

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: South America



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Visitation Trends (Arrivals)

[Thousands of South America Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	1,928	2,274	2,556	2,742	3,250	3,757	4,416	5,142	3,214
Percentage Change (%)	6	18	12	7	19	16	18	16	167

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	51	52	0.7
Personal Recommendation	35	36	0.2
Online Travel Agency	27	30	2.7
National/State/City Travel Office	27	25	-2.4
Travel Agency Office	17	17	0.4
Corporate Travel Dept.	12	13	1.0

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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	64	69	4.8
Visit Friends/Relatives	14	12	-1.5
Business	10	8	-1.8
Convention/Conference/Trade Show	7	5	-2.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Visit Friends/Relatives	28	26	-2.4
Business	13	12	-1.0
Convention/Conference/Trade Show	9	7	-2.3
Study/Teaching			
NET PURPOSES OF TRIP:			
Leisure & VFR	85	86	1.1
Business & Convention	20	17	-3.3

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)
Rented Auto	44	48	3.6
Air Travel between U.S. Cities	39	35	-4.0
Auto, Private or Company	33	34	0.2
Taxicab/Limousine	25	24	-0.1
City Subway/Tram/Bus	22	24	1.5
Bus between Cities	12	14	1.8

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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	92	92	-0.2
Sightseeing	68	71	2.7
Amusement/Theme Parks	44	46	2.5
Experience Fine Dining	36	39	3.1
National Parks/Monuments	31	30	-0.6
Art Gallery/Museum	28	28	0.5
Nightclubbing/Dancing	23	24	1.3
Historical Locations	20	23	3.1
Concert/Play/Musical	22	22	0.5
Small Towns/Countryside	14	19	4.3

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	81	91	9.3
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	13	10	-3.0
First International Trip to the U.S.	19	17	-1.6
Length of Stay in U.S. (mean nights)	14.8	15.4	0.6
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	74	76	2.5
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	77	78	1.2
Average # of Nights in Hotel/Motel	9.7	9.9	0.2
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	54	55	0.6
Household Income (mean average)	\$83,466	\$82,104	-\$1,362
Household Income (median average)	\$58,575	\$48,228	-\$10,347
Average Age: Female (among adults)	39	40	1.1
Average Age: Male (among adults)	41	40	-0.8

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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				
South Atlantic	63.4	2,800	64.3	3,306
Middle Atlantic	32.3	1,426	28.7	1,476
States				
Florida	58.5	2,583	59.5	3,059
New York	30.2	1,334	27.3	1,404
California	8.3	367	**	**
Cities				
Miami	40.9	1,806	42.4	2,180
Orlando	29.1	1,285	32.7	1,681
New York City	30.0	1,325	27.1	1,393

(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 South America travelers who visit 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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>