

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Sector Profile: Leisure



2009 Industry Sector Profile: Leisure

Overseas Leisure Visitors

[thousands of visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Overseas Visitors ⁽¹⁾	11,336	11,086	12,661	13,397	13,196	14,192	16,092	15,560	4,224
% Change	1	-2	14	6	-2	8	13	-3	37
Share of Overseas Visitors	59.3	61.5	62.3	61.8	60.9	59.4	63.5	65.5	10.5
Point Change in Share	-2.8	2.2	0.8	-0.5	-0.9	-1.5	4.1	2.0	6.2

Country of Origin of Leisure Visitors

Visitor Origin	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
WORLD REGIONS				
Europe	54.8	8,818	52.8	8,216
Western Europe	53.4	8,593	51.3	7,982
Asia	25.5	4,103	24.5	3,812
South America	10.0	1,609	12.3	1,914
Oceania	3.7	595	4.1	638
Caribbean	2.1	338	2.5	389
COUNTRIES OF RESIDENCE				
United Kingdom	22.1	3,556	19.9	3,096
Japan	18.0	2,897	17.5	2,723
Germany	7.4	1,191	7.6	1,183
France	5.1	821	5.5	856
Brazil	3.4	547	4.6	716
Australia	3.1	499	3.6	560
Italy	3.5	563	3.5	545
Spain	3.4	547	3.1	482
Korea, South	2.7	434	2.3	358
Ireland	2.6	418	2.0	311

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Information Sources Used to Plan Trip by Leisure Visitors

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	48	49	1.2
Travel Agency	39	37	-2.7
Airlines Directly	19	22	2.8
Friends/Relatives	17	19	1.6

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	78	80	1.8
Visit Friends/Relatives	12	12	-0.1
Business/Professional	6	4	-1.7
Convention/Conference	3	2	-0.4
Study/Teaching	1	2	0.4

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	100	100	0.0
Visit Friends/Relatives	28	27	-1.0
Business/Professional	9	7	-2.6
Study/Teaching	3	3	0.7
Convention/Conference	4	3	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	100	100	0.0
Business & Convention	12	9	-3.1

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Transportation Used in United States by Leisure Visitors

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	42	41	-0.9
Rented Auto	33	32	-0.9
City Subway/Tram/Bus	31	32	1.0
Airlines in U.S.	23	24	1.0
Company or Private Auto	22	21	-0.8

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Shopping	91	91	-0.2
Dining in Restaurants	85	85	-0.1
Sightseeing in Cities	53	53	0.6
Visit Historical Places	44	45	1.0
Amusement/Theme Parks	32	33	0.9
Visit Small Towns	31	31	0.1
Water Sports/Sunbathing	29	28	-0.8
Cultural Heritage Sites	27	27	0.1
Art Gallery/Museum	26	27	1.2
Visit National Parks	23	23	0.3

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Select Traveler Characteristics of Leisure Visitors

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	105	102	-3.5 days
Advance Trip Decision Time (median days)	70	60	-10.0 days
Prepaid Package	23%	22%	-1.2 pts.
First International Trip to the U.S.	30%	30%	0.2 pts.
Length of Stay in U.S. (mean nights)	14.2	15.2	1.0 nights
Length of Stay in U.S. (median nights)	9	9	0 nights
Number of States Visited (% 1 state)	68%	68%	-0.1 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	83%	83%	0.0 pts.
Average # of Nights in Hotel/Motel	8.1	8.0	-0.1 nights
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	55%	52%	-2.4 pts.
Household Income (mean average)	\$96,400	\$88,300	-\$8,100
Household Income (median average)	\$83,900	\$76,500	-\$7,400
Average Age: Female	38	38	-0.4 years
Average Age: Male	42	41	-0.2 years



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U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	38.9	6,260	39.6	6,162
South Atlantic	30.9	4,972	33.4	5,197
Pacific	21.8	3,508	19.9	3,096
Pacific Islands	17.4	2,800	17.2	2,676
Mountain	13.2	2,124	12.4	1,929
New England	5.4	869	6.1	949
East North Central	5.8	933	4.8	747
West South Central	3.3	531	3.0	467
STATES				
New York	36.8	5,922	37.7	5,866
Florida	24.5	3,943	25.8	4,014
California	20.6	3,315	19.0	2,956
Hawaiian Islands	10.4	1,674	10.4	1,618
Nevada	10.5	1,690	10.3	1,603
Guam	7.0	1,126	6.9	1,074
Massachusetts	4.4	708	5.0	778
Illinois	4.3	692	3.6	560
Arizona	3.5	563	3.5	545
New Jersey	2.8	451	2.8	436
Pennsylvania	2.9	467	2.8	436
Texas	2.4	386	2.3	358

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U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
CITIES				
New York City	36.2	5,825	37.1	5,773
Orlando	13.1	2,108	13.4	2,085
Miami	11.2	1,802	12.6	1,961
Los Angeles	11.8	1,899	11.3	1,758
San Francisco	11.5	1,851	10.3	1,603
Las Vegas	10.3	1,657	10.1	1,572
Oahu-Honolulu	8.6	1,384	8.9	1,385
Washington, DC	5.6	901	6.1	949
Boston	4.0	644	4.5	700
Chicago	4.2	676	3.5	545
San Diego	2.8	451	2.8	436
Flagstaff (Grand Canyon)	2.4	386	**	**
Philadelphia	2.0	322	1.9	296
Tampa-St. Petersburg	2.0	322	1.9	296

(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.

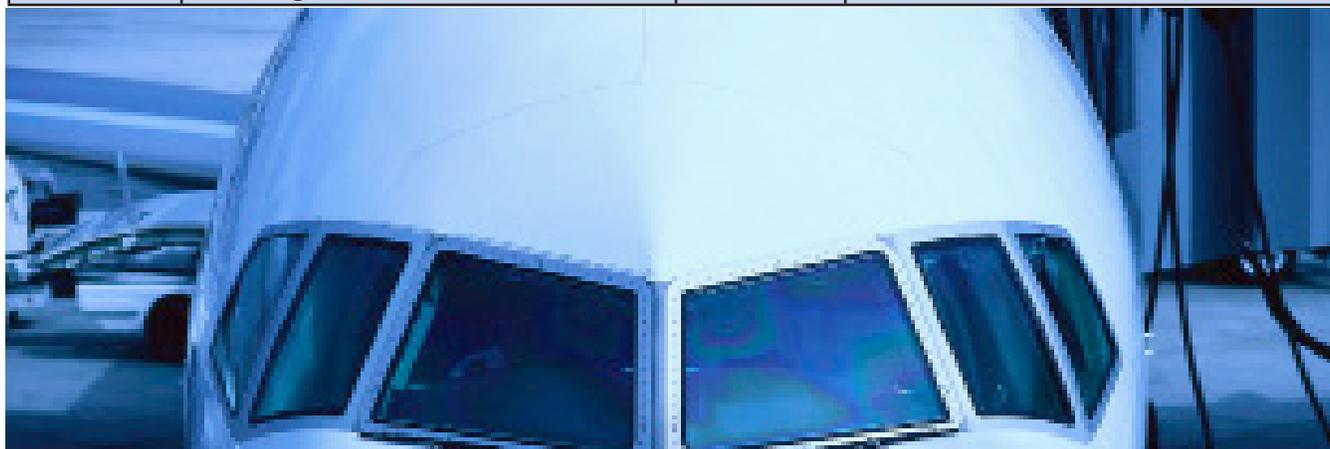
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Survey of International Air Travelers

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 leisure 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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