

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2013 Market Profile: Europe



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## Visitation Trends (Arrivals)

[Thousands of Europe Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	10,136	11,406	12,783	11,550	11,985	12,660	12,478	12,895	2,760
Percentage Change (%)	-2	13	12	-10	4	6	-1	3	27

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>	2011 <sup>r</sup>	2012 <sup>r</sup>	2013 <sup>r</sup>	Change 2013/2006
Total Travel and Tourism Exports <sup>1</sup>	\$35,191	\$41,595	\$52,178	\$42,015	\$44,755	\$50,137	\$50,551	\$51,129	\$15,938
Travel (all purposes including education)	\$28,505	\$33,672	\$41,096	\$33,537	\$35,825	\$39,471	\$39,679	\$39,559	\$11,054
Of which: Education Related	\$2,216	\$2,356	\$2,543	\$2,713	\$2,735	\$2,836	\$2,948	\$3,021	\$805
Of which: Other Business/ Personal Travel	\$25,592	\$30,629	\$37,831	\$30,128	\$32,483	\$35,984	\$36,055	\$35,839	\$10,247
Passenger Air Transportation	\$6,686	\$7,923	\$11,082	\$8,478	\$8,930	\$10,666	\$10,872	\$11,570	\$4,884
Change (%) in Total Exports	-2	18	25	-19	7	12	1	1	45

<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>

<sup>(r)</sup> 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	46	0.7
Online Travel Agency	34	34	0.6
Personal Recommendation	23	22	-0.5
Travel Agency Office	21	20	-1.6
Travel Guides	14	13	-0.6
Corporate Travel Dept.	13	13	-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	59	58	-0.5
Visit Friends/Relatives	17	18	0.8
Business	12	12	-0.5
Convention/Conference/Trade Show	7	6	-0.6

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	70	69	-1.0
Visit Friends/Relatives	29	30	1.0
Business	15	15	-0.1
Convention/Conference/Trade Show	9	8	-0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	81	81	-0.4
Business & Convention	22	21	-0.9

## 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)
City Subway/Tram/Bus	39	39	0.8
Taxicab/Limousine	39	39	-0.4
Rented Auto	35	35	-0.9
Auto, Private or Company	32	32	0.0
Air Travel between U.S. Cities	28	27	-1.2
Bus between Cities	13	14	0.6

# 2013 Market Profile: Europe

## 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	87	87	0.0
Sightseeing	79	79	-0.3
National Parks/Monuments	41	41	0.8
Experience Fine Dining	38	38	0.2
Art Gallery/Museum	34	35	0.3
Small Towns/Countryside	35	34	-0.9
Historical Locations	33	33	0.8
Guided Tours	27	27	0.6
Amusement/Theme Parks	25	25	0.0
Concert/Play/Musical	21	19	-1.3

## Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	112	115	2.7
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	14	13	-0.8
First International Trip to the U.S.	22	22	0.5
Length of Stay in U.S. (mean nights)	15.8	16.0	0.2
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	68	70	1.9
Average Number of States Visited	1.5	1.5	0.0
Hotel/Motel (% 1+ nights)	79	76	-2.6
Average # of Nights in Hotel/Motel	9.4	9.8	0.4
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	54	54	0.0
Household Income (mean average)	\$108,588	\$106,813	-\$1,775
Household Income (median average)	\$80,350	\$80,040	-\$310
Average Age: Female (among adults)	40	40	0.1
Average Age: Male (among adults)	42	41	-0.4

# 2013 Market Profile: Europe

## 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)
<b>REGIONS</b>				
Middle Atlantic	42.8	5,341	43.4	5,597
South Atlantic	32.0	3,993	30.1	3,881
Pacific	20.8	2,596	20.7	2,669
Mountain	14.0	1,747	13.3	1,715
East North Central	7.1	886	7.5	967
New England	6.9	861	6.8	877
West South Central	5.7	711	6.7	864
Pacific Islands	2.1	262	2.0	258
<b>STATES</b>				
New York	39.2	4,892	39.4	5,081
Florida	21.4	2,670	20.4	2,631
California	19.4	2,421	19.4	2,502
Nevada	10.7	1,335	10.2	1,315
Massachusetts	5.6	699	5.5	709
Texas	4.3	537	5.2	671
Illinois	5.0	624	4.9	632
Pennsylvania	4.4	549	4.3	554
Arizona	4.3	537	3.7	477
New Jersey	3.0	374	3.0	387
Georgia	2.9	362	**	**
<b>CITIES</b>				
New York City	38.5	4,804	38.7	4,990
San Francisco	11.0	1,373	11.0	1,418
Los Angeles	10.4	1,298	10.9	1,406
Orlando	10.8	1,348	10.4	1,341
Las Vegas	10.3	1,285	9.9	1,277
Miami	8.4	1,048	8.0	1,032
Washington, D.C.	6.8	849	5.8	748
Boston	5.2	649	4.9	632
Chicago	4.8	599	4.6	593
Philadelphia	3.1	387	3.1	400
Houston	2.1	262	2.6	335
San Diego	2.8	349	**	**

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- (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](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 the European traveler who visits the United States.

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

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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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