

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 Market Profile: Africa



# 2015 Market Profile: Africa

## Visitation Trends (Arrivals)

| [Thousands of Visitors] | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 <sup>r</sup> | 2015 <sup>1</sup> | Change 2015/2008 |
|-------------------------|------|------|------|------|------|------|-------------------|-------------------|------------------|
| Total Arrivals          | 315  | 294  | 316  | 327  | 373  | 439  | 514               | 557               | 242              |
| Percentage Change (%)   | 13   | -7   | 7    | 4    | 14   | 18   | 17                | 8                 | 77               |

## Spending Trends (Exports)

| [Millions of U.S. Dollars]                    | 2008    | 2009    | 2010    | 2011    | 2012    | 2013 <sup>r</sup> | 2014 <sup>r</sup> | 2015 <sup>r</sup> | Change 2015/2008 |
|-----------------------------------------------|---------|---------|---------|---------|---------|-------------------|-------------------|-------------------|------------------|
| Total Travel and Tourism Exports <sup>2</sup> | \$3,610 | \$3,176 | \$3,300 | \$3,694 | \$3,797 | \$4,569           | \$5,170           | \$5,345           | \$1,735          |
| Travel Receipts                               | \$3,159 | \$2,711 | \$2,777 | \$3,051 | \$3,089 | \$3,821           | \$4,303           | \$4,490           | \$1,331          |
| Education Receipts                            | \$1,013 | \$1,068 | \$1,100 | \$1,135 | \$1,145 | \$1,210           | \$1,296           | \$1,441           | \$428            |
| Other Business/Personal                       | \$1,954 | \$1,475 | \$1,593 | \$1,828 | \$1,846 | \$2,512           | \$2,898           | \$2,932           | \$978            |
| Health/Border/Seasonal                        | \$192   | \$168   | \$84    | \$88    | \$98    | \$99              | \$109             | \$117             | -\$75            |
| Passenger Fare Receipts                       | \$451   | \$465   | \$523   | \$643   | \$708   | \$748             | \$867             | \$855             | \$404            |
| % Change in Total Exports                     | 9%      | 9%      | 8%      | 8%      | 8%      | 9%                | 10%               | 13%               | 48%              |

## Information Sources Used for Trip Planning

| Information Sources Used (multiple responses) | 2014 (Percent) | 2015 (Percent) | Point Change <sup>(3)</sup> |
|-----------------------------------------------|----------------|----------------|-----------------------------|
| Airlines                                      | 43             | 46             | 3.1                         |
| Travel Agency Office                          | 34             | 36             | 2.2                         |
| Online Travel Agency                          | 27             | 27             | -0.7                        |
| Personal Recommendation                       | 22             | 24             | 1.5                         |
| Corporate Travel Dept.                        | 14             | 14             | 0.4                         |
| National/State/City Travel Office             | 5              | 6              | 1.5                         |
| Tour Operator/Travel Club                     | 5              | 6              | 1.1                         |
| Travel Guides                                 | 5              | 4              | -1.2                        |
| Other                                         | 3              | 4              | 0.8                         |

## Main Purpose of Trip

| Main Purpose of Trip             | 2014<br>(Percent) | 2015<br>(Percent) | Point<br>Change <sup>(3)</sup> |
|----------------------------------|-------------------|-------------------|--------------------------------|
| Vacation/Holiday                 | 42                | 37                | -5.3                           |
| Visit Friends/Relatives          | 21                | 26                | 5.1                            |
| Convention/Conference/Trade Show | 18                | 17                | -0.8                           |
| Business                         | 11                | 12                | 0.3                            |
| Education                        | 5                 | 7                 | 1.7                            |
| Religion/Pilgrimages             | 1                 | 1                 | 0.0                            |
| Health Treatment                 | 0.3               | 1                 | 0.2                            |
| Other                            | 2                 | 1                 | -1.2                           |

