

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Sector Profile: Lodging



2009 Industry Sector Profile: Lodging

Overseas Visitors Using Hotels/Motels

[thousands of visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Overseas Visitors ⁽¹⁾	14,911	13,898	16,034	16,974	16,945	18,755	20,045	18,506	3,595
% Change	7	-7	15	6	0	11	7	-8	24
Share of Overseas Visitors	78.0	77.1	78.9	78.3	78.2	78.5	79.1	77.9	-0.1
Point Change in Share	1.1	-0.9	1.8	-0.6	-0.1	0.3	0.6	-1.2	-0.1

Country of Origin of Visitors Using Hotels/Motels

Visitor Origin	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
WORLD REGIONS				
Europe	55.2	11,065	51.6	9,549
Western Europe	54.2	10,864	50.3	9,309
Asia	28.4	5,693	27.5	5,089
South America	7.4	1,483	11.2	2,073
Oceania	3.8	762	4.1	759
Middle East	1.8	361	1.8	333
COUNTRIES OF RESIDENCE				
United Kingdom	22.0	4,410	19.8	3,664
Japan	18.4	3,688	18.5	3,424
Germany	8.1	1,624	7.3	1,351
France	5.1	1,022	5.1	944
Brazil	3.0	601	4.8	888
Italy	3.5	702	3.6	666
Australia	3.2	641	3.5	648
Spain	3.0	601	2.8	518
Korea, South	3.0	601	2.6	481
Netherlands	2.6	521	2.5	463

2009 Industry Sector Profile: Lodging

Information Sources Used to Plan Trip by Those Using Hotel/Motels

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	43	44	1.7
Travel Agency	41	39	-1.7
Airlines Directly	18	21	2.3
Friends/Relatives	13	15	1.9

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	55	61	5.1
Business/Professional	25	21	-4.6
Visit Friends/Relatives	9	10	0.6
Convention/Conference	7	6	-1.0

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	68	73	4.1
Business/Professional	29	24	-5.3
Visit Friends/Relatives	23	22	-1.0
Convention/Conference	10	8	-1.3
NET PURPOSES OF TRIP:			
Leisure & VFR	76	79	3.3
Business & Convention	35	29	-5.9

2009 Industry Sector Profile: Lodging

Transportation Used in United States by Those Using Hotel/Motels

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	48	46	-2.6
Rented Auto	34	33	-0.8
City Subway/Tram/Bus	28	29	1.3
Airlines in U.S.	26	27	0.7
Company or Private Auto	19	20	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)
Shopping	88	88	0.6
Dining in Restaurants	87	86	-0.6
Sightseeing in Cities	46	48	1.6
Visit Historical Places	38	39	1.1
Amusement/Theme Parks	26	27	1.4
Visit Small Towns	26	25	-0.2
Cultural Heritage Sites	23	24	0.4
Art Gallery/Museum	22	23	1.3
Water Sports/Sunbathing	23	23	0.1
Guided Tours	20	20	-0.1

2009 Industry Sector Profile: Lodging

Select Traveler Characteristics of Those Using Hotel/Motels

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	90	91	1.0 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	20%	20%	0.7 pts.
First International Trip to the U.S.	25%	26%	1.5 pts.
Length of Stay in U.S. (mean nights)	12.7	13.3	0.6 nights
Length of Stay in U.S. (median nights)	7	7	0 nights
Number of States Visited (% 1 state)	63%	63%	0.2 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	100%	100%	0.0 pts.
Average # of Nights in Hotel/Motel	8.3	8.2	-0.1 nights
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	62%	58%	-4.7 pts.
Household Income (mean average)	\$107,100	\$97,000	-\$10,100
Household Income (median average)	\$96,900	\$85,100	-\$11,800
Average Age: Female	39	38	-1.0 years
Average Age: Male	42	42	-0.2 years



2009 Industry Sector Profile: Lodging

U.S. Destinations Visited by Overseas Travelers Using Hotels/Motels

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	36.7	7,357	37.9	7,014
South Atlantic	28.3	5,673	31.6	5,848
Pacific	25.1	5,031	22.4	4,145
Pacific Islands	14.8	2,967	15.7	2,905
Mountain	14.5	2,907	13.2	2,443
East North Central	9.0	1,804	7.8	1,443
New England	6.7	1,343	7.0	1,295
West South Central	5.3	1,062	4.8	888
West North Central	2.0	401	2.0	370
STATES				
New York	33.1	6,635	34.6	6,403
Florida	18.7	3,748	21.6	3,997
California	23.5	4,711	21.1	3,905
Nevada	11.0	2,205	10.6	1,962
Hawaiian Islands	9.0	1,804	9.8	1,814
Guam	5.8	1,163	5.9	1,092
Massachusetts	5.3	1,062	5.8	1,073
Illinois	6.0	1,203	5.3	981
Pennsylvania	3.8	762	3.7	685
Texas	4.3	862	3.6	666
Arizona	3.5	702	3.5	648
New Jersey	3.5	702	3.5	648
Georgia	2.7	541	2.8	518
Washington	2.0	401	1.6	296

...cont'd.

2009 Industry Sector Profile: Lodging

U.S. Destinations Visited by Overseas Travelers Using Hotels/Motels

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	32.5	6,515	33.8	6,255
Los Angeles	12.5	2,506	12.0	2,221
Orlando	10.4	2,085	11.6	2,147
Miami	8.9	1,784	11.3	2,091
San Francisco	12.5	2,506	10.9	2,017
Las Vegas	10.7	2,145	10.4	1,925
Oahu-Honolulu	7.9	1,584	8.6	1,592
Washington, D.C.	6.4	1,283	7.0	1,295
Boston	4.8	962	5.3	981
Chicago	5.7	1,143	5.2	962
San Diego	3.4	682	3.0	555
Atlanta	**	**	2.4	444
Philadelphia	2.8	561	2.4	444
Anaheim	1.8	361	**	**
Seattle	1.8	361	**	**
San Jose	1.7	341	**	**

(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://tinet.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://tinet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries.

Publication Date: May 2010

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 traveler who used lodging while visiting the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
tinet_info@mail.doc.gov

<http://tinet.ita.doc.gov>