## U.S. Destinations Visited by Overseas Travelers Using Hotels/Motels

Visitation to U.S. Destinations/Regions (3)	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
<b>Regions</b>				
South Atlantic	32.1	8,063	35.2	9,341
Middle Atlantic	32.2	8,088	30.3	8,041
Pacific	22.7	5,702	23.0	6,104
Pacific Islands	18.3	4,597	16.1	4,272
Mountain	14.1	3,542	14.2	3,768
East North Central	6.7	1,683	6.1	1,619
New England	5.3	1,331	5.6	1,486
West South Central	5.8	1,457	5.4	1,433
West North Central	1.8	452	1.8	478
East South Central	1.4	352	1.5	398
<b>States</b>				
New York	29.5	7,410	28.1	7,457
Florida	23.9	6,003	26.7	7,085
California	21.3	5,350	21.6	5,732
Hawaii	13.0	3,265	11.8	3,131
Nevada	11.6	2,914	11.5	3,052
Massachusetts	4.4	1,105	4.6	1,221
Guam	5.4	1,356	4.3	1,141
Texas	4.5	1,130	4.1	1,088
Illinois	4.6	1,155	4.0	1,061
Arizona	3.1	779	3.1	823
Pennsylvania	3.0	754	2.7	716
Georgia	2.3	578	2.6	690
New Jersey	2.6	653	2.3	610
Washington	**	**	1.6	425

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# 2014 Industry Sector Profile: Lodging

## U.S. Destinations Visited by Overseas Travelers Using Hotels/Motels

Visitation to U.S. Destinations/Regions (3)	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
<b>Cities</b>				
New York City	28.9	7,259	27.5	7,298
Miami	14.0	3,517	15.9	4,219
Orlando	14.2	3,567	14.9	3,954
Los Angeles	12.8	3,215	13.6	3,609
Las Vegas	11.4	2,863	11.3	2,999
San Francisco	10.9	2,738	10.5	2,786
Honolulu Oahu	10.9	2,738	10.0	2,654
Washington, D.C.	5.8	1,457	6.0	1,592
Boston	4.0	1,005	4.3	1,141
Chicago	4.4	1,105	3.8	1,008
San Diego	3.0	754	3.5	929
Ft. Lauderdale	**	**	2.5	663
Flagstaff/Grand Canyon/Sedona	2.2	553	2.3	610
Houston	2.3	578	2.3	610
Atlanta	2.0	502	2.2	584
Anaheim-Santa Ana	**	**	2.0	531
Florida Keys	**	**	1.9	504
Philadelphia	2.0	502	1.8	478
Tampa-St. Petersburg	**	**	1.7	451
Seattle	**	**	1.5	398

(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.

(\*\*) 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](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

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## 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 traveler who used lodging while visiting the United States.

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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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