

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# **2015** Market Profile: Middle East



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	681	666	736	811	925	1,058	1,226	1,343	662
Percentage Change (%)	10	-2	10	10	14	14	16	10	97

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 <sup>r</sup>	2014 <sup>r</sup>	2015 <sup>r</sup>	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	\$3,425	\$3,591	\$4,093	\$5,061	\$5,318	\$7,008	\$8,309	\$8,667	\$5,242
Travel Receipts	\$2,928	\$3,217	\$3,633	\$4,522	\$4,742	\$6,408	\$7,679	\$8,093	\$5,165
Education Receipts	\$712	\$810	\$966	\$1,289	\$1,758	\$2,202	\$2,735	\$3,292	\$2,580
Other Business/Personal	\$2,041	\$2,237	\$2,524	\$3,087	\$2,829	\$4,037	\$4,765	\$4,615	\$2,574
Health/Border/Seasonal	\$175	\$170	\$143	\$146	\$155	\$169	\$179	\$186	\$11
Passenger Fare Receipts	\$497	\$374	\$460	\$539	\$576	\$600	\$630	\$574	\$77
% Change in Total Exports	22%	5%	14%	24%	5%	32%	19%	4%	153%

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	54	53	-0.7
Online Travel Agency	37	37	0.2
Personal Recommendation	30	27	-2.1
Travel Agency Office	25	22	-2.3
Corporate Travel Dept.	13	17	3.2
Travel Guides	9	11	2.1
National/State/City Travel Office	9	10	1.3
Tour Operator/Travel Club	6	9	2.5
Other	6	7	1.0

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	36	34	-2.1
Visit Friends/Relatives	29	30	1.0
Business	14	11	-2.8
Education	10	11	1.1
Convention/Conference/Trade Show	9	10	1.3
Health Treatment	2	3	1.0
Religion/Pilgrimages	0.2	1	0.4
Other	0.4	1	0.2

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	52	51	-1.6
Visit Friends/Relatives	45	43	-2.1
Business	19	16	-3.5
Convention/Conference/Trade Show	12	14	2.4
Education	13	13	0.2
Health Treatment	3	3	0.6
Religion/Pilgrimages	1	1	0.3
Other	1	1	0.2
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	74	74	-0.3
Business & Convention	29	27	-1.6

## 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	92	90	-1.9
Sightseeing	70	65	-5.0
Experience Fine Dining	40	40	0.0
National Parks/Monuments	39	40	0.4
Small Towns/Countryside	40	36	-3.9
Art Gallery/Museum	33	36	2.3
Amusement/Theme Parks	35	35	-0.3
Historical Locations	26	25	-0.9
Concert/Play/Musical	20	23	2.6
Guided Tours	17	21	3.7
Nightclubbing/Dancing	19	19	-0.1
Cultural / Ethnic Heritage Sites	13	18	5.4
Sporting Event	12	12	-0.1
Casinos/Gamble	8	12	3.8
Camping/Hiking	7	9	2.4
Water Sports	8	9	1.8
American Indian Communities	3	6	2.8
Environ./Eco. Excursions	3	5	1.6
Snow Sports	2	4	1.7
Golfing/Tennis	4	3	-1.2
Hunting/Fishing	3	2	-1.3
Other	2	3	1.1



## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Air Travel between U.S. Cities	44	42	-1.9
Auto, Private or Company	36	42	6.4
Rented Auto	38	35	-2.3
City Subway/Tram/Bus	33	33	0.0
Taxicab/Limousine	31	32	1.0
Bus between Cities	20	16	-4.1
Ferry/River Taxi/Srt Scenic Cruise	10	7	-2.3
Railroad between Cities	9	6	-3.3
Rented Bicycle/Motorcycle/Moped	3	4	1.0
Cruise Ship/River Boat 1+ Nights	5	3	-2.0
Motor Home/Camper	3	2	-0.7

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	64	70	5.4
Advance Trip Decision Time (median days)	45	40	-5.0
Prepaid Package	5	6	1.1
First International Trip to the U.S.	18	27	8.4
Length of Stay in U.S. (mean nights)	27.2	29.2	2.0
Length of Stay in U.S. (median nights)	14	14	0.0
Number of States Visited (% 1 state)	59	60	1.3
Average Number of States Visited	1.8	1.7	-0.1
Hotel/Motel (% 1+ nights)	60	58	-2.5
Average # of Nights in Hotel/Motel	12.3	13.6	1.3
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	65	67	2.6
Household Income (mean average)	\$79,942	\$70,953	-\$8,989
Household Income (median average)	\$53,312	\$40,000	-\$13,312
Average Age: Female (among adults)	41	37	-4.1
Average Age: Male (among adults)	40	39	-1.2

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## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
Middle Atlantic	**	**	49.58	666
<b>States</b>				
New York	**	**	41.33	555
<b>Cities</b>				
New York City	**	**	40.66	546

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

(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.

(n/a) Not available.

(\*\*) 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.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

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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 international 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
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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
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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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