## All Purposes of Trip

| Purpose of Trip (multiple responses) | 2014<br>(Percent) | 2015<br>(Percent) | Point<br>Change <sup>(3)</sup> |
|--------------------------------------|-------------------|-------------------|--------------------------------|
| Vacation/Holiday                     | 55                | 51                | -3.7                           |
| Visit Friends/Relatives              | 42                | 41                | -0.9                           |
| Convention/Conference/Trade Show     | 24                | 20                | -4.4                           |
| Business                             | 16                | 16                | 0.4                            |
| Education                            | 8                 | 9                 | 0.7                            |
| Religion/Pilgrimages                 | 2                 | 2                 | -0.5                           |
| Health Treatment                     | 1                 | 1                 | -0.1                           |
| Other                                | 3                 | 1                 | -1.4                           |
|                                      |                   |                   |                                |
| <b>NET PURPOSES OF TRIP:</b>         |                   |                   |                                |
| Leisure & VFR                        | 73                | 74                | 0.2                            |
| Business & Convention                | 35                | 33                | -2.5                           |

## Activity Participation While in the United States

| Activity Participation While in the U.S.<br>(multiple responses) | 2014<br>(Percent) | 2015<br>(Percent) | Point<br>Change <sup>(3)</sup> |
|------------------------------------------------------------------|-------------------|-------------------|--------------------------------|
| Shopping                                                         | 89                | 91                | 2.4                            |
| Sightseeing                                                      | 71                | 68                | -2.7                           |
| Experience Fine Dining                                           | 36                | 29                | -7.2                           |
| National Parks/Monuments                                         | 25                | 29                | 3.6                            |
| Amusement/Theme Parks                                            | 34                | 28                | -5.4                           |
| Historical Locations                                             | 28                | 25                | -3.5                           |
| Small Towns/Countryside                                          | 31                | 24                | -6.6                           |
| Guided Tours                                                     | 26                | 23                | -3.0                           |
| Art Gallery/Museum                                               | 24                | 22                | -1.8                           |
| Concert/Play/Musical                                             | 20                | 13                | -6.4                           |
| Nightclubbing/Dancing                                            | 16                | 10                | -6.1                           |
| Sporting Event                                                   | 11                | 9                 | -2.1                           |
| Cultural / Ethnic Heritage Sites                                 | 12                | 8                 | -3.5                           |
| Water Sports                                                     | 5                 | 5                 | -0.3                           |
| Casinos/Gamble                                                   | 6                 | 5                 | -0.9                           |
| Golfing/Tennis                                                   | 4                 | 3                 | -1.3                           |
| Hunting/Fishing                                                  | 2                 | 3                 | 0.8                            |
| Environ./Eco. Excursions                                         | 4.0               | 2.1               | -1.9                           |
| Snow Sports                                                      | 2.1               | 1.9               | -0.2                           |
| American Indian Communities                                      | 2.1               | 1.5               | -0.6                           |
| Camping/Hiking                                                   | 2.2               | 1.4               | -0.8                           |
| Other                                                            | 1.4               | 1.0               | -0.4                           |



## Transportation Used in the United States

| Transportation Types Used in United States<br>(multiple responses) | 2014<br>(Percent) | 2015<br>(Percent) | Point<br>Change <sup>(3)</sup> |
|--------------------------------------------------------------------|-------------------|-------------------|--------------------------------|
| Air Travel between U.S. Cities                                     | 43                | 46                | 3.1                            |
| Auto, Private or Company                                           | 32                | 38                | 5.7                            |
| Taxicab/Limousine                                                  | 40                | 35                | -5.2                           |
| City Subway/Tram/Bus                                               | 33                | 28                | -4.9                           |
| Bus between Cities                                                 | 21                | 22                | 0.4                            |
| Rented Auto                                                        | 19                | 13                | -5.6                           |
| Railroad between Cities                                            | 10                | 11                | 1.0                            |
| Ferry/River Taxi/Srt Scenic Cruise                                 | 6                 | 7                 | 0.8                            |
| Motor Home/Camper                                                  | 2                 | 4                 | 1.7                            |
| Cruise Ship/River Boat 1+ Nights                                   | 5                 | 3                 | -1.7                           |
| Rented Bicycle/Motorcycle/Moped                                    | 3                 | 2                 | -1.2                           |

