

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Sector Profile: Lodging



# 2010 Industry Sector Profile: Lodging

## Overseas Visitors Using Hotels/Motels

[thousands of visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Overseas Visitors <sup>(1)</sup>	13,898	16,034	16,974	16,945	18,755	20,045	18,506	20,932	7,034
% Change	-7	15	6	0	11	7	-8	13	51
Share of Overseas Visitors	77.1	78.9	78.3	78.2	78.5	79.1	77.9	79.4	2.3
Point Change in Share	-0.9	1.8	-0.6	-0.1	0.3	0.6	-1.2	1.5	

## Country of Origin of Visitors Using Hotels/Motels

Visitor Origin	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>WORLD REGIONS</b>				
Europe	51.6	9,549	47.5	9,943
Western Europe	50.3	9,309	46.1	9,650
Asia	27.5	5,089	29.5	6,175
South America	11.2	2,073	12.9	2,700
Oceania	4.1	759	4.9	1,026
Middle East	1.8	333	1.8	377
Eastern Europe	1.3	241	1.3	272
Africa	**	**	0.6	126
<b>COUNTRIES OF RESIDENCE</b>				
Japan	18.5	3,424	18.8	3,935
United Kingdom	19.8	3,664	17.1	3,579
Germany	7.3	1,351	6.6	1,382
Brazil	4.8	888	5.8	1,214
France	5.1	944	5.2	1,088
Australia	3.5	648	4.2	879
Korea, South	2.6	481	3.8	795
Italy	3.6	666	3.4	712
Spain	2.8	518	2.8	586
P. R. of China	1.8	333	2.0	419
R. of China (Taiwan)	0.9	167	0.9	188
Singapore	0.6	111	0.7	147
New Zealand	0.6	111	**	**

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## Information Sources Used to Plan Trip by Those Using Hotel/Motels

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	44	45	0.5
Travel Agency	39	40	0.8
Airlines Directly	21	21	0.7
Friends/Relatives	15	15	-0.3

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	61	62	1.1
Business/Professional	21	20	-1.1
Visit Friends/Relatives	10	10	-0.1
Convention/Conference	6	6	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	73	74	1.1
Business/Professional	24	23	-0.9
Visit Friends/Relatives	22	22	0.7
Convention/Conference	8	9	0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	79	81	1.3
Business & Convention	29	28	-1.0

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## Transportation Used in United States by Those Using Hotel/Motels

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	46	47	1.3
Rented Auto	33	34	0.8
City Subway/Tram/Bus	29	28	-1.2
Airlines in U.S.	27	28	1.0
Company or Private Auto	20	19	-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)
Shopping	88	89	0.5
Dining in Restaurants	86	87	0.5
Sightseeing in Cities	48	49	0.7
Visit Historical Places	39	41	1.3
Amusement/Theme Parks	27	30	2.5
Visit Small Towns	25	27	1.6
Art Gallery/Museum	23	25	1.7
Cultural Heritage Sites	24	25	1.3
Water Sports/Sunbathing	23	23	0.4
Guided Tours	20	20	0.5
Visit National Parks	19	20	0.6

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## Select Traveler Characteristics of Those Using Hotel/Motels

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	91	95	4.0 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	20%	22%	1.1 pts.
First International Trip to the U.S.	26%	26%	-0.6 pts.
Length of Stay in U.S. (mean nights)	13.3	13.3	0.0 nights
Length of Stay in U.S. (median nights)	7	8	1 nights
Number of States Visited (% 1 state)	63%	62%	-1.5 pts.
Average Number of States Visited	1.6	1.7	0.1 states
Hotel/Motel (% 1+ nights)	100%	100%	0.0 pts.
Average # of Nights in Hotel/Motel	8.2	8.5	0.3 nights
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	58%	59%	0.9 pts.
Household Income (mean average)	\$97,000	\$96,200	-\$800
Household Income (median average)	\$85,100	\$84,600	-\$500
Average Age: Female	38	38	-0.3 years
Average Age: Male	42	43	0.7 years





# 2010 Industry Sector Profile: Lodging

## U.S. Destinations Visited by Overseas Travelers Using Hotels/Motels

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	37.9	7,014	37.0	7,745
South Atlantic	31.6	5,848	32.0	6,698
Pacific	22.4	4,145	23.8	4,982
Pacific Islands	15.7	2,905	15.9	3,328
Mountain	13.2	2,443	14.9	3,119
East North Central	7.8	1,443	7.1	1,486
New England	7.0	1,295	6.5	1,361
West South Central	4.8	888	5.0	1,047
West North Central	2.0	370	2.0	419
<b>STATES</b>				
New York	34.6	6,403	34.1	7,138
California	21.1	3,905	22.4	4,689
Florida	21.6	3,997	21.9	4,584
Nevada	10.6	1,962	12.3	2,575
Hawaiian Islands	9.8	1,814	9.9	2,072
Guam	5.9	1,092	6.0	1,256
Massachusetts	5.8	1,073	5.5	1,151
Illinois	5.3	981	4.9	1,026
Texas	3.6	666	3.8	795
Arizona	3.5	648	3.5	733
Pennsylvania	3.7	685	3.5	733
New Jersey	3.5	648	3.1	649
Georgia	2.8	518	2.8	586
Washington	1.6	296	**	**

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## U.S. Destinations Visited by Overseas Travelers Using Hotels/Motels

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	33.8	6,255	33.5	7,012
Los Angeles	12.0	2,221	13.7	2,868
Las Vegas	10.4	1,925	12.0	2,512
Miami	11.3	2,091	12.0	2,512
Orlando	11.6	2,147	11.8	2,470
San Francisco	10.9	2,017	11.4	2,386
Honolulu	8.6	1,592	8.2	1,716
Washington, D.C.	7.0	1,295	7.6	1,591
Boston	5.3	981	5.0	1,047
Chicago	5.2	962	4.8	1,005
San Diego	3.0	555	3.3	691
Atlanta	2.4	444	2.4	502
Philadelphia	2.4	444	2.4	502
San Jose	**	**	1.4	293

(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](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 traveler who used lodging while visiting the United States.

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

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		





# Custom Reports Available for Hotel/Motels

The Office of Travel and Tourism Industries (OTTI) survey data on overseas travelers to the United States can be segmented to focus on travelers who stayed in a hotel/motel. Although OTTI surveyed over 38,000 overseas and Mexican air travelers to the country in 2010, there may be limitations due to sample size.

## Possible Subsets Available:

- 1) All overseas travelers who used a hotel/motel – (the big picture ).
- 2) Countries of origin staying in hotels/motels (United Kingdom, Japan, Germany, etc.).
- 3) Visitors who stayed in a hotel while on a business trip, leisure trip, or some combination thereof.
- 4) Visitors to a specific region, state or city who stayed in a hotel/motel
- 5) Visitors who used a specific brand (Marriott, Hilton, Hyatt, etc.) <sup>(1)</sup>
- 6) Any of the other survey table responses.

Custom reports start at \$5,105 for a 12 column (you choose the 12 columns) and 35 tables on travelers who stayed in a hotel/motel. For more info, go to: <http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

*(1) The client's brand data would be compared to its competitive aggregates. Brand data are confidential. All custom reports are developed by OTTI's contractor and sample sizes are checked before OTTI recommends purchasing a report.*

## **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
14th & Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[otti@trade.gov](mailto:otti@trade.gov)

# <http://tinet.ita.doc.gov>