

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# **2014 U.S. Resident Travel:** **Business and Convention Travel**



# 2014 Market Profile: U.S. Residents Business/Convention

## Trends in Departures (in thousands)

|                       | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | Change<br>2014/2007 |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|---------------------|
| Total Departures      | 8,150 | 7,389 | 6,424 | 6,243 | 5,972 | 5,130 | 4,875 | 5,233 | -2,917              |
| Percentage Change (%) | -1    | -9    | -13   | -3    | -4    | -14   | -5    | 7     | -36                 |

## Spending Trends (Imports)

| [Millions of U.S. Dollars]                    | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | Change<br>2014/2007 |
|---|------|------|------|------|------|------|------|------|---------------------|
| Total Travel and Tourism Imports <sup>1</sup> | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |
| Travel (all purposes including education)     | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |
| Of which: Education Related                   | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |
| Of which: Other Business/<br>Personal Travel  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |
| Passenger Air Transportation                  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |
| Change (%) in Total Imports                   | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a  | n/a                 |

<sup>(1)</sup> International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.  
For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

## Information Sources Used for Trip Planning

| Information Sources Used (multiple responses) | 2013<br>(Percent) | 2014<br>(Percent) | Point<br>Change <sup>(2)</sup> |
|---|-------------------|-------------------|--------------------------------|
| Airline                                       | 44.9              | 46.6              | 1.7                            |
| Corporate Travel Department                   | 43.0              | 39.5              | -3.5                           |
| Online Travel Agency                          | 20.8              | 21.0              | 0.2                            |
| Travel Agency Office                          | 16.0              | 12.8              | -3.2                           |
| Personal Recommendation                       | 9.9               | 10.4              | 0.5                            |
| Travel Guides                                 | 4.1               | 3.8               | -0.3                           |
| National/State/City Travel Office             | 3.7               | 3.1               | -0.6                           |
| Tour Operator/Travel Club                     | 2.5               | 2.6               | 0.1                            |
| Other   | 4.7               | 4.8               | 0.1                            |

## 2014 Market Profile: U.S. Residents Business/Convention

### Main Purpose of Trip

| Main Purpose of Trip             | 2013<br>(Percent) | 2014<br>(Percent) | Point<br>Change <sup>(2)</sup> |
|----------------------------------|-------------------|-------------------|--------------------------------|
| Business                         | 70.1              | 68.2              | -1.9                           |
| Convention/Conference/Trade Show | 20.7              | 21.4              | 0.7                            |
| Vacation/Holiday                 | 4.2               | 4.9               | 0.7                            |
| Visit Friends/Relatives          | 3.5               | 3.4               | -0.1                           |
| Education                        | 1.0               | 1.4               | 0.4                            |
| Religion/Pilgrimage              | 0.2               | 0.5               | 0.3                            |
| Health Treatment                 | 0.2               | 0.0               | -0.2                           |
| Other                            | 0.1               | 0.2               | 0.1                            |

### All Purposes of Trip

| Purpose of Trip (multiple responses) | 2013<br>(Percent) | 2014<br>(Percent) | Point<br>Change <sup>(2)</sup> |
|--------------------------------------|-------------------|-------------------|--------------------------------|
| Business                             | 78.5              | 77.7              | -0.8                           |
| Convention/Conference/Trade Show     | 27.6              | 28.8              | 1.2                            |
| Vacation/Holiday                     | 18.4              | 19.0              | 0.6                            |
| Visit Friends/Relatives              | 13.2              | 13.3              | 0.1                            |
| Education                            | 5.7               | 5.7               | 0.0                            |
| Religion/Pilgrimage                  | 1.1               | 1.5               | 0.4                            |
| Health Treatment                     | 0.8               | 0.7               | -0.1                           |
| Other                                | 1.2               | 0.7               | -0.5                           |
|                                      |                   |                   |                                |
| NET PURPOSES OF TRIP:                |                   |                   |                                |
| Leisure & VFR                        | 27.3              | 28.1              | 0.8                            |
| Business & Convention                | 100.0             | 100.0             | 0.0                            |

## Activity Participation While in Other Countries

| Activity Participation While in Other Countries<br>(multiple responses) | 2013<br>(Percent) | 2014<br>(Percent) | Point<br>Change <sup>(2)</sup> |
|---|-------------------|-------------------|--------------------------------|
| Sightseeing   | 70.3              | 68.9              | -1.4                           |
| Shopping  | 65.7              | 64.7              | -1.0                           |
| Experience Fine Dining  | 40.8              | 37.7              | -3.1                           |
| Historical Locations  | 28.1              | 29.4              | 1.3                            |
| Small Towns/Countryside   | 26.8              | 28.8              | 2.0                            |
| Art Galleries/Museums   | 25.9              | 24.6              | -1.3                           |
| Cultural/Ethnic Heritage Sites  | 23.0              | 23.8              | 0.8                            |
| Guided Tours  | 20.7              | 21.2              | 0.5                            |
| National Parks/Monuments  | 20.1              | 20.9              | 0.8                            |
| Nightclubbing   | 18.9              | 16.3              | -2.6                           |
| Concert/Play/Musical  | 10.7              | 10.4              | -0.3                           |
| Water Sports  | 8.8               | 9.3               | 0.5                            |
| Amusement/Theme Parks   | 6.0               | 6.9               | 0.9                            |
| Sporting Event  | 5.4               | 6.7               | 1.3                            |
| Camping/Hiking  | 4.2               | 5.3               | 1.1                            |
| Environ./Eco. Excursions  | 4.4               | 5.0               | 0.6                            |
| Casino/Gamble   | 6.0               | 4.9               | -1.1                           |
| Golfing/Tennis  | 4.7               | 4.5               | -0.2                           |
| Hunting/Fishing   | 2.7               | 2.7               | 0.0                            |
| Snow Sports   | 1.3               | 1.4               | 0.1                            |
| Other   | 0.4               | 1.1               | 0.7                            |



