

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2012 U.S. Resident Travel: Business and Convention Travel



2012 Market Profile: U.S. Residents Business/Convention

Trends in Departures

[in thousands]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Departures	7,830	8,261	8,150	7,389	6,424	6,243	5,972	5,130	-2,700
% Change	2	6	-1	-9	-13	-3	-4	-14	-34

Trends in Payments

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Payments ¹	n/a								
Travel Payments	n/a								
Passenger Fare Payments	n/a								
% Change in Total Payments	n/a								

Destinations Visited

VISITATION TO DESTINATIONS ³	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
Europe	41.4	2,472	42.7	2,191
United Kingdom	13.8	824	15.2	780
Germany	9.1	543	8.5	436
France	6.9	412	7.0	359
Asia	24.7	1,475	27.5	1,411
P. R. of China	6.6	394	7.6	390
Japan	3.9	233	5.7	292
R. of China (Taiwan)	3.0	179	2.8	144
South America	6.7	400	7.6	390
Middle East	6.9	412	5.7	292
Africa	3.8	227	**	**

2012 Market Profile: U.S. Residents Business/Convention

Information Sources Used to Plan Trip

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	29.0	44.9	15.9
	Corporate Travel Dept.	22.8	41.7	18.9
	Travel Guide(s)	3.0	2.8	-0.2
2012	Personal Recommendation (Friends/Rel)		9.4	
2011	Friends/Relatives	7.3		
2012	National/State/City Travel Office		2.7	
2011	Nat'l Govt. Tourist Ofc.	1.2		
2011	State/City Travel Ofc.	1.0		
2012	Tour Operator/Travel Club		2.3	
2011	Tour Company	2.0		
2012	Online Travel Agency (OTA)		20.5	
2012	Travel Agency Office		15.2	
2011	Travel Agency	29.7		
2012	Other		3.8	
2011	TV/Radio	0.4		
2011	Personal Computer	32.0		
2011	In-flight Info. Systems	1.0		
2011	Newspapers/Magazines	0.7		

Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	5.1	20.1	15.0
	Visit Friends/Relatives	7.0	3.0	-4.0
	Health Treatment	-	-	0
	Religion/Pilgrimages	0.6	0.3	-0.3
2012	Business		71.5	
2011	Business/Professional	79.8		
2012	Vacation/Holiday		3.8	
2011	Leisure/Rec./Holidays/Sight	5.9		
2012	Education		1.3	
2011	Study/Teaching	1.3		
	Other	0.3	-	-

2012 Market Profile: U.S. Residents Business/Convention

All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	10.6	26.4	15.8
	Visit Friends/Relatives	21.3	13.5	-7.8
	Health Treatment	0.3	0.4	0.1
	Religion/Pilgrimages	1.6	1.1	-0.5
2012	Business		80.7	
2011	Business/Professional	94.8		
2012	Vacation/Holiday		16.1	
2011	Leisure/Rec./Holidays/Sight	23.9		
2012	Education		5.1	
2011	Study/Teaching	3.6		
	Other	1.4	0.9	-0.5
	NET PURPOSES OF TRIP:			
	Leisure & VFR	39.7	25.7	-14.0
	Business & Convention	100.0	100.0	0.0

Transportation Used

	Transportation Types Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines between Cities	36.2	70.1	33.9
	Bus between Cities	8.7	11.5	2.8
	City Subway/Tram/Bus	19.1	23.7	4.6
	Company or Private Auto	29.3	43.2	13.9
	Railroad between Cities	16.1	13.9	-2.2
	Motor Home/Camper	0.2	0.4	0.2
	Rented Auto	15.6	10.4	-5.2
	Taxi/Cab/Limousine	52.3	47.8	-4.5
2012	Cruise Ship/River Boat 1+ Nights		1.1	
2012	Ferry/River Taxi/Srt Scenic Cruise		3.9	
2012	Rented Bicycle/Motorecycle/Moped		1.6	

2012 Market Profile: U.S. Residents Business/Convention

Activity Participation

	Activity Participation	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	5.9	6.0	0.1
	Art Gallery/Museum	15.9	25.8	9.9
	Sporting Event	3.4	6.3	2.9
	Camping/Hiking	4.4	4.3	-0.1
	Casino/Gambling	3.3	5.4	2.1
	Concert/Play/Musical	8.9	10.2	1.3
	Cultural Heritage Sites	21.4		
	Environ./Eco. Excursions	4.7	3.8	-0.9
	Golfing/Tennis	3.9	3.8	-0.1
	Guided Tours	9.3	19.0	9.7
	Hunting/Fishing	2.1	2.1	0.0
	Nightclubs/Dancing	14.7	18.4	3.7
	Shopping	59.6	66.7	7.1
2012	Cultural / Ethnic Heritage Sites		22.7	
2011	Ethnic Heritage Sites	8.8		
2012	Experience Fine Dining		43.8	
2011	Dining in Restaurants	86.0		
2012	Sightseeing		66.7	
2011	Sightseeing in Cities	30.6		
2012	Snow Sports		1.2	
2011	Snow Skiing	1.2		
2012	Small Towns/Countryside		27.9	
2011	Visit Small Towns/Villages	26.7		
2011	Touring Countryside	19.6		
2012	National Parks/Monuments		18.8	
2011	Visit National Parks	7.1		
2012	Water Sports		6.9	
2011	Water Sports/Sunbathing	12.0		
2012	Visit Historical Locations		28.5	
2011	Visit Historical Places	37.7		
2011	Cruises	1.7		
2011	Ranch Vacations	0.7		
2012	Other		1.0	

