



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Middle East



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Visitation Trends (Arrivals)

[Thousands of Middle Eastern Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	644	483	447	502	527	553	620	681	37
Percentage Change (%)	-8%	-25%	-7%	12%	5%	5%	12%	10%	6%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$2,357	\$1,632	\$1,532	\$1,896	\$2,069	\$2,381	\$2,758	\$3,294	\$937
Travel Receipts	\$2,155	\$1,455	\$1,352	\$1,626	\$1,819	\$2,077	\$2,432	\$2,839	\$684
Passenger Fare Receipts	\$202	\$177	\$180	\$270	\$250	\$304	\$326	\$455	\$253
Change (%) in Total Exports	-9%	-31%	-6%	24%	9%	15%	16%	19%	40%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	52%	47%	-5 pts.
Personal Computer	28%	29%	1 pt.
Airlines Directly	23%	21%	-2 pts.
Friends/Relatives	12%	17%	4 pts.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Visit Friends/Relatives	36%	32%	-4 pts.
Business/Professional	28%	27%	-1 pt.
Leisure/Rec./Holidays	21%	25%	4 pts.
Convention/Conference	9%	8%	-1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Visit Friends/Relatives	53%	49%	-4 pts.
Leisure/Rec./Holidays	35%	43%	8 pts.
Business/Professional	30%	29%	-1 pt.
Convention/Conference	12%	10%	-2 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	72%	73%	2 pts.
Business & Convention	39%	37%	-3 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	45%	50%	4 pts.
Airlines in U.S.	33%	37%	4 pts.
Rented Auto	29%	29%	0 pts.
City Subway/Tram/Bus	20%	25%	4 pts.
Company or Private Auto	21%	23%	2 pts.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	88%	88%	0 pts.
Dining in Restaurants	80%	83%	4 pts.
Sightseeing in Cities	35%	39%	5 pts.
Art Gallery/Museum	26%	36%	10 pts.
Visit Historical Places	36%	36%	0 pts.
Visit Small Towns	25%	29%	4 pts.
Amusement/Theme Parks	32%	27%	-5 pts.
Concert/Play/Musical	15%	23%	9 pts.
Touring Countryside	19%	23%	4 pts.
Visit National Parks	26%	23%	-3 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	60	66	6 days
Advance Trip Decision Time (med. days)	30	45	15 days
Prepaid Package	3%	2%	-1 pt.
First International Trip to the U.S.	17%	24%	6 pts.
Length of Stay in U.S. (mean nights)	28.0	30.0	2 nights
Length of Stay in U.S. (median nights)	13.0	13.0	0 nights
Number of States Visited (% 1 state)	54%	50%	-4 pts.
Average Number of States Visited	1.8	1.8	0 states
Hotel/Motel (% 1+ nights)	62%	66%	4 pts.
Average # of Nights in Hotel/Motel	9.4	14.6	5 nights
Travel Party Size (mean # of persons)	1.4	1.3	-0.1
Gender: % Male (among adults)	64%	64%	0 pts.
Household Income (mean average)	\$81,300	\$91,100	\$9,800
Household Income (median average)	\$68,500	\$81,300	\$12,800
Average Age: Female	39	39	0 years
Average Age: Male	41	42	0 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Middle Atlantic	63.4%	393	65.3%	445
STATES				
New York	53.7%	333	56.1%	382
CITIES				
New York City	* *	* *	54.4%	370

(1) 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 incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(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.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <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.

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

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) 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 Middle Eastern travelers who visits the United States.

Survey of International Air Travelers: Table Number and Description

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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
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