

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Middle East



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	620	681	666	736	811	925	1,058	1,225	605
Percentage Change (%)	12	10	-2	10	10	14	14	16	98

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$2,809	\$3,425	\$3,591	\$4,093	\$5,061	\$5,316	\$6,773	October	-
Travel (all purposes including education)	\$2,483	\$2,928	\$3,217	\$3,633	\$4,522	\$4,740	\$6,178	\$6,430	\$3,947
Of which: Education Related	\$607	\$712	\$810	\$966	\$1,289	\$1,758	\$2,130	October	-
Of which: Other Business/ Personal Travel	\$1,710	\$2,041	\$2,237	\$2,524	\$3,087	\$2,829	\$3,883	October	-
Passenger Air Transportation	\$326	\$497	\$374	\$460	\$539	\$576	\$595	October	-
Change (%) in Total Exports	14	22	5	14	24	5	27	-	-

⁽¹⁾ 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>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	49	54	5.5
Online Travel Agency	33	37	3.7
Personal Recommendation	30	30	-0.6
Travel Agency Office	31	25	-6.9
Corporate Travel Dept.	18	13	-4.4
Travel Guides	10	9	-1.0
National/State/City Travel Office	11	9	-1.6
Tour Operator/Travel Club	7	6	-1.0
Other	6	6	-0.2

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	32	36	4.2
Visit Friends/Relatives	31	29	-2.4
Business	12	14	2.4
Education	9	10	0.5
Convention/Conference/Trade Show	10	9	-1.7
Health Treatment	3	2	-0.9
Religion/Pilgrimages	0.7	0	-0.5
Other	2	0	-1.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	51	52	1.3
Visit Friends/Relatives	46	45	-0.4
Business	18	19	1.5
Education	12	13	0.5
Convention/Conference/Trade Show	13	12	-1.5
Health Treatment	3	3	-0.4
Religion/Pilgrimages	1	0.6	-0.5
Other	2	0.6	-1.8
NET PURPOSES OF TRIP:			
Leisure & VFR	74	74	0.2
Business & Convention	28	29	0.7

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	89	92	3.5
Sightseeing	67	70	3.2
Experience Fine Dining	38	40	2.4
Small Towns/Countryside	34	40	6.3
National Parks/Monuments	32	39	7.6
Amusement/Theme Parks	30	35	5.7
Art Gallery/Museum	34	33	-0.3
Historical Locations	24	26	1.8
Concert/Play/Musical	23	20	-2.9
Nightclubbing/Dancing	18	19	1.2
Guided Tours	12	17	5.3
Cultural / Ethnic Heritage Sites	13	13	0.4
Sporting Event	11	12	0.7
Casinos/Gamble	12	8	-3.9
Water Sports	7	8	0.6
Camping/Hiking	6	7	1.2
Golfing/Tennis	3	4	1.1
Hunting/Fishing	2	3	0.9
American Indian Communities	3	3	0.5
Environ./Eco. Excursions	2	3	1.3
Snow Sports	3	2	-1.2
Other	1	2	0.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between U.S. Cities	48	44	-3.8
Rented Auto	30	38	7.8
Auto, Private or Company	37	36	-1.5
City Subway/Tram/Bus	31	33	1.4
Taxicab/Limousine	30	31	1.1
Bus between Cities	12	20	7.6
Ferry/River Taxi/Srt Scenic Cruise	6	10	3.7
Railroad between Cities	7	9	1.8
Cruise Ship/River Boat 1+ Nights	4	5	0.5
Rented Bicycle/Motorcycle/Moped	3	3	0.6
Motor Home/Camper	2	3	1.2

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	63	64	1.6
Advance Trip Decision Time (median days)	35	45	10.0
Prepaid Package	7	5	-2.1
First International Trip to the U.S.	23	18	-5.0
Length of Stay in U.S. (mean nights)	24.3	27.2	2.9
Length of Stay in U.S. (median nights)	12	14	2.0
Number of States Visited (% 1 state)	60	59	-1.0
Average Number of States Visited	1.6	1.8	0.2
Hotel/Motel (% 1+ nights)	69	60	-8.6
Average # of Nights in Hotel/Motel	12.4	12.3	-0.1
Travel Party Size (mean # of persons)	1.3	1.4	0.1
Gender: % Male (among adults)	64	65	0.6
Household Income (mean average)	\$76,643	\$79,942	\$3,299
Household Income (median average)	\$50,000	\$53,312	\$3,312
Average Age: Female (among adults)	40	41	1.8
Average Age: Male (among adults)	40	40	0.2

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	52.0	550	**	**
States				
New York	45.9	486	**	**
Cities				
New York City	43.5	460	**	**

(1) Total Travel & Tourism Exports = travel receipts (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 receipts (fares paid to U.S. 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 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.

(p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

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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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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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

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