

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Sector Profile: Business



2010 Industry Sector Profile: Business

Overseas Business Visitors

[thousands of visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Overseas Visitors ⁽¹⁾	4,687	4,938	5,203	5,135	6,331	6,386	4,941	5,325	638
% Change	-13	5	5	-1	23	1	-23	8	14
Share of Overseas Visitors	26.0	24.3	24.0	23.7	26.5	25.2	20.8	20.2	-5.8
Point Change in Share	-2.1	-1.7	-0.3	-0.3	2.8	-1.3	-4.4	-0.6	

Country of Origin of Business Visitors

Visitor Origin	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
WORLD REGIONS				
Europe	45.7	2,258	41.8	2,226
Western Europe	43.6	2,154	39.7	2,114
Asia	27.3	1,349	33.2	1,768
South America	11.4	563	12.1	644
COUNTRIES OF RESIDENCE				
United Kingdom	15.9	786	12.8	682
Japan	7.2	356	9.6	511
Germany	7.4	366	7.2	383
P. R. of China	5.0	247	6.5	346
India	5.3	262	6.2	330
R. of China (Taiwan)	1.9	94	**	**

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Information Sources Used to Plan Trip by Business Visitors

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	41	39	-2.2
Personal Computer	28	28	-0.1
Corporate Travel Dept.	23	24	0.7
Airlines Directly	22	23	1.0

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Business/Professional	89	87	-1.2
Leisure/Rec./Holidays	5	5	0.3
Convention/Conference	3	3	0.5
Visit Friends/Relatives	3	3	-0.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Business/Professional	100	100	0.0
Leisure/Rec./Holidays	20	22	1.2
Visit Friends/Relatives	16	16	0.3
Convention/Conference	9	13	3.9
NET PURPOSES OF TRIP:			
Leisure & VFR	32	34	1.6
Business & Convention	100	100	0.0

Transportation Used in United States by Business Visitors

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	49	49	0.2
Rented Auto	33	32	-1.2
Airlines in U.S.	32	31	-0.4
Company or Private Auto	23	25	1.1
City Subway/Tram/Bus	17	18	0.7

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	85	85	0.0
Shopping	80	80	0.2
Sightseeing in Cities	27	30	2.9
Visit Historical Places	23	25	1.9
Visit Small Towns	15	16	1.0
Art Gallery/Museum	14	15	0.7
Amusement/Theme Parks	14	14	0.1
Cultural Heritage Sites	13	14	0.9
Nightclubs/Dancing	12	12	0.1
Visit National Parks	10	11	0.8

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Select Traveler Characteristics of Business Visitors

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	45	45	0.0 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	4%	5%	1.0 pts.
First International Trip to the U.S.	14%	15%	0.9 pts.
Length of Stay in U.S. (mean nights)	17.0	15.8	-1.2 nights
Length of Stay in U.S. (median nights)	7	7	0 nights
Number of States Visited (% 1 state)	64%	63%	-1.0 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	87%	88%	1.0 pts.
Average # of Nights in Hotel/Motel	8.5	9.2	0.7 nights
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	78%	76%	-1.8 pts.
Household Income (mean average)	\$107,900	\$104,800	-\$3,100
Household Income (median average)	\$97,900	\$94,200	-\$3,700
Average Age: Female	38	37	-1.0 years
Average Age: Male	42	42	-0.1 years



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U.S. Destinations Visited by Overseas Business Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Middle Atlantic	36.2	1,789	34.1	1,816
South Atlantic	31.2	1,542	31.4	1,672
Pacific	26.5	1,309	29.0	1,544
East North Central	14.1	697	12.9	687
West South Central	8.8	435	9.6	511
Mountain	8.6	425	8.9	474
New England	9.0	445	8.1	431
STATES				
New York	28.3	1,398	27.6	1,470
California	24.2	1,196	26.0	1,385
Florida	14.8	731	16.5	879
Illinois	8.5	420	8.4	447
Texas	7.4	366	8.1	431
Massachusetts	7.0	346	6.5	346
New Jersey	6.2	306	5.9	314
Nevada	4.7	232	5.1	272
Pennsylvania	5.3	262	**	**
CITIES				
New York City-WP-Wayne	26.9	1,329	26.7	1,422
Los Angeles	11.8	583	12.3	655
Miami	**	**	10.8	575
San Francisco	9.3	460	10.4	554
Chicago	8.1	400	8.1	431
Washington, D.C. Metro	8.1	400	7.3	389
Boston	6.6	326	6.0	320
Las Vegas	**	**	4.8	256

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- (1) Overseas includes all countries except 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.

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>.

U.K. includes residents of England, Scotland, Wales, and Northern Ireland.

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.

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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-five 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.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

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

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