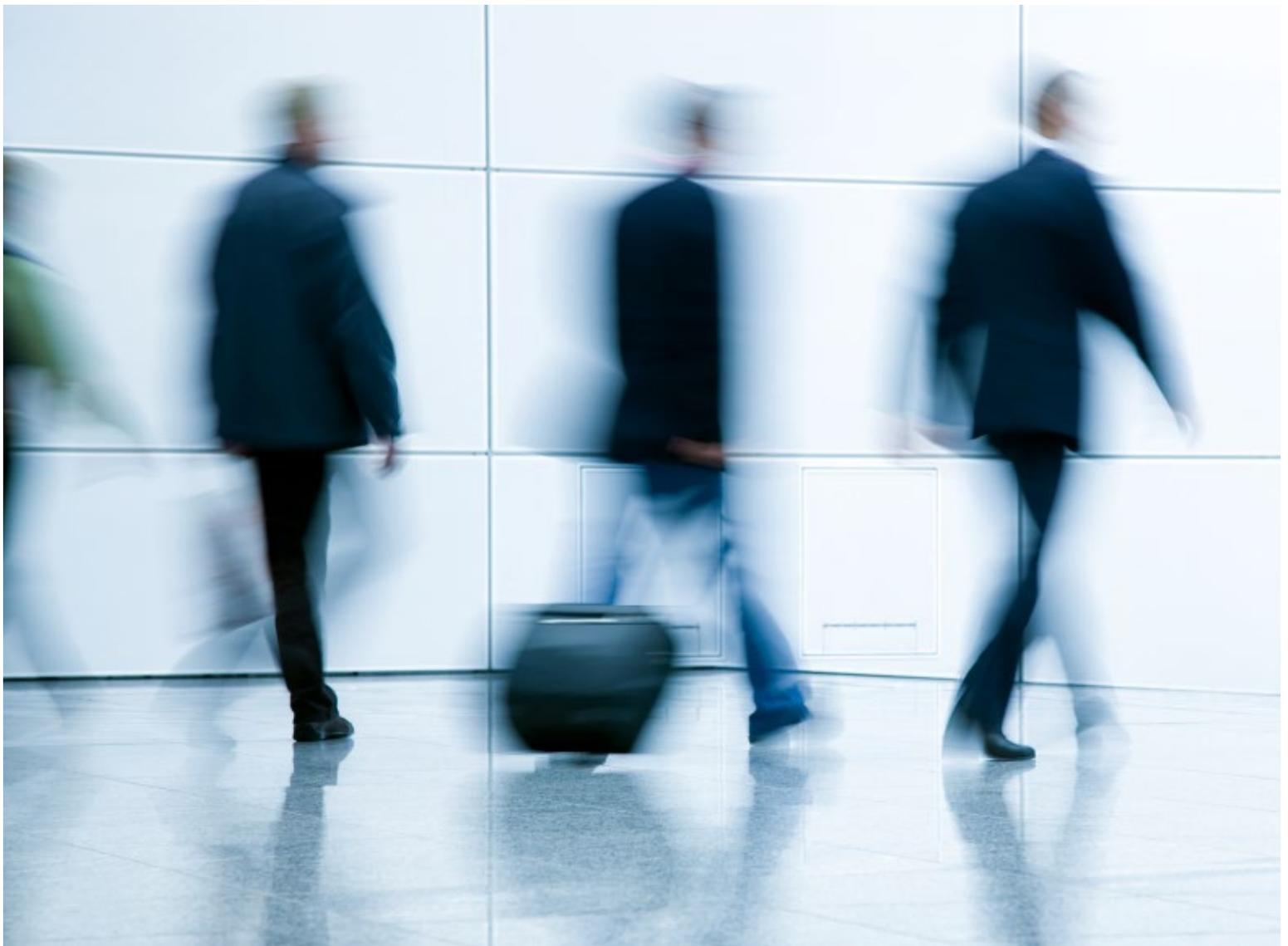


U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2013 Sector Profile: Business



# 2013 Industry Sector Profile: Business

## Overseas Business Visitors

[thousands of visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Overseas Visitors <sup>(1)</sup>	5,135	6,331	6,386	4,941	5,325	5,521	4,672	4,934	-201
% Change	-1	23	1	-23	8	4	-15	6	-4
Share of Overseas Visitors	23.7	26.5	25.2	20.8	20.2	19.8	15.7	15.4	
Point Change in Share	-0.3	2.8	-1.3	-4.4	-0.6	-0.4	-4.1	-0.3	-8.3

## Country of Origin of Business Visitors

Visitor Origin	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>Regions</b>				
Europe	40.6	1,897	39.6	1,954
Asia	34.2	1,598	36.8	1,816
South America	13.2	617	13.0	641
<b>Countries</b>				
Japan	10.7	500	12.5	617
United Kingdom	11.4	533	11.3	558
Germany	8.4	392	7.3	360
India	6.0	280	7.3	360

# 2013 Industry Sector Profile: Business

## Information Sources Used to Plan Trip by Business Visitors

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Corporate Travel Dept.	38	40	1.9
Airlines	39	39	0.2
Travel Agency Office	24	22	-1.5
Online Travel Agency	18	19	0.9
Personal Recommendation	13	12	-0.5
National/State/City Travel Office	7	6	-0.9

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Business <sup>4</sup>	86	85	-1.6
Convention/Conference/Trade Show	7	8	1.6
Vacation/Holiday	4	4	0.0
Visit Friends/Relatives	2	2	0.0

