

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 Sector Profile: Business



# 2015 Industry Sector Profile: Business

## Overseas Business Visitors

[thousands of visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Overseas Visitors <sup>(2)</sup>	6,386	4,941	5,325	5,521	4,672	4,934	5,241	5,605	-781
% Change	1	-23	8	4	-15	6	6	7	-12
Share of Overseas Visitors	25.2	20.8	20.2	19.8	15.7	15.4	15.0	14.6	
Point Change in Share	-1	-4	-1	0	-4	0	0	0	-11

## Country of Origin of Business Visitors

Visitor Origin	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
Europe	38.1	1,997	39.7	2,225
Asia	37.9	1,986	36.2	2,029
South America	11.6	608	11.6	650
<b>Countries</b>				
Japan	11.0	577	11.6	650
United Kingdom	9.7	508	10.4	583
P. R. of China	**	**	8.3	465
India	7.8	409	8.3	465
Germany	6.9	362	6.2	348

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## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Business	85	88	2.6
Convention/Conference/Trade Show	6	6	-0.4
Vacation/Holiday	6	4	-1.3
Visit Friends/Relatives	2	2	-0.4
Education	1	1	-0.3
Religion/Pilgrimages	0	0	0.0
Health Treatment	0	0	-0.1
Other	0	0	-0.1

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Business	100	100	0.0
Convention/Conference/Trade Show	16	16	0.1
Vacation/Holiday	17	16	-1.0
Visit Friends/Relatives	12	11	-1.3
Education	4	3	-1.1
Religion/Pilgrimages	1	1	0.1
Health Treatment	1	0	-0.3
Other	1	0	-0.3
NET PURPOSES OF TRIP:			
Leisure & VFR	25	23	-2.2
Business & Convention	100	100	0.0

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## Information Sources Used to Plan Trip by Business Visitors

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	39	40	0.8
Corporate Travel Dept.	37	39	1.6
Travel Agency Office	22	21	-1.6
Online Travel Agency	21	20	-0.8
Personal Recommendation	13	13	-0.1
Travel Guides	6	6	0.0
National/State/City Travel Office	7	6	-0.6
Tour Operator/Travel Club	5	5	0.0
Other	6	5	-0.7

## Transportation Used in United States by Business Visitors

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Taxicab/Limousine	41	42	1.1
Rented Auto	37	36	-0.7
Air Travel between U.S. Cities	37	35	-1.8
Auto, Private or Company	35	35	-0.5
City Subway/Tram/Bus	21	22	0.7
Bus between Cities	10	10	-0.2
Railroad between Cities	6	7	0.3
Ferry/River Taxi/Srt Scenic Cruise	5	5	-0.7
Cruise Ship/River Boat 1+ Nights	2	2	0.1
Rented Bicycle/Motorcycle/Moped	2	2	-0.1
Motor Home/Camper	1	1	-0.1

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	84	79	-4.9
Sightseeing	57	57	0.1
Experience Fine Dining	38	37	-1.4
National Parks/Monuments	21	21	-0.8
Art Gallery/Museum	22	20	-2.0
Small Towns/Countryside	23	18	-5.4
Historical Locations	17	17	0.0
Nightclubbing/Dancing	15	15	-0.6
Amusement/Theme Parks	15	14	-1.8
Guided Tours	11	11	-0.1
Sporting Event	13	11	-2.0
Concert/Play/Musical	12	10	-1.8
Cultural / Ethnic Heritage Sites	9	9	-0.2
Casinos/Gamble	6	6	0.0
Water Sports	5	4	-0.9
Golfing/Tennis	4	4	0.1
American Indian Communities	3	3	0.0
Camping/Hiking	4	3	-1.0
Environ./Eco. Excursions	3	2	-0.6
Hunting/Fishing	2	2	0.0
Snow Sports	2	1	-0.6
Other	2	1	-0.2



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## Select Traveler Characteristics of Business Visitors

Traveler Characteristics	2014	2015	Change (3)
Advance Trip Decision Time (mean days)	43	44	1.2
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	8	8	-0.9
First International Trip to the U.S.	16	16	-0.1
Length of Stay in U.S. (mean nights)	16.7	15.6	-1.1
Length of Stay in U.S. (median nights)	7	7	0.0
Number of States Visited (% 1 state)	72	74	1.1
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	87	88	0.7
Average # of Nights in Hotel/Motel	9.9	9.8	-0.1
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	77	76	-0.2
Household Income (mean average)	\$110,852	\$104,591	-\$6,261
Household Income (median average)	\$82,026	\$79,678	-\$2,348
Average Age: Female (among adults)	37	37	0.4
Average Age: Male (among adults)	41	41	0.6



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## U.S. Destinations Visited by Overseas Business Travelers

Visitation to U.S. Destinations/Regions (4)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
South Atlantic	27.86	1,460	29.32	1,643
Pacific	27.62	1,448	28.08	1,574
Middle Atlantic	28.94	1,517	26.72	1,498
East North Central	11.97	627	11.35	636
West South Central	11.41	598	10.74	602
Mountain	8.64	453	8.76	491
New England	7.95	417	7.30	409
<b>States</b>				
California	24.88	1,304	24.47	1,372
New York	23.61	1,237	21.70	1,216
Florida	15.57	816	16.91	948
Texas	10.01	525	9.67	542
Illinois	6.57	344	6.40	359
Massachusetts	6.08	319	**	**
<b>Cities</b>				
New York City	22.98	1,204	20.73	1,162
Miami	10.36	543	12.09	678
Los Angeles	11.72	614	9.99	560
San Francisco	9.37	491	9.77	548
Chicago	5.93	311	6.04	339
Houston	6.48	340	4.77	267

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- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) Excludes Canada and Mexico
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) 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.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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? The 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 business traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, Inclusive Tour Package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# 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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