2012 Market Profile: U.S. Residents Business/Convention

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
South Atlantic	25.6	1,529	20.2	1,036
Middle Atlantic	18.9	1,129	19.4	995
Pacific	14.8	884	17.7	908
West South Central	9.3	555	10.6	544
East North Central	7.1	424	9.6	492
New England	7.6	454	7.0	359
Mountain	5.6	334	**	**
STATES				
California	11.9	711	14.9	764
New York	10.7	639	10.3	528
Texas	7.4	442	8.3	426
Florida	9.0	537	**	**
CITIES				
New York City	9.4	561	8.9	457
Los Angeles	4.4	263	**	**



2012 Market Profile: U.S. Residents Business/Convention

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	52.3	53.4	1.1
Advance Trip Decision Time (median days)	30.0	30.0	0.0
Prepaid Package	3.5	3.2	-0.3
First International Trip Outside the U.S.	5.3	3.3	-2.0
Length of Stay Outside the U.S. (mean nights)	19.9	16.9	-3.0
Length of Stay Outside the U.S. (median nights)	9.0	8.0	-1.0
Number of Countries Visited (% 1 country)	78.8	78.4	-0.4
Average Number of Countries Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	76.5	81.5	5.0
Average # of Nights in Hotel/Motel	9.0	9.9	0.9
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	68.6	69.6	1.0
Household Income (mean average)	\$128,900	\$165,571	\$36,671
Household Income (median average)	\$123,000	\$130,000	\$7,000
Average Age: Female	43.2	42.7	-0.5
Average Age: Male	45.8	46.7	0.9

(1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only country and world region destinations having a sample size of 400 or more are displayed.

(4) Only U.S. origin areas having a sample size of 400 or more are displayed.

(-) No estimate available.

(n/a) Estimate not yet available.

(**) 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 travel from the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<http://travel.trade.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinet.ita.goc.gov/outreachpages/census_regions.html

Interested in data for your destination?: NTTO sells custom reports. To learn more, go to:
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, Industry & Analysis, National Travel and Tourism Office and the Bureau of Economic Analysis

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Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a. Where do you live (State/City of Residence)?** (%)
TABLE 2 - Q6a. How did you obtain the information used for planning this trip?*** (%)
TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%)
TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%)
TABLE 5 - Q9. How were airline reservations made for this trip?*** (%)
TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)
TABLE 7 - Q8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip? (%)
TABLE 8 - Q8b. How many days in advance of this trip did you visit a health care provider? (%)
TABLE 9 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?*** (%)
TABLE 10 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?*** (%)
TABLE 11 - Q11. Was travel insurance purchased for this trip? (%)
TABLE 12 - Q14. With whom are you traveling now?*** (%)
TABLE 13 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 14 - Q13a. What is the main purpose of your trip? (%)
TABLE 15 - Q13a./b. All purpose(s) of trip.*** (%)
TABLE 16 - Q17. Type of accommodation outside the U.S. and number of nights stayed.** (%)
TABLE 17 - Q16b. How many nights outside of the U.S.A. will you spend on this trip? (%)
TABLE 18 - Q16c. How many total nights away from home will you spend on this trip? (%)
TABLE 19 - Q30a. Is this your first trip by air from the United States? (%)
TABLE 20 - Q30b. How many round trips by air have you made from the U.S. in the past 12 months? (%)
TABLE 21 - Q3b./Q17. Number of countries visited.** (%)
TABLE 22 - Q3b./Q17. Number of destinations visited.** (%)
TABLE 23 - Q21. What types of transportation will be used on this trip?*** (%)
TABLE 24 - Q5a. What city or airport will you pass through U.S. Customs and Passport Control (Port of Entry)** (%)
TABLE 25 - Q3b. What will be your main destination on this trip? (%)
TABLE 26 - Q3b./Q17. What international destinations will you visit (includes main destination)?*** (%)
TABLE 27 - Q22. Will anyone engage in any of the following leisure activities?*** (%)
TABLE 28 - Q18d./Q19. How much total money will be spent outside the U.S.? (\$)
TABLE 29 - Q20. Expenses Payment Methods.** (%)
TABLE 30 - Q20. Travelers Use of Payment Methods.*** (%)
TABLE 31 - Q20. Share of Total Trip Expenditures by Payment Methods.**** (%)
TABLE 32 - Q25. What were your three main reasons for flying on this airline?*** (%)
TABLE 33 - Q25. What was the most important reason for flying on this airline? (%)
TABLE 34 - Q26a. Where will you sit in the aircraft today? (%)
TABLE 35 - Q26b. What type of airline ticket do you have?*** (%)
TABLE 36 - Q31bc. What is your age and what is your gender? (%)
TABLE 37 - Q31a. What is your occupation? (%)
TABLE 38 - Q32. What is your total combined annual household income? (%)
TABLE 39 - Q33a. What is your ethnicity? (%)
TABLE 40 - Q33b. What is your race?*** (%)

Interested in obtaining data for your organization?

NTTO 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://travel.trade.gov/research/programs/ifs/customized.html>

For NTTO programs of interest visit:

<http://travel.trade.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

U.S. Department of Commerce

International Trade Administration

Industry & Analysis

National Travel and Tourism Office

1401 Constitution Ave, NW

Washington, D.C. 20230

Phone: (202) 482-0140

Fax: (202) 482-2887

ntto@trade.gov

<http://travel.trade.gov>