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Business <sup>4</sup>	100	100	0.0
Convention/Conference/Trade Show	15	17	1.9
Vacation/Holiday	16	15	-1.0
Visit Friends/Relatives	12	11	-1.5
NET PURPOSES OF TRIP:			
Leisure & VFR	24	22	-2.4
Business & Convention	100	100	0.0

## Transportation Used in United States by Business Visitors

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Taxicab/Limousine	41	44	3.1
Air Travel between U.S. Cities	41	38	-2.2
Rented Auto	36	35	-0.5
Auto, Private or Company	36	32	-3.6
City Subway/Tram/Bus	21	22	1.3
Bus between Cities	9	10	0.9

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	82	81	-1.1
Sightseeing	57	56	-0.6
Experience Fine Dining	38	39	0.4
Art Gallery/Museum	20	19	-0.7
National Parks/Monuments	22	19	-2.5
Small Towns/Countryside	20	18	-1.9
Historical Locations	16	16	0.4
Nightclubbing/Dancing	17	16	-1.1
Amusement/Theme Parks	14	13	-0.6
Guided Tours	11	12	0.7

# 2013 Industry Sector Profile: Business

## Select Traveler Characteristics of Business Visitors

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	41	41	-0.3
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	7	7	0.7
First International Trip to the U.S.	16	15	-0.7
Length of Stay in U.S. (mean nights)	14.0	14.3	0.3
Length of Stay in U.S. (median nights)	7	7	0.0
Number of States Visited (% 1 state)	70	70	-0.1
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	87	89	2.7
Average # of Nights in Hotel/Motel	9.1	9.7	0.6
Travel Party Size (mean # of persons)	1.3	1.2	-0.1
Gender: % Male (among adults)	77	77	0.0
Household Income (mean average)	\$121,259	\$115,815	-\$5,444
Household Income (median average)	\$90,080	\$88,470	-\$1,610
Average Age: Female (among adults)	38	39	0.8
Average Age: Male (among adults)	41	41	-0.4



# 2013 Industry Sector Profile: Business

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>Regions</b>				
Middle Atlantic	31.3	1,462	32.2	1,589
Pacific	27.7	1,294	27.7	1,367
South Atlantic	27.9	1,303	26.4	1,303
East North Central	13.4	626	13.6	671
West South Central	10.2	477	11.4	562
Mountain	8.9	416	8.7	429
New England	5.9	276	6.6	326
<b>States</b>				
New York	25.1	1,173	26.1	1,288
California	25.1	1,173	25.9	1,278
Florida	15.9	743	14.3	706
Texas	9.0	420	9.8	484
Illinois	8.0	374	8.5	419
<b>Cities</b>				
New York City	24.3	1,135	25.1	1,238
Los Angeles	11.3	528	11.8	582
San Francisco	8.7	406	9.6	474
Chicago	7.6	355	7.8	385
Houston	5.0	234	6.0	296
Miami	10.8	505	**	**

# 2013 Industry Sector Profile: Business

- (1) Excludes 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.
- (4) 'Business' includes visiting customer, supplier, sales/marketing, internal company meeting
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:  
<http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit:  
[http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.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, ITA, National Travel & Tourism Office

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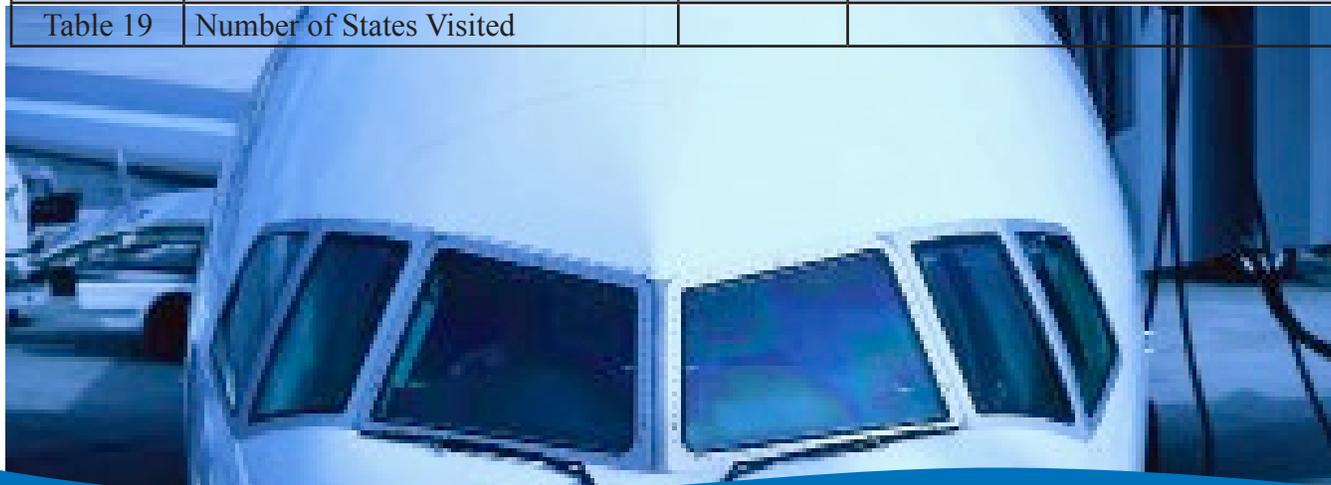


# Survey of International Air Travelers

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-seven 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.

**Survey of International Air Travelers: Table Number and Description**

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Aage of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.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 (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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