

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 U.S. Resident Travel to Europe



2009 Market Profile: U.S. Residents to Europe

Trends in Departures

| [in thousands] | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Change 2009/2002 |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|---------------------|
| Departures | 10,131 | 10,319 | 11,679 | 11,976 | 12,029 | 12,304 | 11,238 | 10,635 | 504 |
| % Change | -11 | 2 | 13 | 3 | 0 | 2 | -9 | -5 | 5 |

Trends in Payments

| [Millions of U.S. Dollars] | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Change 2009/2002 |
|--|----------|----------|----------|----------|----------|----------|----------|----------|---------------------|
| Total Travel & Tourism Payments ¹ | \$30,769 | \$30,986 | \$34,796 | \$36,656 | \$36,826 | \$38,374 | \$40,069 | \$32,337 | \$1,568 |
| Travel Payments | \$20,785 | \$19,923 | \$22,038 | \$23,273 | \$22,829 | \$24,345 | \$24,769 | \$20,721 | -\$64 |
| Passenger Fare Payments | \$9,984 | \$11,063 | \$12,758 | \$13,383 | \$13,997 | \$14,029 | \$15,300 | \$11,616 | \$1,632 |
| % Change in Total Payments | -11 | 1 | 12 | 5 | 0 | 4 | 4 | -19 | 5 |

Visitation to Europe Destinations

| VISITATION TO EUROPE DESTINATIONS ³ | Market Share 2008 (Percent) | Volume 2008 (000) | Market Share 2009 (Percent) | Volume 2009 (000) |
|--|--------------------------------------|-------------------------|--------------------------------------|-------------------------|
| EUROPE | | 11,238 | | 10,635 |
| WESTERN EUROPE | 93.2 | 10,474 | 92.5 | 9,838 |
| United Kingdom | 25.7 | 2,888 | 25.6 | 2,723 |
| France | 19.1 | 2,146 | 17.9 | 1,904 |
| Italy | 17.3 | 1,944 | 17.5 | 1,861 |
| Germany | 14.3 | 1,607 | 14.6 | 1,553 |
| Spain | 10.0 | 1,124 | 10.7 | 1,138 |
| Netherlands | 8.1 | 910 | 6.8 | 723 |
| Greece | 4.5 | 506 | 5.6 | 596 |
| Ireland | 6.1 | 686 | 5.4 | 574 |
| Switzerland | 5.6 | 629 | 4.4 | 468 |
| Austria | 3.8 | 427 | 3.6 | 383 |
| Other Western Europe | 3.2 | 360 | 3.3 | 351 |
| EASTERN EUROPE | 10.7 | 1,202 | 12.1 | 1,287 |
| Czech Republic | 3.0 | 337 | 3.2 | 340 |
| Russia | 2.7 | 303 | 2.7 | 287 |
| Poland | 2.1 | 236 | 2.3 | 245 |

2009 Market Profile: U.S. Residents to Europe

Information Sources Used to Plan Trip

| Information Sources Used (multiple response: top 4 of 12) | 2008 (Percent) | 2009 (Percent) | Point Change (2) |
|--|-------------------|-------------------|---------------------|
| Personal Computer | 45 | 47 | 2.6 |
| Airlines Directly | 26 | 27 | 1.1 |
| Travel Agency | 25 | 26 | 0.5 |
| Friends/Relatives | 13 | 15 | 1.9 |

Main Purpose of Trip

| Main Purpose of Trip (top 4 of 8) | 2008 (Percent) | 2009 (Percent) | Point Change (2) |
|--------------------------------------|-------------------|-------------------|---------------------|
| Leisure/Rec./Holidays | 43 | 43 | 0.3 |
| Visit Friends/Relatives | 28 | 32 | 4.2 |
| Business/Professional | 20 | 17 | -3.9 |
| Study/Teaching | 5 | 5 | -0.5 |

All Purposes of Trip

| Purpose of Trip (multiple response--top 4 of 8) | 2008 (Percent) | 2009 (Percent) | Point Change (2) |
|--|-------------------|-------------------|---------------------|
| Leisure/Rec./Holidays | 62 | 63 | 0.4 |
| Visit Friends/Relatives | 42 | 45 | 3.1 |
| Business/Professional | 25 | 21 | -3.8 |
| Study/Teaching | 8 | 8 | -0.5 |
| | | | |
| NET PURPOSES OF TRIP: | | | |
| Leisure & VFR | 83 | 86 | 2.5 |
| Business & Convention | 27 | 23 | -4.3 |

2009 Market Profile: U.S. Residents to Europe

Transportation Used Within Europe

| Transportation Types Used Within Europe (multiple response--top 5 of 8) | 2008 (Percent) | 2009 (Percent) | Point Change (2) |
|--|-------------------|-------------------|---------------------|
| Taxi/Cab/Limousine | 41 | 38 | -2.1 |
| Airlines outside U.S. | 40 | 37 | -2.5 |
| City Subway/Tram/Bus | 30 | 31 | 1.1 |
| Railroad between Cities | 30 | 29 | -1.5 |
| Company or Private Auto | 22 | 25 | 2.8 |