## Transportation Used in Other Countries

| Transportation Types Used in Other Countries<br>(multiple responses) | 2013<br>(Percent) | 2014<br>(Percent) | Point<br>Change <sup>(2)</sup> |
|--|-------------------|-------------------|--------------------------------|
| Air Travel between Non U.S. Cities                                   | 68.6              | 69.9              | 1.3                            |
| Taxicab/Limousine  | 43.5              | 43.6              | 0.1                            |
| Auto, Company or Private   | 41.8              | 43.3              | 1.5                            |
| City Subway/Tram/Bus   | 23.2              | 22.2              | -1.0                           |
| Railroad between Cities  | 15.2              | 14.5              | -0.7                           |
| Bus between Cities   | 11.0              | 12.5              | 1.5                            |
| Rented Auto  | 10.7              | 9.9               | -0.8                           |
| Ferry/River Taxi/Srt Scenic Cruise                                   | 4.4               | 4.0               | -0.4                           |
| Rented Bicycle/Motorcycle/Moped                                      | 1.5               | 1.6               | 0.1                            |
| Cruise Ship/River Boat 1+ Nights                                     | 1.4               | 1.2               | -0.2                           |
| Motor Home/Camper  | 0.1               | 0.5               | 0.4                            |

## Select Traveler Characteristics

| Traveler Characteristics                        | 2013      | 2014      | Change <sup>(2)</sup> |
|---|-----------|-----------|-----------------------|
| Advance Trip Decision Time (mean days)          | 52.3      | 55.0      | 2.7                   |
| Advance Trip Decision Time (median days)        | 30        | 30        | 0.0                   |
| Prepaid Package                                 | 4.7       | 0.0       | -4.7                  |
| First International Trip Outside the U.S.       | 4.0       | 4.6       | 0.6                   |
| Length of Stay Outside the U.S. (mean nights)   | 15.5      | 16.8      | 1.3                   |
| Length of Stay Outside the U.S. (median nights) | 7         | 7         | 0.0                   |
| Number of Countries Visited (% 1 country)       | 80.3      | 81.8      | 1.5                   |
| Average Number of Countries Visited             | 1.2       | 1.2       | 0.0                   |
| Hotel/Motel (% 1+ nights)                       | 80.6      | 79.9      | -0.7                  |
| Average # of Nights in Hotel/Motel              | 10.3      | 9.6       | -0.7                  |
| Travel Party Size (mean # of persons)           | 1.2       | 1.3       | 0.1                   |
| Gender: % Male (among adults)                   | 71.4      | 68.8      | -2.6                  |
| Household Income (mean average)                 | \$155,935 | \$157,268 | \$1,333               |
| Household Income (median average)               | \$125,000 | \$120,000 | -\$5,000              |
| Average Age: Female                             | 43.7      | 42.7      | -1.0                  |
| Average Age: Male                               | 45.5      | 45.8      | 0.3                   |

# 2014 Market Profile: U.S. Residents Business/Convention

## Residence of U.S. Travelers

| Residence of U.S. Travelers <sup>4</sup> | Market Share 2013 (Percent) | Volume 2013 (000) | Market Share 2014 (Percent) | Volume 2014 (000) |
|--|-----------------------------|-------------------|-----------------------------|-------------------|
| <b>REGIONS</b>                           |                             |                   |                             |                   |
| SOUTH ATLANTIC                           | 22.9                        | 1,116             | 21.9                        | 1,146             |
| MIDDLE ATLANTIC                          | 18.9                        | 921               | 16.7                        | 874               |
| PACIFIC                                  | 15.5                        | 756               | 16.6                        | 869               |
| WEST SOUTH CENTRAL                       | 11.9                        | 580               | 12.7                        | 665               |
| EAST NORTH CENTRAL                       | 9.5                         | 463               | 11.9                        | 623               |
| NEW ENGLAND                              | **                          | **                | 6.8                         | 356               |
| <b>STATES</b>                            |                             |                   |                             |                   |
| California                               | 13.0                        | 634               | 13.0                        | 680               |
| Texas                                    | 9.7                         | 473               | 10.4                        | 544               |
| New York                                 | 9.8                         | 478               | 9.5                         | 497               |
| Florida                                  | **                          | **                | 8.8                         | 461               |
| <b>CITIES</b>                            |                             |                   |                             |                   |
| New York City                            | 8.4                         | 410               | 7.7                         | 403               |



