

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Eastern Europe



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Visitation Trends (Arrivals)

[Thousands of Eastern Europe Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	355	345	380	433	460	513	585	572	217
Percentage Change (%)	-8	-3	10	14	6	11	14	-2	61

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Unavailable								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	39	45	5.8
Airlines Directly	27	28	1.1
Friends/Relatives	19	22	3.0
Travel Agency	27	21	-5.8

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	24	33	9.2
Visit Friends/Relatives	35	31	-3.3
Business/Professional	27	22	-5.1
Convention/Conference	4	6	1.6
Study/Teaching	7	6	-1.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	53	61	7.8
Visit Friends/Relatives	51	47	-4.0
Business/Professional	30	26	-3.6
Study/Teaching	10	9	-1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	79	82	3.2
Business & Convention	35	31	-3.3

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Airlines in U.S.	43	37	-6.0
Taxi/Cab/Limousine	37	36	-0.7
City Subway/Tram/Bus	24	32	7.7
Company or Private Auto	33	26	-7.3
Rented Auto	23	22	-1.7

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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	91	88	-3.8
Dining in Restaurants	77	79	1.6
Visit Historical Places	59	60	0.7
Sightseeing in Cities	57	57	0.0
Amusement/Theme Parks	39	41	1.5
Art Gallery/Museum	37	39	1.8
Visit Small Towns	29	33	3.8
Touring Countryside	29	29	-0.1
Cultural Heritage Sites	28	29	1.4
Nightclubs/Dancing	23	25	1.8

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	72	74	1.5 days
Advance Trip Decision Time (median days)	50	60	10.0 days
Prepaid Package	4%	6%	1.2 pts.
First International Trip to the U.S.	31%	40%	9.0 pts.
Length of Stay in U.S. (mean nights)	34.5	28.3	-6.2 nights
Length of Stay in U.S. (median nights)	15	14	-1 nights
Number of States Visited (% 1 state)	54%	53%	-0.7 pts.
Average Number of States Visited	1.7	1.8	0.1 states
Hotel/Motel (% 1+ nights)	59%	64%	5.5 pts.
Average # of Nights in Hotel/Motel	9.1	10.8	1.7 nights
Travel Party Size (mean # of persons)	1.2	1.3	0.1
Gender: % Male (among adults)	53%	53%	0.6 pts.
Household Income (mean average)	\$62,000	\$60,200	-\$1,800
Household Income (median average)	\$39,500	\$43,900	\$4,400
Average Age: Female	37	35	-1.5 years
Average Age: Male	37	37	0.6 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	66.7	390	68.7	393
South Atlantic	**	**	31.8	182
STATES				
New York	61.5	360	64.1	367
CITIES				
New York City	59.8	350	62.4	357

(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 incidental 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.

(n/a) Estimate not available.

(**) 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>.

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

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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

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>