

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Sector Profile: Lodging



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Overseas Visitors Using Hotels/Motels

[thousands of visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Overseas Visitors ⁽¹⁾	16,034	16,974	16,945	18,755	20,045	18,506	20,932	22,111	6,077
% Change	15	6	0	11	7	-8	13	6	38
Share of Overseas Visitors	78.9	78.3	78.2	78.5	79.1	77.9	79.4	79.3	
Point Change in Share	1.8	-0.6	-0.1	0.3	0.6	-1.2	1.5	-0.1	0.4

Country of Origin of Visitors Using Hotels/Motels

Visitor Origin	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
WORLD REGIONS				
Europe	47.5	9,943	46.3	10,237
Western Europe	46.1	9,650	44.9	9,928
Asia	29.5	6,175	28.9	6,390
South America	12.9	2,700	14.7	3,250
Oceania	4.9	1,026	5.3	1,172
Middle East	1.8	377	1.8	398
Eastern Europe	1.3	272	1.4	310
Africa	0.6	126	0.6	133
COUNTRIES OF RESIDENCE				
Japan	18.8	3,935	17.1	3,781
United Kingdom	17.1	3,579	15.7	3,471
Brazil	5.8	1,214	7.6	1,680
Germany	6.6	1,382	6.5	1,437
France	5.2	1,088	5.5	1,216
Australia	4.2	879	4.6	1,017
Korea, South	3.8	795	4.3	951
Italy	3.4	712	3.2	708
P. R. of China	2.0	419	2.9	641
Spain	2.8	586	2.8	619
India	1.8	377	1.6	354
R. of China (Taiwan)	0.9	188	0.8	177

2011 Industry Sector Profile: Lodging

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

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	45	47	1.6
Travel Agency	40	39	-1.0
Airlines Directly	21	21	0.0
Friends/Relatives	15	15	0.3

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	62	62	0.0
Business/Professional	20	19	-0.5
Visit Friends/Relatives	10	10	0.3
Convention/Conference	6	6	-0.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	74	74	0.7
Business/Professional	23	22	-0.3
Visit Friends/Relatives	22	22	-0.6
Convention/Conference	9	9	-0.5
NET PURPOSES OF TRIP:			
Leisure & VFR	81	81	0.3
Business & Convention	28	28	-0.2

2011 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)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	47	47	-0.3
Rented Auto	34	34	-0.3
City Subway/Tram/Bus	28	30	1.9
Airlines in U.S.	28	28	0.7
Company or Private Auto	19	18	-0.5

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	89	89	0.2
Dining in Restaurants	87	85	-1.3
Sightseeing in Cities	49	48	-0.6
Visit Historical Places	41	42	1.6
Amusement/Theme Parks	30	30	0.1
Visit Small Towns	27	26	-0.9
Cultural Heritage Sites	25	25	0.4
Art Gallery/Museum	25	24	-1.6
Water Sports/Sunbathing	23	23	-0.4
Guided Tours	20	21	1.0
Visit National Parks	20	21	0.9

2011 Industry Sector Profile: Lodging

Select Traveler Characteristics of Those Using Hotel/Motels

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	95	98	3.0 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	22%	21%	-0.7 pts.
First International Trip to the U.S.	26%	29%	3.7 pts.
Length of Stay in U.S. (mean nights)	13.3	13.8	0.5 nights
Length of Stay in U.S. (median nights)	8	8	0 nights
Number of States Visited (% 1 state)	62%	62%	-0.2 pts.
Average Number of States Visited	1.7	1.7	0.0 states
Hotel/Motel (% 1+ nights)	100%	100%	0.0 pts.
Average # of Nights in Hotel/Motel	8.5	8.8	0.3 nights
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	59%	57%	-1.5 pts.
Household Income (mean average)	\$96,200	\$98,200	\$2,000
Household Income (median average)	\$84,600	\$87,500	\$2,900
Average Age: Female	38	38	0.6 years
Average Age: Male	43	42	-0.6 years



2011 Industry Sector Profile: Lodging

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Middle Atlantic	37.0	7,745	37.4	8,270
South Atlantic	32.0	6,698	30.2	6,678
Pacific	23.8	4,982	25.0	5,528
Mountain	14.9	3,119	16.5	3,648
Pacific Islands	15.9	3,328	16.0	3,538
East North Central	7.1	1,486	7.0	1,548
New England	6.5	1,361	6.6	1,459
West South Central	5.0	1,047	5.5	1,216
West North Central	2.0	419	2.3	509
East South Central	**	**	1.8	398
STATES				
New York	34.1	7,138	34.7	7,673
California	22.4	4,689	23.6	5,218
Florida	21.9	4,584	20.8	4,599
Nevada	12.3	2,575	13.3	2,941
Hawaiian Islands	9.9	2,072	10.5	2,322
Massachusetts	5.5	1,151	5.5	1,216
Guam	6.0	1,256	5.4	1,194
Illinois	4.9	1,026	4.7	1,039
Texas	3.8	795	3.9	862
Arizona	3.5	733	3.6	796
Pennsylvania	3.5	733	3.3	730
New Jersey	3.1	649	3.0	663
Georgia	2.8	586	2.4	531
Washington	**	**	1.9	420
Colorado	**	**	1.8	398

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
CITIES				
New York City-WP-Wayne	33.5	7,012	34.0	7,518
Los Angeles	13.7	2,868	14.4	3,184
Las Vegas	12.0	2,512	13.1	2,897
San Francisco	11.4	2,386	11.8	2,609
Orlando	11.8	2,470	11.6	2,565
Miami	12.0	2,512	11.2	2,476
Honolulu	8.2	1,716	8.7	1,924
Washington, D.C.	7.6	1,591	7.4	1,636
Boston	5.0	1,047	5.1	1,128
Chicago	4.8	1,005	4.5	995
San Diego	3.3	691	3.2	708
Flagstaff-Grand Canyon-Sedona	**	**	2.5	553
Philadelphia	2.4	502	2.3	509
Atlanta	2.4	502	2.1	464
Houston	**	**	1.9	420
San Jose	1.4	293	1.6	354

(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 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		



Custom Reports Available for Hotel/Motels

The Office of Travel and Tourism Industries (OTTI) survey data on overseas travelers to the United States can be segmented to focus on travelers who stayed in a hotel/motel. Although OTTI surveyed over 38,000 overseas and Mexican air travelers to the country in 2010, there may be limitations due to sample size.

Possible Subsets Available:

- 1) All overseas travelers who used a hotel/motel – (the big picture).
- 2) Countries of origin staying in hotels/motels (United Kingdom, Japan, Germany, etc.).
- 3) Visitors who stayed in a hotel while on a business trip, leisure trip, or some combination thereof.
- 4) Visitors to a specific region, state or city who stayed in a hotel/motel
- 5) Visitors who used a specific brand (Marriott, Hilton, Hyatt, etc.) ⁽¹⁾
- 6) Any of the other survey table responses.

Custom reports start at \$5,105 for a 12 column (you choose the 12 columns) and 35 tables on travelers who stayed in a hotel/motel. For more info, go to: <http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

(1) The client's brand data would be compared to its competitive aggregates. Brand data are confidential. All custom reports are developed by OTTI's contractor and sample sizes are checked before OTTI recommends purchasing a report.

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