# 2014 Market Profile: U.S. Residents Business/Convention

## Destinations Visited

| Visitation to Destinations <sup>(3)</sup> | Market Share 2013 (Percent) | Volume 2013 (000) | Market Share 2014 (Percent) | Volume 2014 (000) |
|---|-----------------------------|-------------------|-----------------------------|-------------------|
| <b>EUROPE</b>                             | <b>38.9</b>                 | <b>1,896</b>      | <b>37.1</b>                 | <b>1,941</b>      |
| United Kingdom                            | 11.5                        | 561               | 9.6                         | 502               |
| Germany                                   | 9.0                         | 439               | 8.6                         | 450               |
| <b>SOUTH AMERICA</b>                      | <b>**</b>                   | <b>**</b>         | <b>7.9</b>                  | <b>413</b>        |
| <b>ASIA</b>                               | <b>26.8</b>                 | <b>1,307</b>      | <b>26.7</b>                 | <b>1,397</b>      |
| Japan                                     | 5.4                         | 263               | 5.6                         | 293               |
| P. R. of China                            | 8.2                         | 400               | 8.2                         | 429               |

(1) Total Travel & Tourism Imports = travel payments (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare payments (fares paid to foreign air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only country and world region 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.

(4) Only U.S. origin areas 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.

(n/a) Estimate not yet available.

(\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 40 travel characteristics data reported on international travel from 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.goc.gov/outreachpages/census\\_regions.html](http://tinet.ita.goc.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/reports/ifs/customized.html>

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

|   |
|---|
| TABLE 1 - Q3a. Where do you live (State/City of Residence)?** (%)   |
| TABLE 2 - Q6a. How did you obtain the information used for planning this trip?** (%)                                      |
| TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%)                                  |
| TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%)                                 |
| TABLE 5 - Q9. How were airline reservations made for this trip?** (%)   |
| TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)                               |
| TABLE 7 - Q8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip? (%) |
| TABLE 8 - Q8b. How many days in advance of this trip did you visit a health care provider? (%)                            |
| TABLE 9 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?** (%)  |
| TABLE 10 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?** (%)                        |
| TABLE 11 - Q11. Was travel insurance purchased for this trip? (%)   |
| TABLE 12 - Q14. With whom are you traveling now?** (%)  |
| TABLE 13 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)                         |
| TABLE 14 - Q13a. What is the main purpose of your trip? (%)   |
| TABLE 15 - Q13a./b. All purpose(s) of trip.** (%)   |
| TABLE 16 - Q17. Type of accommodation outside the U.S. and number of nights stayed.** (%)                                 |
| TABLE 17 - Q16b. How many nights outside of the U.S.A. will you spend on this trip? (%)                                   |
| TABLE 18 - Q16c. How many total nights away from home will you spend on this trip? (%)                                    |
| TABLE 19 - Q30a. Is this your first trip by air from the United States? (%)   |
| TABLE 20 - Q30b. How many round trips by air have you made from the U.S. in the past 12 months? (%)                       |
| TABLE 21 - Q3b./Q17. Number of countries visited.** (%)   |
| TABLE 22 - Q3b./Q17. Number of destinations visited.** (%)  |
| TABLE 23 - Q21. What types of transportation will be used on this trip?** (%)   |
| TABLE 24 - Q5a. What city or airport will you pass through U.S. Customs and Passport Control (Port of Entry)** (%)        |
| TABLE 25 - Q3b. What will be your main destination on this trip? (%)  |
| TABLE 26 - Q3b./Q17. What international destinations will you visit (includes main destination)?** (%)                    |
| TABLE 27 - Q22. Will anyone engage in any of the following leisure activities?** (%)                                      |
| TABLE 28 - Q18d./Q19. How much total money will be spent outside the U.S.? (\$)   |
| TABLE 29 - Q20. Expenses Payment Methods.** (%)   |
| TABLE 30 - Q20. Travelers Use of Payment Methods.** (%)   |
| TABLE 31 - Q20. Share of Total Trip Expenditures by Payment Methods.** (%)  |
| TABLE 32 - Q25. What were your three main reasons for flying on this airline?** (%)                                       |
| TABLE 33 - Q25. What was the most important reason for flying on this airline? (%)  |
| TABLE 34 - Q26a. Where will you sit in the aircraft today? (%)  |
| TABLE 35 - Q26b. What type of airline ticket do you have?** (%)   |
| TABLE 36 - Q31bc. What is your age and what is your gender? (%)   |
| TABLE 37 - Q31a. What is your occupation? (%)   |
| TABLE 38 - Q32. What is your total combined annual household income? (%)  |
| TABLE 39 - Q33a. What is your ethnicity? (%)  |
| TABLE 40 - Q33b. What is your race?** (%)   |



# 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

### **U.S. Department of Commerce**

International Trade Administration  
Industry & Analysis  
National Travel and Tourism Office  
1401 Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[ntto@trade.gov](mailto:ntto@trade.gov)

# <http://travel.trade.gov>