

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Sector Profile: Leisure



2013 Industry Sector Profile: Leisure

Overseas Leisure Visitors

[thousands of visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Overseas Visitors ⁽¹⁾	13,196	14,192	16,092	15,560	17,900	18,849	19,970	21,370	8,174
% Change	-2	8	13	-3	15	5	6	7	62
Share of Overseas Visitors	60.9	59.4	63.5	65.5	67.9	67.6	67.1	66.7	
Point Change in Share	-0.9	-1.5	4.1	2.0	2.4	-0.3	-0.5	-0.4	5.8

Country of Origin of Leisure Visitors

Visitor Origin	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Europe	44.9	8,967	43.1	9,210
Asia	25.6	5,112	25.4	5,428
South America	17.8	3,555	19.6	4,189
Oceania	5.5	1,098	5.7	1,218
Middle East	1.8	359	2.2	470
Caribbean	1.8	359	**	**
Africa	0.6	120	**	**
Countries				
United Kingdom	15.0	2,996	14.4	3,077
Japan	15.6	3,115	14.0	2,992
Brazil	7.6	1,518	8.7	1,859
Germany	6.6	1,318	6.3	1,346
France	5.5	1,098	5.3	1,133
Australia	4.7	939	4.9	1,047
Korea, South	3.7	739	4.2	898
China	3.1	619	3.7	791
Italy	2.9	579	3.0	641
Argentina	2.8	559	2.9	620
Spain	2.2	439	2.1	449
Netherlands	2.2	439	2.0	427
Switzerland	1.9	379	1.8	385

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Information Sources Used to Plan Trip by Leisure Visitors

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	43	44	0.7
Online Travel Agency	34	35	0.9
Personal Recommendation	28	28	0.4
Travel Agency Office	27	25	-1.4
Travel Guides	17	16	-0.6
National/State/City Travel Office	11	11	0.3
Tour Operator/Travel Club	10	11	0.5

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	85	85	0.6
Visit Friends/Relatives	9	9	0.1
Convention/Conference/Trade Show	2	2	-0.1
Education	2	2	-0.2
Business	2	2	-0.5

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	100	100	0.0
Visit Friends/Relatives	24	24	-0.3
Education	4	4	-0.2
Business	4	3	-0.3
Convention/Conference/Trade Show	4	3	-0.2
NET PURPOSES OF TRIP:			
Leisure & VFR	100	100	0.0
Business & Convention	7	6	-0.4

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Transportation Used in United States by Leisure Visitors

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Rented Auto	37	38	1.4
City Subway/Tram/Bus	36	36	-0.1
Taxicab/Limousine	35	34	-0.6
Air Travel between U.S. Cities	31	31	0.0
Auto, Private or Company	28	28	-0.2
Bus between Cities	20	21	0.2

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	91	91	-0.1
Sightseeing	84	84	0.0
Experience Fine Dining	39	40	1.4
National Parks/Monuments	38	38	0.2
Amusement/Theme Parks	32	33	0.7
Art Gallery/Museum	31	31	-0.5
Historical Locations	30	30	0.7
Small Towns/Countryside	29	29	0.2
Guided Tours	29	29	-0.6
Concert/Play/Musical	21	20	-0.8

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Select Traveler Characteristics of Leisure Visitors

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	108	112	4.2
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	24	23	-1.2
First International Trip to the U.S.	26	27	0.6
Length of Stay in U.S. (mean nights)	14.5	14.4	-0.1
Length of Stay in U.S. (median nights)	9	10	1.0
Number of States Visited (% 1 state)	69	70	1.9
Average Number of States Visited	1.5	1.5	0.0
Hotel/Motel (% 1+ nights)	83	82	-1.0
Average # of Nights in Hotel/Motel	8.9	9.0	0.1
Travel Party Size (mean # of persons)	1.9	1.9	0.0
Gender: % Male (among adults)	49	49	0.3
Household Income (mean average)	\$97,773	\$92,287	-\$5,486
Household Income (median average)	\$72,000	\$67,080	-\$4,920
Average Age: Female (among adults)	38	38	-0.1
Average Age: Male (among adults)	41	40	-0.6



2013 Industry Sector Profile: Leisure

U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Middle Atlantic	36.0	7,189	34.9	7,458
South Atlantic	33.7	6,730	33.8	7,223
Pacific	19.9	3,974	20.6	4,402
Pacific Islands	18.8	3,754	19.2	4,103
Mountain	13.9	2,776	13.8	2,949
New England	5.0	999	4.6	983
West South Central	4.0	799	4.2	898
East North Central	5.0	999	4.1	876
States				
New York	34.3	6,850	33.1	7,073
Florida	26.7	5,332	27.5	5,877
California	18.8	3,754	19.4	4,146
Hawaii	12.5	2,496	13.1	2,799
Nevada	11.6	2,317	11.5	2,458
Guam	6.3	1,258	6.2	1,325
Massachusetts	4.3	859	3.9	833
Texas	2.9	579	3.2	684
Arizona	3.2	639	3.0	641
Illinois	3.6	719	3.0	641
Pennsylvania	2.7	539	2.4	513
New Jersey	2.4	479	2.1	449

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U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Cities				
New York City	33.8	6,750	32.7	6,988
Orlando	14.6	2,916	15.7	3,355
Miami	13.6	2,716	15.3	3,270
Los Angeles	11.9	2,376	12.9	2,757
Las Vegas	11.3	2,257	11.2	2,393
Honolulu Oahu	10.1	2,017	10.8	2,308
San Francisco	10.3	2,057	10.4	2,222
Washington, D.C.	5.8	1,158	5.0	1,069
Boston	4.0	799	3.6	769
Chicago	3.5	699	2.9	620
San Diego	2.7	539	2.7	577
Flagstaff/Grand Canyon/Sedona	2.5	499	2.3	492
Philadelphia	1.7	339	1.7	363

(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.

(**) 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

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 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?

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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