

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Middle East



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## Visitation Trends (Arrivals)

[Thousands of Middle East Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	502	527	553	620	681	666	736	811	309
Percentage Change (%)	12	5	5	12	10	-2	10	10	61

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 <sup>r</sup>	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,896	\$2,068	\$2,381	\$2,758	\$3,414	\$3,100	\$3,477	\$4,181	\$2,285
Travel Receipts	\$1,626	\$1,819	\$2,077	\$2,432	\$2,917	\$2,726	\$3,017	\$3,651	\$2,025
Passenger Fare Receipts	\$270	\$249	\$304	\$326	\$497	\$374	\$460	\$530	\$260
Change (%) in Total Exports	24	9	15	16	24	-9	12	20	121

(r) Revised

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	41	38	-3.1
Travel Agency	40	34	-6.2
Airlines Directly	25	25	0.0
Friends/Relatives	17	17	0.3

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Visit Friends/Relatives	33	32	-1.3
Leisure/Rec./Holidays	30	28	-2.4
Business/Professional	21	23	1.9
Study/Teaching	7	8	1.8

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Visit Friends/Relatives	52	47	-5.3
Leisure/Rec./Holidays	49	44	-5.0
Business/Professional	24	27	3.7
Study/Teaching	8	10	2.4
NET PURPOSES OF TRIP:			
Leisure & VFR	78	73	-4.1
Business & Convention	31	34	3.7

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	44	47	3.1
Airlines in U.S.	36	39	3.4
Rented Auto	29	29	0.0
City Subway/Tram/Bus	26	27	0.4
Company or Private Auto	22	22	-0.3

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## 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	92	93	0.8
Dining in Restaurants	85	85	-0.9
Visit Historical Places	38	36	-1.8
Sightseeing in Cities	44	34	-10.0
Amusement/Theme Parks	34	30	-4.7
Art Gallery/Museum	30	25	-5.3
Visit Small Towns	26	25	-1.2
Concert/Play/Musical	24	21	-2.8
Visit National Parks	23	19	-3.4
Touring Countryside	20	19	-1.2

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	69	58	-11.3 days
Advance Trip Decision Time (median days)	42	30	-12.0 days
Prepaid Package	4%	2%	-2.0 pts.
First International Trip to the U.S.	23%	23%	0.2 pts.
Length of Stay in U.S. (mean nights)	29.3	26.7	-2.6 nights
Length of Stay in U.S. (median nights)	14	13	-1 nights
Number of States Visited (% 1 state)	51%	59%	7.7 pts.
Average Number of States Visited	1.8	1.7	-0.1 states
Hotel/Motel (% 1+ nights)	66%	67%	1.5 pts.
Average # of Nights in Hotel/Motel	11.0	9.6	-1.4 nights
Travel Party Size (mean # of persons)	1.4	1.3	-0.1
Gender: % Male (among adults)	65%	63%	-1.7 pts.
Household Income (mean average)	\$81,800	\$84,300	\$2,500
Household Income (median average)	\$69,800	\$67,100	-\$2,700
Average Age: Female	39	40	0.5 years
Average Age: Male	40	39	-1.0 years

## U.S. Destinations Visited (States, Cities, and Regions)

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	62.7	461	60.3	489
<b>STATES</b>				
New York	57.6	424	53.5	434
<b>CITIES</b>				
New York City-WP-Wayne	55.2	406	52.2	423

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (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.

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>.

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; Bureau of Economic Analysis.

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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 Middle Eastern travelers who visits 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.
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Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



# 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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