

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Africa



2013 Market Profile: Africa

Visitation Trends (Arrivals)

[Thousands of Africa Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	253	278	315	294	316	327	373	439	187
Percentage Change (%)	0	10	13	-7	7	4	14	18	74

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$2,615	\$3,005	\$3,610	\$3,176	\$3,300	\$3,694	\$3,792	\$4,447	\$1,832
Travel (all purposes including education)	\$2,528	\$2,738	\$3,159	\$2,711	\$2,777	\$3,051	\$3,084	\$3,672	\$1,144
Of which: Education Related	\$930	\$961	\$1,013	\$1,068	\$1,100	\$1,135	\$1,145	\$1,202	\$272
Of which: Other Business/ Personal Travel	\$1,390	\$1,594	\$1,954	\$1,475	\$1,593	\$1,828	\$1,846	\$2,373	\$983
Passenger Air Transportation	\$87	\$267	\$451	\$465	\$523	\$643	\$708	\$775	\$688
Change (%) in Total Exports	11	15	20	-12	4	12	3	17	70

⁽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>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	45	43	-1.5
Travel Agency Office	35	35	-0.7
Online Travel Agency	21	27	6.2
Personal Recommendation	31	26	-4.7
Corporate Travel Dept.	19	14	-5.3
Travel Guides	8	8	-0.2

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	38	31	-7.6
Visit Friends/Relatives	23	29	6.1
Convention/Conference/Trade Show	17	23	6.4
Business	14	10	-3.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	51	50	-0.8
Visit Friends/Relatives	43	50	7.0
Convention/Conference/Trade Show	20	26	5.6
Business	16	17	1.5
NET PURPOSES OF TRIP:			
Leisure & VFR	73	72	-0.8
Business & Convention	32	38	6.0

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Air Travel between U.S. Cities	49	50	1.2
Auto, Private or Company	40	43	3.8
Taxicab/Limousine	43	39	-4.1
City Subway/Tram/Bus	25	38	12.2
Bus between Cities	21	26	4.1
Rented Auto	15	16	1.3

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	86	91	5.0
Sightseeing	68	66	-1.5
Experience Fine Dining	39	33	-6.2
National Parks/Monuments	28	32	4.1
Amusement/Theme Parks	29	30	1.7
Historical Locations	24	29	5.4
Small Towns/Countryside	28	29	1.1
Art Gallery/Museum	21	25	3.8
Guided Tours	26	17	-8.4
Nightclubbing/Dancing	17	15	-1.6
Sporting Event	13	15	1.9
Concert/Play/Musical	22	15	-7.5

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	77	67	-9.6
Advance Trip Decision Time (median days)	60	45	-15.0
Prepaid Package	11	8	-2.9
First International Trip to the U.S.	25	26	1.0
Length of Stay in U.S. (mean nights)	23.5	23.8	0.3
Length of Stay in U.S. (median nights)	14	14	0.0
Number of States Visited (% 1 state)	61	60	-0.9
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	64	63	-0.9
Average # of Nights in Hotel/Motel	10.6	12.6	2.0
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	59	53	-5.4
Household Income (mean average)	\$111,673	\$86,234	-\$25,439
Household Income (median average)	\$67,943	\$55,000	-\$12,943
Average Age: Female (among adults)	41	41	0.1
Average Age: Male (among adults)	46	44	-1.7

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Middle Atlantic	41.8	156	42.9	188
States				
New York	37.5	140	37.2	163
Cities				
New York City	36.6	137	**	**

- (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.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. 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? NTTO 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 Africa travelers who visit the United States.

Survey of International Air Travelers: Table Number and Description

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Table 17	First Trip to the U.S.	Table 36	Occupation
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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

U.S. Department of Commerce

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