

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Caribbean



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Visitation Trends (Arrivals)

[Thousands of Caribbean Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	1,198	1,317	1,201	1,206	1,201	1,091	1,131	1,156	-42
Percentage Change (%)	6	10	-9	0	0	-9	4	2	-4

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
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 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	48	45	-3.0
Online Travel Agency	26	31	4.8
Travel Agency Office	30	19	-10.6
Personal Recommendation	18	16	-2.7
Corporate Travel Dept.	6	9	2.9
National/State/City Travel Office	4	7	2.4

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Visit Friends/Relatives	32	38	6.7
Vacation/Holiday	40	27	-12.8
Convention/Conference/Trade Show	6	13	6.6
Business	15	11	-4.0

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Visit Friends/Relatives	55	50	-4.8
Vacation/Holiday	52	46	-5.7
Convention/Conference/Trade Show	11	22	10.7
Business	17	14	-3.4
NET PURPOSES OF TRIP:			
Leisure & VFR	80	74	-5.4
Business & Convention	25	29	4.3

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)
Auto, Private or Company	44	57	12.8
Taxicab/Limousine	29	29	-0.3
Air Travel between U.S. Cities	27	27	0.1
City Subway/Tram/Bus	31	22	-8.2
Bus between Cities	17	20	3.2
Rented Auto	11	15	4.1

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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	90	82	-7.9
Sightseeing	45	43	-1.9
Experience Fine Dining	40	41	1.2
National Parks/Monuments	25	33	7.6
Art Gallery/Museum	14	27	13.1
Amusement/Theme Parks	15	25	10.0
Historical Locations	17	19	2.2
Nightclubbing/Dancing	19	18	-1.4
Small Towns/Countryside	17	15	-1.6
Guided Tours	14	13	-0.7

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	51	50	-1.0
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	5	6	1.1
First International Trip to the U.S.	7	4	-2.8
Length of Stay in U.S. (mean nights)	12.2	14.4	2.2
Length of Stay in U.S. (median nights)	8	7	-1.0
Number of States Visited (% 1 state)	78	89	11.7
Average Number of States Visited	1.3	1.1	-0.2
Hotel/Motel (% 1+ nights)	38	50	12.4
Average # of Nights in Hotel/Motel	4.4	4.4	0.0
Travel Party Size (mean # of persons)	1.3	1.2	-0.1
Gender: % Male (among adults)	41	46	4.3
Household Income (mean average)	\$86,661	\$69,479	-\$17,182
Household Income (median average)	\$50,000	\$41,055	-\$8,945
Average Age: Female (among adults)	41	38	-2.3
Average Age: Male (among adults)	43	46	2.6

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	49.7	562	**	**

(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.

(n/a) Not available.

(**) 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 Caribbean travelers who visit the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
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Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
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Table 17	First Trip to the U.S.	Table 36	Occupation
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Table 19	Number of States Visited		



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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