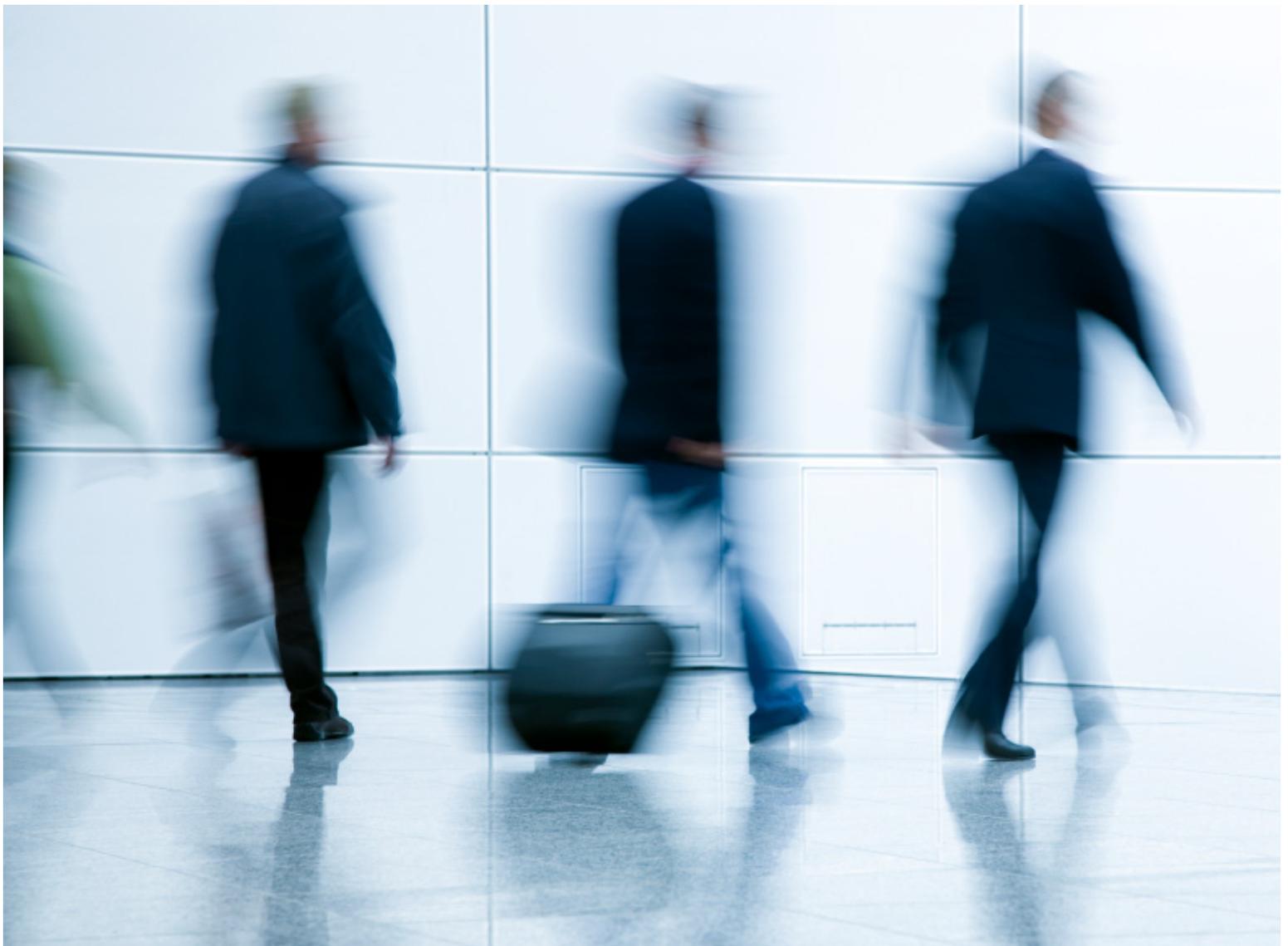


U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2012 Sector Profile: Business



# 2012 Industry Sector Profile: Business

## Overseas Business Visitors

[thousands of visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Overseas Visitors <sup>(1)</sup>	5,203	5,135	6,331	6,386	4,941	5,325	5,521	4,672	-531
% Change	5	-1	23	1	-23	8	4	-15	-10
Share of Overseas Visitors	24.0	23.7	26.5	25.2	20.8	20.2	19.8	15.7	
Point Change in Share	-0.3	-0.3	2.8	-1.3	-4.4	-0.6	-0.4	-4.1	-8.3

## Country of Origin of Business Visitors

Visitor Origin	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>WORLD REGIONS</b>				
Europe	43.0	2,374	40.6	1,897
Asia	31.3	1,728	34.2	1,598
South America	13.4	740	13.2	617
<b>COUNTRIES OF RESIDENCE</b>				
United Kingdom	12.9	712	11.4	533
Japan	8.2	453	10.7	500
Germany	6.8	375	8.4	392
India	5.6	309	6.0	280
P. R. of China	6.3	348	**	**

# 2012 Industry Sector Profile: Business

## Information Sources Used to Plan Trip by Business Visitors

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	21	39	17.8
	Corporate Travel Dept.	25	38	12.8
	Travel Guide(s)	3	6	3.0
2012	Personal Recommendation (Friends/Rel)		13	
2011	Friends/Relatives	7		
2012	National/State/City Travel Office		7	
2011	Nat'l Govt. Tourist Ofc.	1		
2011	State/City Travel Ofc.	2		
2012	Tour Operator/Travel Club		5	
2011	Tour Company	3		
2012	Online Travel Agency (OTA)		18	
2012	Travel Agency Office		24	
2011	Travel Agency	38		
2012	Other		5	
2011	TV/Radio	0.4		
2011	Personal Computer	28		
2011	In-flight Info. Systems	2		
2011	Newspapers/Magazines	1		

## Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	3	7	3.5
	Visit Friends/Relatives	5	2	-2.8
	Health Treatment	0	0.1	0.1
	Religion/Pilgrimages	0	0.1	0.1
2012	Business		86	
2011	Business/Professional	86		
2012	Vacation/Holiday		4	
2011	Leisure/Rec./Holidays/Sightseeing	5		
2012	Education		1	
2011	Study/Teaching	1		
	Other	0.1	0.2	0.1

# 2012 Industry Sector Profile: Business

## All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	11	15	4.0
	Visit Friends/Relatives	16	12	-3.6
	Health Treatment	0	1	0.1
	Religion/Pilgrimages	0	1	0.2
2012	Business		100	
2011	Business/Professional	100		
2012	Vacation/Holiday		16	
2011	Leisure/Rec./Holidays/Sightseeing	23		
2012	Education		5	
2011	Study/Teaching	5		
	Other	1	1	0.2
	NET PURPOSES OF TRIP:			
	Leisure & VFR	34	24	-10.2
	Business & Convention	100	100	0.0

## Transportation Used in United States by Business Visitors

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	31	41	9.2
	Bus between Cities	6	9	3.1
	City Subway/Tram/Bus	18	21	3.2
	Company or Private Auto	22	36	14.1
	Railroad between Cities	11	6	-4.7
	Motor Home/Camper	1	0.4	-0.3
	Rented Auto	32	36	3.5
	Taxi/Cab/Limousine	50	41	-8.7
2012	Cruise Ship/River Boat 1+ Nights		1	
2012	Ferry/River Taxi/Short Scenic Cruise		5	
2012	Rented Bicycle/Motorcycle/Moped		2	

# 2012 Industry Sector Profile: Business

## Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	14	14	-0.2
	Art Gallery/Museum	15	20	4.9
	Sporting Event	5	10	4.7
	Camping/Hiking	3	3	0.2
	Casino/Gambling	7	6	-0.7
	Concert/Play/Musical	10	10	-0.1
	Environ./Eco. Excursions	3	2	-0.8
	Golfing/Tennis	4	4	0.6
	Guided Tours	7	11	3.8
	Hunting/Fishing	1	1	-0.1
	Nightclubs/Dancing	12	17	4.6
	Shopping	81	82	1.0
	Visit American Indian Communities	2	3	0.8
2012	Cultural / Ethnic Heritage Sites		8	
2011	Cultural Heritage Sites	13		
2011	Ethnic Heritage Sites	3		
2012	Experience Fine Dining		38	
2011	Dining in Restaurants	85		
2012	Sightseeing		57	
2011	Sightseeing in Cities	29		
2012	Snow Sports		2	
2011	Snow Skiing	2		
2012	Small Towns/Countryside		20	
2011	Visit Small Towns/Villages	16		
2011	Touring Countryside	11		
2012	National Parks/Monuments		22	
2011	Visit National Parks	12		
2012	Water Sports		4	
2011	Water Sports/Sunbathing	7		
2012	Visit Historical Locations		16	
2011	Visit Historical Places	27		
2012	Other		2	
2011	Cruises	4		
2011	Ranch Vacations	1		

# 2012 Industry Sector Profile: Business

## Select Traveler Characteristics of Business Visitors

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	46	41	-4.4
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	5	7	1.3
First International Trip to the U.S.	18	16	-2.3
Length of Stay in U.S. (mean nights)	17.0	14.0	-3.0
Length of Stay in U.S. (median nights)	7	7	0.0
Number of States Visited (% 1 state)	65	70	5.0
Average Number of States Visited	1.5	1.4	-0.1
Hotel/Motel (% 1+ nights)	88	87	-1.5
Average # of Nights in Hotel/Motel	8.7	9.1	0.4
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	75	77	1.8
Household Income (mean average)	\$106,100	\$121,259	\$15,159
Household Income (median average)	\$97,800	\$90,080	-\$7,720
Average Age: Female	37	38	0.5
Average Age: Male	41	41	0.1



# 2012 Industry Sector Profile: Business

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
<b>REGIONS</b>				
Middle Atlantic	35.9	1,982	31.3	1,462
South Atlantic	25.5	1,408	27.9	1,303
Pacific	28.4	1,568	27.7	1,294
East North Central	13.9	767	13.4	626
West South Central	9.3	513	10.2	477
Mountain	10.8	596	8.9	416
New England	8.5	469	5.9	276
<b>STATES</b>				
California	26.0	1,435	25.1	1,173
New York	29.8	1,645	25.1	1,173
Florida	12.5	690	15.9	743
Texas	8.3	458	9.0	420
Illinois	8.1	447	8.0	374
Nevada	6.1	337	**	**
Pennsylvania	4.8	265	**	**
Massachusetts	6.2	342	**	**
New Jersey	5.3	293	**	**
<b>CITIES</b>				
New York City	28.5	1,573	24.3	1,135
Los Angeles	11.7	646	11.3	528
Miami	**	**	10.8	505
San Francisco	10.0	552	8.7	406
Chicago	7.6	420	7.6	355
Houston	**	**	5.0	234
Washington, DC	6.5	359	**	**
Las Vegas	5.8	320	**	**
Boston	5.7	315	**	**

# 2012 Industry Sector Profile: Business

- (1) Overseas includes all countries except Canada & 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: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee.

To learn more, please visit our website: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit:  
[http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.ita.doc.gov/outreachpages/census_regions.html)

Interested in data for your destination? OTTI sells custom reports. To learn more, go to:

<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

Publication Date: August 2013

## 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.

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

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Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
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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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