## Select Traveler Characteristics

| Traveler Characteristics                 | 2014     | 2015     | Change <sup>(3)</sup> |
|------------------------------------------|----------|----------|-----------------------|
| Advance Trip Decision Time (mean days)   | 72       | 65       | -6.2                  |
| Advance Trip Decision Time (median days) | 30       | 30       | 0.0                   |
| Prepaid Package                          | 7        | 9        | 1.6                   |
| First International Trip to the U.S.     | 27       | 29       | 2.3                   |
| Length of Stay in U.S. (mean nights)     | 23.1     | 19.6     | -3.5                  |
| Length of Stay in U.S. (median nights)   | 13       | 13       | 0.0                   |
| Number of States Visited (% 1 state)     | 63       | 63       | -0.1                  |
| Average Number of States Visited         | 1.6      | 1.6      | 0.0                   |
| Hotel/Motel (% 1+ nights)                | 61       | 60       | -1.0                  |
| Average # of Nights in Hotel/Motel       | 12.4     | 11.0     | -1.4                  |
| Travel Party Size (mean # of persons)    | 1.4      | 1.4      | 0.0                   |
| Gender: % Male (among adults)            | 56       | 61       | 4.5                   |
| Household Income (mean average)          | \$83,825 | \$68,018 | -\$15,807             |
| Household Income (median average)        | \$56,797 | \$40,000 | -\$16,797             |
| Average Age: Female (among adults)       | 43       | 42       | -0.9                  |
| Average Age: Male (among adults)         | 43       | 45       | 1.8                   |

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

| Visitation to U.S. Destinations/Regions <sup>(3)</sup><br>(Multiple Responses) | Market Share<br>2014<br>(Percent) | Volume<br>2014 <sup>r</sup><br>(000) | Market Share<br>2015<br>(Percent) | Volume<br>2015 <sup>1</sup><br>(000) |
|--------------------------------------------------------------------------------|-----------------------------------|--------------------------------------|-----------------------------------|--------------------------------------|
| <b>Regions</b>                                                                 |                                   |                                      |                                   |                                      |
| Middle Atlantic                                                                | 40.09                             | 206                                  | 36.42                             | 203                                  |
| <b>States</b>                                                                  |                                   |                                      |                                   |                                      |
| New York                                                                       | **                                | **                                   | 32.00                             | 178                                  |

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) 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 for travel between the United States and foreign countries and between two foreign points).  
  
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>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) 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.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. 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, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: July 2016

# 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 international traveler who visits the United States.

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

|          |                                 |          |                                  |
|----------|---------------------------------|----------|----------------------------------|
| Table 1  | Country of Residence            | Table 20 | Number of Destinations Visited   |
| Table 2  | Information Sources             | Table 21 | Transportation in the U.S.       |
| 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               |
| Table 7  | Prepaid, Inclusive Tour Package | Table 26 | Total Trip Expenditures          |
| Table 8  | Pre-Booked Lodging              | Table 27 | Itemized Trip Expenditures       |
| Table 9  | Travel Insurance Purchased      | Table 28 | Trip Payment Methods - Average   |
| Table 10 | Travel Companions               | Table 29 | Payment Methods- Frequency       |
| Table 11 | Travel Party Size               | Table 30 | Payment Methods - Expen.Weighted |
| Table 12 | Main Purpose of Trip            | Table 31 | Factors in Airline Choice        |
| Table 13 | Purpose(s) of Trip              | Table 32 | Main Factor in Airline Choice    |
| Table 14 | Type of Accommodation           | Table 33 | Seating Area                     |
| Table 15 | Nights in the U.S.              | Table 34 | Type of Airline Ticket           |
| Table 16 | Total Nights Away From Home     | Table 35 | Gender and Age of Travelers      |
| Table 17 | First Trip to the U.S.          | Table 36 | Occupation                       |
| Table 18 | U.S. Trips Last 12 months       | Table 37 | Annual Household Income          |
| 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

### **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](mailto:ntto@trade.gov)

# <http://travel.trade.gov>