Activity Participation Within Europe

| Activity Participation Within Europe (multiple response--top 10 of 25) | 2008 (Percent) | 2009 (Percent) | Point Change (2) |
|---|-------------------|-------------------|---------------------|
| Dining in Restaurants | 86 | 85 | -0.2 |
| Shopping | 72 | 75 | 2.6 |
| Visit Historical Places | 69 | 70 | 0.4 |
| Sightseeing in Cities | 53 | 53 | 0.4 |
| Visit Small Towns | 53 | 53 | 0.4 |
| Cultural Heritage Sites | 40 | 42 | 1.8 |
| Art Gallery/Museum | 42 | 41 | -0.6 |
| Touring Countryside | 41 | 40 | -1.0 |
| Guided Tours | 21 | 21 | -0.1 |
| Nightclubs/Dancing | 18 | 19 | 1.5 |

2009 Market Profile: U.S. Residents to Europe

Residence of U.S. Travelers

| Residence of U.S. Travelers ⁴ | Market Share 2008 (Percent) | Volume 2008 (000) | Market Share 2009 (Percent) | Volume 2009 (000) |
|--|-----------------------------|-------------------|-----------------------------|-------------------|
| REGIONS | | | | |
| Middle Atlantic | 34.1 | 3,832 | 30.3 | 3,223 |
| South Atlantic | 18.5 | 2,079 | 25.3 | 2,691 |
| Pacific | 17.2 | 1,933 | 14.1 | 1,500 |
| East North Central | 8.8 | 989 | 7.8 | 830 |
| New England | 8.9 | 1,000 | 7.3 | 776 |
| West South Central | 4.7 | 528 | 5.3 | 564 |
| Mountain | 3.5 | 393 | 5.1 | 542 |
| STATES | | | | |
| New York | 17.8 | 2,000 | 17.0 | 1,808 |
| California | 13.3 | 1,495 | 10.7 | 1,138 |
| Florida | 6.9 | 775 | 9.4 | 1,000 |
| Pennsylvania | 9.0 | 1,011 | 7.2 | 766 |
| New Jersey | 7.2 | 809 | 6.1 | 649 |
| Georgia | 1.1 | 124 | 4.1 | 436 |
| Texas | 3.9 | 438 | 4.1 | 436 |
| Virginia | 3.4 | 382 | 3.9 | 415 |
| Illinois | 3.8 | 427 | 3.7 | 394 |
| Connecticut | 3.2 | 360 | 3.2 | 340 |
| Maryland | 2.6 | 292 | 3.0 | 319 |
| Massachusetts | 4.0 | 450 | 3.0 | 319 |
| CITIES | | | | |
| New York City | 14.5 | 1,629 | 14.0 | 1,489 |
| Philadelphia | 5.6 | 629 | 4.1 | 436 |
| DC Metro Area | 2.7 | 303 | 3.2 | 340 |
| Atlanta | 0.8 | 90 | 2.8 | 298 |
| Chicago | 2.9 | 326 | 2.8 | 298 |

2009 Market Profile: U.S. Residents to Europe

Select Traveler Characteristics

| Traveler Characteristics | 2008 | 2009 | Change (2) |
|---|-----------|-----------|-------------|
| Advance Trip Decision Time (mean days) | 114 | 103 | -10.4 days |
| Advance Trip Decision Time (median days) | 90 | 75 | -15.0 days |
| Prepaid Package | 15% | 12% | -2.6 pts. |
| First International Trip | 5% | 8% | 2.4 pts. |
| Length of Stay (mean nights) | 18.2 | 18.3 | 0.1 nights |
| Length of Stay (median nights) | 11 | 11 | 0 nights |
| Number of Countries Visited (% 1 country) | 68% | 70% | 1.5 pts. |
| Average Number of Destinations Visited | 2.1 | 2.1 | 0.0 dest. |
| Hotel/Motel (% 1+ nights) | 67% | 61% | -6.2 pts. |
| Average # of Nights in Hotel/Motel | 9.2 | 8.5 | -0.7 nights |
| Travel Party Size (mean # of persons) | 1.5 | 1.5 | 0.0 |
| Gender: % Male (among adults) | 50% | 46% | -4.1 pts. |
| Household Income (mean average) | \$123,100 | \$116,000 | -\$7,100 |
| Household Income (median average) | \$115,400 | \$106,800 | -\$8,600 |
| Average Age: Female | 46 | 45 | -1.2 years |
| Average Age: Male | 48 | 47 | -0.9 years |

- (1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only country and world region destinations having a sample size of 400 or more are displayed.
- (4) Only U.S. origin areas having a sample size of 400 or more are displayed.
- (-) No estimate available.
- (n/a) Estimate not yet available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international travel from the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<http://tinet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; 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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the U.S. traveler who visited Europe.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

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