



Office of Travel and Tourism Industries

2010 Sector Profile: Rental Car



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Overseas Visitors Using Rental Cars

[thousands of visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Overseas Visitors ⁽¹⁾	5,588	6,198	6,547	6,284	6,785	7,602	6,913	7,962	2,374
% Change	-7	11	6	-4	8	12	-9	15	42
Share of Overseas Visitors	31.0	30.5	30.2	29.0	28.4	30.0	29.1	30.2	-0.8
Point Change in Share	-0.3	-0.5	-0.3	-1.2	-0.6	1.6	-0.9	1.1	

Country of Origin of Visitors Using Rental Cars

Visitor Origin	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
WORLD REGIONS				
Europe	54.2	3,747	50.5	4,021
Western Europe	53.0	3,664	49.4	3,933
Asia	20.9	1,445	22.1	1,760
South America	14.5	1,002	16.8	1,338
COUNTRIES OF RESIDENCE				
United Kingdom	19.7	1,362	17.8	1,417
Japan	12.2	843	11.7	932
Germany	10.7	740	9.9	788

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Information Sources Used to Plan Trip by Those Using Rental Cars

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	50	51	0.8
Travel Agency	35	35	0.7
Airlines Directly	25	25	-0.1
Friends/Relatives	17	16	-0.7

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	61	64	3.4
Business/Professional	21	18	-2.2
Visit Friends/Relatives	13	12	-0.8
Convention/Conference	3	3	0.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	73	76	3.0
Visit Friends/Relatives	28	28	-0.8
Business/Professional	24	22	-2.4
Convention/Conference	5	6	1.0
NET PURPOSES OF TRIP:			
Leisure & VFR	83	84	1.4
Business & Convention	27	25	-1.9

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Transportation Used in United States by Those Using Rental Cars

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Rented Auto	100	100	0.0
Airlines in U.S.	28	29	1.2
Taxi/Cab/Limousine	27	26	-1.0
City Subway/Tram/Bus	19	19	0.6
Company or Private Auto	8	9	0.6

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	90	90	0.0
Dining in Restaurants	85	86	0.6
Sightseeing in Cities	42	45	2.4
Visit Historical Places	38	42	4.6
Amusement/Theme Parks	37	42	4.4
Visit Small Towns	34	37	2.9
Visit National Parks	28	29	1.1
Water Sports/Sunbathing	29	28	-0.7
Touring Countryside	28	28	0.6
Cultural Heritage Sites	24	26	2.0



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U.S. Destinations Visited by Overseas Travelers Using Rental Cars

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
South Atlantic	46.0	3,180	45.8	3,647
Pacific	27.3	1,887	30.4	2,420
Middle Atlantic	27.1	1,873	24.1	1,919
Mountain	15.0	1,037	17.4	1,385
New England	8.1	560	6.8	541
East North Central	7.9	546	6.7	533
West South Central	5.0	346	5.9	470
STATES				
Florida	36.1	2,496	36.4	2,898
California	25.9	1,790	29.0	2,309
New York	22.7	1,569	21.1	1,680
Nevada	11.7	809	13.6	1,083
Massachusetts	6.4	442	5.2	414
Illinois	5.3	366	**	**
CITIES				
Orlando	19.3	1,334	21.2	1,688
New York City-WP-Wayne	21.9	1,514	20.4	1,624
Miami	17.7	1,224	19.0	1,513
Los Angeles	15.3	1,058	18.4	1,465
San Francisco	12.7	878	14.9	1,186
Las Vegas	11.3	781	13.3	1,059
Washington, D.C.	6.2	429	6.7	533
Boston	5.7	394	4.6	366

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Select Traveler Characteristics of Those Using Rental Cars

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	99	104	5.1 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	14%	17%	3.5 pts.
First International Trip to the U.S.	19%	20%	0.3 pts.
Length of Stay in U.S. (mean nights)	16.3	16.5	0.2 nights
Length of Stay in U.S. (median nights)	12	12	0 nights
Number of States Visited (% 1 state)	59%	57%	-2.6 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	87%	88%	0.8 pts.
Average # of Nights in Hotel/Motel	9.4	10.2	0.8 nights
Travel Party Size (mean # of persons)	1.8	1.9	0.1
Gender: % Male (among adults)	63%	65%	2.0 pts.
Household Income (mean average)	\$100,600	\$100,400	-\$200
Household Income (median average)	\$90,800	\$90,000	-\$800
Average Age: Female	40	39	-0.5 years
Average Age: Male	43	43	-0.2 years

(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.

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 rental cars while in 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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

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