

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Sector Profile: Leisure



# 2010 Industry Sector Profile: Leisure

## Overseas Leisure Visitors

[thousands of visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Overseas Visitors <sup>(1)</sup>	11,086	12,661	13,397	13,196	14,192	16,092	15,560	17,900	6,814
% Change	-2	14	6	-2	8	13	-3	15	61
Share of Overseas Visitors	61.5	62.3	61.8	60.9	59.4	63.5	65.5	67.9	6.4
Point Change in Share	2.2	0.8	-0.5	-0.9	-1.5	4.1	2.0	2.4	

## Country of Origin of Leisure Visitors

Visitor Origin	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>WORLD REGIONS</b>				
Europe	52.8	8,216	49.6	8,878
Western Europe	51.3	7,982	48.1	8,610
Asia	24.5	3,812	25.8	4,618
South America	12.3	1,914	13.6	2,434
Oceania	4.1	638	4.8	859
Caribbean	2.5	389	2.4	430
Middle East	1.5	233	1.7	304
Eastern Europe	1.6	249	1.5	269
<b>COUNTRIES OF RESIDENCE</b>				
United Kingdom	19.9	3,096	17.9	3,204
Japan	17.5	2,723	17.2	3,079
Germany	7.6	1,183	6.7	1,199
Brazil	4.6	716	5.9	1,056
France	5.5	856	5.8	1,038
Australia	3.6	560	4.2	752
Italy	3.5	545	3.7	662
Korea, South	2.3	358	3.5	627
Spain	3.1	482	2.7	483
P. R. of China	**	**	1.8	322
Ireland	2.0	311	**	**
R. of China (Taiwan)	0.8	124	0.8	143
New Zealand	0.5	78	**	**

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## Information Sources Used to Plan Trip by Leisure Visitors

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	49	49	-0.3
Travel Agency	37	38	1.9
Airlines Directly	22	22	0.2
Friends/Relatives	19	18	-0.6

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	80	80	0.0
Visit Friends/Relatives	12	12	0.3
Business/Professional	4	4	0.1
Convention/Conference	2	2	0.0

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	100	100	0.0
Visit Friends/Relatives	27	28	0.6
Business/Professional	7	6	-0.1
Convention/Conference	3	3	0.3
Study/Teaching	3	3	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	100	100	0.0
Business & Convention	9	9	0.1

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## Transportation Used in United States by Leisure Visitors

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	41	42	0.5
Rented Auto	32	33	1.4
City Subway/Tram/Bus	32	30	-2.0
Airlines in U.S.	24	25	0.8
Company or Private Auto	21	21	0.1

## 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)
Shopping	91	91	0.1
Dining in Restaurants	85	85	0.3
Sightseeing in Cities	53	52	-1.1
Visit Historical Places	45	46	0.3
Amusement/Theme Parks	33	35	1.9
Visit Small Towns	31	31	0.7
Cultural Heritage Sites	27	28	0.8
Art Gallery/Museum	27	28	0.5
Water Sports/Sunbathing	28	27	-0.4
Visit National Parks	23	23	0.4

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## Select Traveler Characteristics of Leisure Visitors

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	102	107	5.6 days
Advance Trip Decision Time (median days)	60	90	30.0 days
Prepaid Package	22%	23%	1.0 pts.
First International Trip to the U.S.	30%	29%	-1.3 pts.
Length of Stay in U.S. (mean nights)	15.2	14.8	-0.4 nights
Length of Stay in U.S. (median nights)	9	10	1 nights
Number of States Visited (% 1 state)	68%	66%	-1.6 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	83%	83%	0.7 pts.
Average # of Nights in Hotel/Motel	8.0	8.3	0.3 nights
Travel Party Size (mean # of persons)	1.8	1.9	0.1
Gender: % Male (among adults)	52%	52%	0.1 pts.
Household Income (mean average)	\$88,300	\$89,600	\$1,300
Household Income (median average)	\$76,500	\$77,200	\$700
Average Age: Female	38	38	-0.2 years
Average Age: Male	41	42	0.8 years



# 2010 Industry Sector Profile: Leisure

## U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>REGIONS</b>				
Middle Atlantic	39.6	6,162	37.9	6,784
South Atlantic	33.4	5,197	33.2	5,943
Pacific	19.9	3,096	21.7	3,884
Pacific Islands	17.2	2,676	17.2	3,079
Mountain	12.4	1,929	14.5	2,596
New England	6.1	949	5.7	1,020
East North Central	4.8	747	4.6	823
West South Central	3.0	467	3.3	591
<b>STATES</b>				
New York	37.7	5,866	36.2	6,480
Florida	25.8	4,014	25.3	4,529
California	19.0	2,956	20.8	3,723
Nevada	10.3	1,603	12.2	2,184
Hawaiian Islands	10.4	1,618	10.5	1,880
Guam	6.9	1,074	6.7	1,199
Massachusetts	5.0	778	4.6	823
Arizona	3.5	545	3.5	627
Illinois	3.6	560	3.5	627
New Jersey	2.8	436	2.9	519
Pennsylvania	2.8	436	2.7	483
Texas	2.3	358	2.4	430
Georgia	**	**	2.2	394

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## U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>CITIES</b>				
New York City-WP-Wayne	37.1	5,773	35.7	6,390
Los Angeles	11.3	1,758	13.7	2,452
Orlando	13.4	2,085	13.6	2,434
Miami	12.6	1,961	13.0	2,327
Las Vegas	10.1	1,572	12.0	2,148
San Francisco	10.3	1,603	10.7	1,915
Honolulu	8.9	1,385	8.4	1,504
Washington, D.C.	6.1	949	6.5	1,164
Boston	4.5	700	4.2	752
Chicago	3.5	545	3.3	591
San Diego	2.8	436	2.8	501
Flagstaff-Grand Canyon-Sedona	**	**	2.6	465
Atlanta	**	**	1.9	340
Philadelphia	1.9	296	1.9	340
Tampa-St. Petersburg	1.9	296	1.6	286

(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://tinnet.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://tinnet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinnet.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 leisure traveler who visits the United States.

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

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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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