

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Sector Profile: Business



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## Overseas Business Visitors

[thousands of visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Overseas Visitors <sup>(1)</sup>	4,938	5,203	5,135	6,331	6,386	4,941	5,325	5,521	583
% Change	5	5	-1	23	1	-23	8	4	12
Share of Overseas Visitors	24.3	24.0	23.7	26.5	25.2	20.8	20.2	19.8	
Point Change in Share	-1.7	-0.3	-0.3	2.8	-1.3	-4.4	-0.6	-0.4	-4.5

## Country of Origin of Business Visitors

Visitor Origin	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>WORLD REGIONS</b>				
Europe	41.8	2,226	43.0	2,374
Western Europe	39.7	2,114	40.3	2,225
Asia	33.2	1,768	31.3	1,728
South America	12.1	644	13.4	740
Eastern Europe	2.2	117	2.6	144
<b>COUNTRIES OF RESIDENCE</b>				
United Kingdom	12.8	682	12.9	712
Japan	9.6	511	8.2	453
Germany	7.2	383	6.8	375
P. R. of China	6.5	346	6.3	348
India	6.2	330	5.6	309

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## Information Sources Used to Plan Trip by Business Visitors

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	39	38	-1.0
Personal Computer	28	28	0.7
Corporate Travel Dept.	24	25	1.4
Airlines Directly	23	21	-1.2

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	87	86	-1.4
Leisure/Rec./Holidays	5	5	0.1
Visit Friends/Relatives	3	5	1.9
Convention/Conference	3	3	-0.2

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Business/Professional	100	100	0.0
Leisure/Rec./Holidays	22	23	1.0
Visit Friends/Relatives	16	16	0.0
Convention/Conference	13	11	-1.9
NET PURPOSES OF TRIP:			
Leisure & VFR	34	34	0.8
Business & Convention	100	100	0.0

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## Transportation Used in United States by Business Visitors

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	49	50	0.6
Rented Auto	32	32	0.5
Airlines in U.S.	31	31	0.1
Company or Private Auto	25	22	-3.0
City Subway/Tram/Bus	18	18	-0.1

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	85	85	-0.9
Shopping	80	81	0.9
Sightseeing in Cities	30	29	-1.2
Visit Historical Places	25	27	1.6
Visit Small Towns	16	16	0.1
Art Gallery/Museum	15	15	-0.3
Amusement/Theme Parks	14	14	0.3
Cultural Heritage Sites	14	13	-0.2
Nightclubs/Dancing	12	12	0.0
Visit National Parks	11	12	1.1

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## Select Traveler Characteristics of Business Visitors

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	45	46	1.0 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	5%	5%	0.1 pts.
First International Trip to the U.S.	15%	18%	2.8 pts.
Length of Stay in U.S. (mean nights)	15.8	17.0	1.2 nights
Length of Stay in U.S. (median nights)	7	7	0 nights
Number of States Visited (% 1 state)	63%	65%	1.4 pts.
Average Number of States Visited	1.6	1.5	-0.1 states
Hotel/Motel (% 1+ nights)	88%	88%	-0.1 pts.
Average # of Nights in Hotel/Motel	9.2	8.7	-0.5 nights
Travel Party Size (mean # of persons)	1.2	1.3	0.1
Gender: % Male (among adults)	76%	75%	-1.3 pts.
Household Income (mean average)	\$104,800	\$106,100	\$1,300
Household Income (median average)	\$94,200	\$97,800	\$3,600
Average Age: Female	37	37	0.6 years
Average Age: Male	42	41	-0.5 years



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## U.S. Destinations Visited by Overseas Business Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Middle Atlantic	34.1	1,816	35.9	1,982
Pacific	29.0	1,544	28.4	1,568
South Atlantic	31.4	1,672	25.5	1,408
East North Central	12.9	687	13.9	767
Mountain	8.9	474	10.8	596
West South Central	9.6	511	9.3	513
New England	8.1	431	8.5	469
<b>STATES</b>				
New York	27.6	1,470	29.8	1,645
California	26.0	1,385	26.0	1,435
Florida	16.5	879	12.5	690
Texas	8.1	431	8.3	458
Illinois	8.4	447	8.1	447
Massachusetts	6.5	346	6.2	342
Nevada	5.1	272	6.1	337
New Jersey	5.9	314	5.3	293
Pennsylvania	**	**	4.8	265
<b>CITIES</b>				
New York City-WP-Wayne	26.7	1,422	28.5	1,573
Los Angeles	12.3	655	11.7	646
San Francisco	10.4	554	10.0	552
Miami	10.8	575	**	**
Chicago	8.1	431	7.6	420
Washington, D.C.	7.3	389	6.5	359
Las Vegas	4.8	256	5.8	320
Boston	6.0	320	5.7	315

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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](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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