

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Sector Profile: Business



2009 Industry Sector Profile: Business

Overseas Business Visitors

[thousands of visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Overseas Visitors ⁽¹⁾	5,372	4,687	4,938	5,203	5,135	6,331	6,386	4,941	-431
% Change	4	-13	5	5	-1	23	1	-23	-8
Share of Overseas Visitors	28.1	26.0	24.3	24.0	23.7	26.5	25.2	20.8	20.2
Point Change in Share	-5.5	-2.1	-1.7	-0.3	-0.3	2.8	-1.3	-4.4	-7.3

Country of Origin of Business Visitors

Visitor Origin	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
WORLD REGIONS				
Europe	50.0	3,193	45.7	2,258
Western Europe	48.1	3,072	43.6	2,154
Asia	28.5	1,820	27.3	1,349
South America	9.6	613	11.4	563
COUNTRIES OF RESIDENCE				
United Kingdom	18.3	1,169	15.9	786
Germany	8.7	556	7.4	366
Japan	9.0	575	7.2	356
India	5.8	370	5.3	262
P. R. of China	4.1	262	5.0	247
Taiwan	1.8	115	1.9	94

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Information Sources Used to Plan Trip by Business Visitors

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Travel Agency	41	41	0.0
Personal Computer	27	28	0.7
Corporate Travel Dept.	27	23	-4.1
Airlines Directly	20	22	2.0

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Business/Professional	89	89	0.1
Leisure/Rec./Holidays	5	5	-0.2
Visit Friends/Relatives	2	3	0.8
Convention/Conference	4	3	-0.7

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Business/Professional	100	100	0.0
Leisure/Rec./Holidays	23	20	-2.5
Visit Friends/Relatives	17	16	-0.9
Convention/Conference	11	9	-1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	35	32	-2.9
Business & Convention	100	100	0.0

Transportation Used in United States by Business Visitors

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	52	49	-2.6
Rented Auto	33	33	0.1
Airlines in U.S.	30	32	2.0
Company or Private Auto	24	23	-0.8
City Subway/Tram/Bus	16	17	0.6

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)
Dining in Restaurants	85	85	0.3
Shopping	79	80	0.6
Sightseeing in Cities	28	27	-1.2
Visit Historical Places	27	23	-3.3
Visit Small Towns	14	15	0.3
Art Gallery/Museum	15	14	-0.2
Amusement/Theme Parks	14	14	-0.2
Cultural Heritage Sites	14	13	-0.8
Nightclubs/Dancing	13	12	-0.2
Touring Countryside	11	11	-0.3

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Select Traveler Characteristics of Business Visitors

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	42	45	2.7 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	4%	4%	0.2 pts.
First International Trip to the U.S.	14%	14%	-0.3 pts.
Length of Stay in U.S. (mean nights)	15.9	17.0	1.1 nights
Length of Stay in U.S. (median nights)	7	7	0 nights
Number of States Visited (% 1 state)	63%	64%	1.0 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	89%	87%	-1.5 pts.
Average # of Nights in Hotel/Motel	8.3	8.5	0.2 nights
Travel Party Size (mean # of persons)	1.3	1.2	-0.1
Gender: % Male (among adults)	78%	78%	0.0 pts.
Household Income (mean average)	\$119,300	\$107,900	-\$11,400
Household Income (median average)	\$111,600	\$97,900	-\$13,700
Average Age: Female	39	38	-0.8 years
Average Age: Male	42	42	-0.2 years



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U.S. Destinations Visited by Overseas Business Travelers

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	35.9	2,293	36.2	1,789
South Atlantic	28.3	1,807	31.2	1,542
Pacific	28.1	1,794	26.5	1,309
East North Central	15.8	1,009	14.1	697
New England	8.1	517	9.0	445
West South Central	9.5	607	8.8	435
Mountain	10.0	639	8.6	425
STATES				
New York	28.5	1,820	28.3	1,398
California	25.5	1,628	24.2	1,196
Florida	14.2	907	14.8	731
Illinois	10.0	639	8.5	420
Texas	8.2	524	7.4	366
Massachusetts	5.8	370	7.0	346
New Jersey	5.7	364	6.2	306
Pennsylvania	5.6	358	5.3	262
Nevada	5.4	345	4.7	232

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U.S. Destinations Visited by Overseas Business Travelers

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	27.5	1,756	26.9	1,329
Los Angeles	12.1	773	11.8	583
Miami	9.6	613	**	**
San Francisco	9.5	607	9.3	460
Chicago	9.6	613	8.1	400
Washington, D.C.	6.8	434	8.1	400
Boston	5.2	332	6.6	326
Las Vegas	5.2	332	**	**
San Jose	3.4	217	**	**

(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.

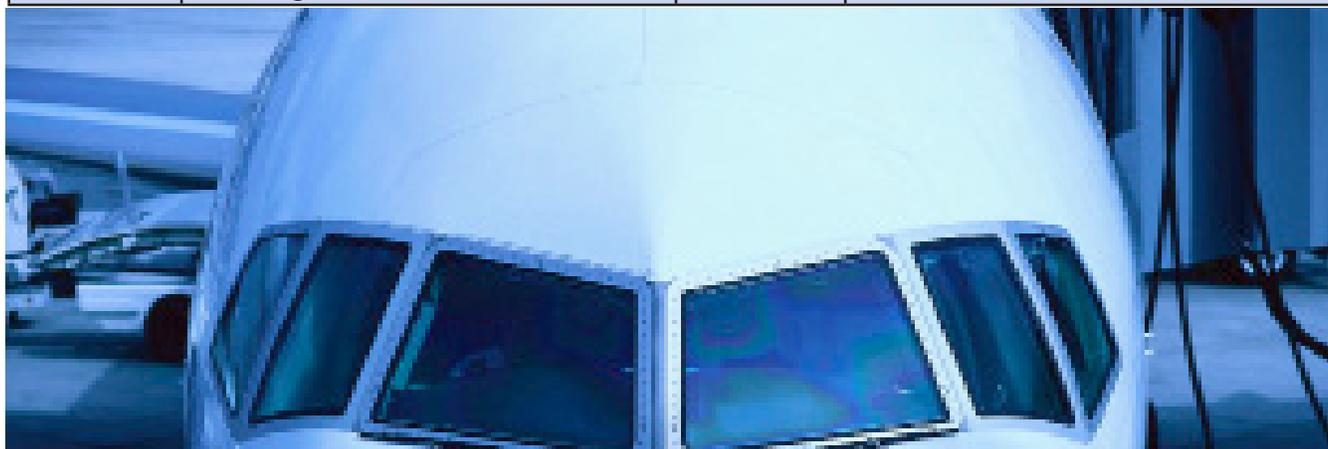
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Survey of International Air Travelers

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 business 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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