

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Sector Profile: Leisure



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## Overseas Leisure Visitors

[thousands of visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Overseas Visitors <sup>(1)</sup>	12,661	13,397	13,196	14,192	16,092	15,560	17,900	18,849	6,188
% Change	14	6	-2	8	13	-3	15	5	49
Share of Overseas Visitors	62.3	61.8	60.9	59.4	63.5	65.5	67.9	67.6	
Point Change in Share	62.3	-0.5	-0.9	-1.5	4.1	2.0	2.4	-0.3	5.3

## Country of Origin of Leisure Visitors

Visitor Origin	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>WORLD REGIONS</b>				
Europe	49.6	8,878	48.9	9,217
Western Europe	48.1	8,610	47.3	8,916
Asia	25.8	4,618	25.6	4,825
South America	13.6	2,434	14.8	2,790
Oceania	4.8	859	5.5	1,037
Caribbean	2.4	430	1.7	320
Eastern Europe	1.5	269	1.6	302
Middle East	1.7	304	1.6	302
Africa	**	**	0.5	94
<b>COUNTRIES OF RESIDENCE</b>				
United Kingdom	17.9	3,204	16.2	3,054
Japan	17.2	3,079	15.6	2,940
Brazil	5.9	1,056	7.0	1,319
Germany	6.7	1,199	6.8	1,282
France	5.8	1,038	5.7	1,074
Australia	4.2	752	4.7	886
Korea, South	3.5	627	3.6	679
Italy	3.7	662	3.5	660
Spain	2.7	483	3.1	584
P. R. of China	1.8	322	3.0	565
Netherlands	**	**	2.3	434
Switzerland	**	**	2.1	396
Ireland	**	**	1.5	283
R. of China (Taiwan)	0.8	143	0.9	170

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## Information Sources Used to Plan Trip by Leisure Visitors

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	49	50	1.3
Travel Agency	38	38	-0.7
Airlines Directly	22	22	0.2
Friends/Relatives	18	18	0.1

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	80	79	-0.6
Visit Friends/Relatives	12	12	0.2
Business/Professional	4	4	0.0
Convention/Conference	2	2	0.1
Study/Teaching	2	2	0.2

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	100	100	0.0
Visit Friends/Relatives	28	27	-1.1
Business/Professional	6	7	0.2
Convention/Conference	3	4	0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	100	100	0.0
Business & Convention	9	10	0.4

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## Transportation Used in United States by Leisure Visitors

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	42	42	0.1
Rented Auto	33	32	-1.1
City Subway/Tram/Bus	30	32	2.0
Airlines in U.S.	25	26	0.9
Company or Private Auto	21	20	-0.6

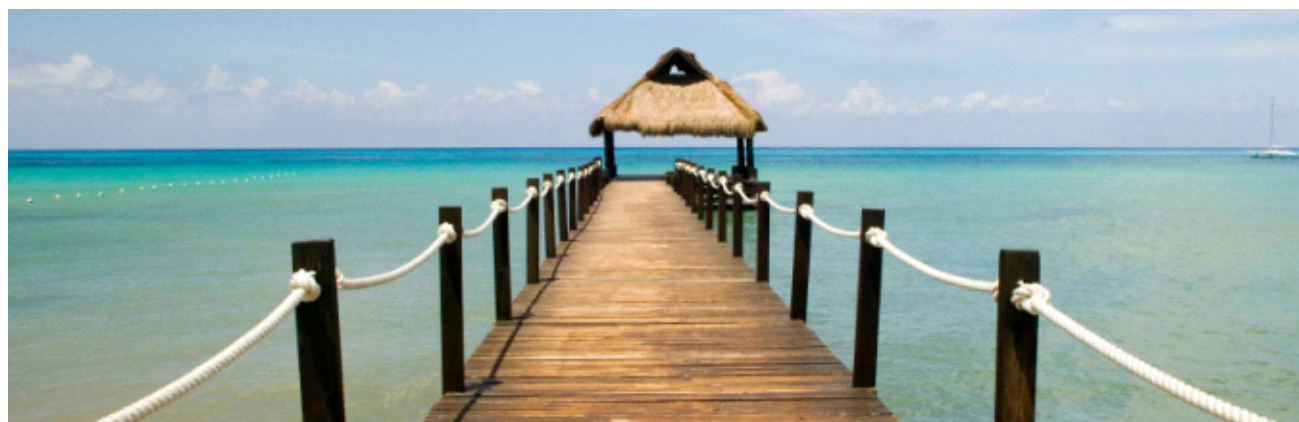
## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	91	92	0.5
Dining in Restaurants	85	85	-0.3
Sightseeing in Cities	52	52	0.1
Visit Historical Places	46	48	2.3
Amusement/Theme Parks	35	36	0.4
Visit Small Towns	31	31	-0.5
Cultural Heritage Sites	28	29	0.5
Art Gallery/Museum	28	27	-1.2
Water Sports/Sunbathing	27	26	-1.1
Visit National Parks	23	24	0.9

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## Select Traveler Characteristics of Leisure Visitors

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	107	109	1.9 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	23%	22%	-1.1 pts.
First International Trip to the U.S.	29%	33%	3.5 pts.
Length of Stay in U.S. (mean nights)	14.8	14.7	-0.1 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	66%	65%	-1.0 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	83%	84%	0.7 pts.
Average # of Nights in Hotel/Motel	8.3	8.5	0.2 nights
Travel Party Size (mean # of persons)	1.9	1.8	-0.1
Gender: % Male (among adults)	52%	52%	-0.2 pts.
Household Income (mean average)	\$89,600	\$91,500	\$1,900
Household Income (median average)	\$77,200	\$79,300	\$2,100
Average Age: Female	38	38	0.3 years
Average Age: Male	42	42	-0.3 years



# 2011 Industry Sector Profile: Leisure

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

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	37.9	6,784	39.5	7,445
South Atlantic	33.2	5,943	31.7	5,975
Pacific	21.7	3,884	22.9	4,316
Pacific Islands	17.2	3,079	17.1	3,223
Mountain	14.5	2,596	15.8	2,978
New England	5.7	1,020	5.6	1,056
East North Central	4.6	823	4.6	867
West South Central	3.3	591	4.0	754
<b>STATES</b>				
New York	36.2	6,480	37.6	7,087
Florida	25.3	4,529	23.8	4,486
California	20.8	3,723	21.5	4,053
Nevada	12.2	2,184	13.0	2,450
Hawaiian Islands	10.5	1,880	10.9	2,055
Guam	6.7	1,199	6.2	1,169
Massachusetts	4.6	823	4.7	886
Arizona	3.5	627	3.7	697
Illinois	3.5	627	3.3	622
New Jersey	2.9	519	2.8	528
Pennsylvania	2.7	483	2.6	490
Texas	2.4	430	2.6	490
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 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>CITIES</b>				
New York City-WP-Wayne	35.7	6,390	37.1	6,993
Los Angeles	13.7	2,452	14.2	2,677
Orlando	13.6	2,434	13.1	2,469
Las Vegas	12.0	2,148	12.7	2,394
Miami	13.0	2,327	12.1	2,281
San Francisco	10.7	1,915	11.3	2,130
Honolulu	8.4	1,504	8.7	1,640
Washington, D.C.	6.5	1,164	6.8	1,282
Boston	4.2	752	4.4	829
Chicago	3.3	591	3.2	603
Flagstaff-Grand Canyon-Sedona	2.6	465	2.9	547
San Diego	2.8	501	2.7	509
Philadelphia	1.9	340	1.7	320
Atlanta	1.9	340	**	**
Tampa-St. Petersburg	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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