

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Western Europe



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Visitation Trends (Arrivals)

[Thousands of Western Europe Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	8,248	8,294	9,306	9,880	9,675	10,894	12,198	10,979	2,731
Percentage Change (%)	-9	1	12	6	-2	13	12	-10	33

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
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 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	47	49	2.5
Travel Agency	32	29	-2.3
Airlines Directly	21	23	1.8
Friends/Relatives	13	15	1.9

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	53	57	3.6
Visit Friends/Relatives	18	20	1.4
Business/Professional	21	17	-4.5
Convention/Conference	4	3	-1.2
Study/Teaching	2	3	0.7

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	67	69	2.9
Visit Friends/Relatives	32	32	0.2
Business/Professional	24	19	-5.0
Convention/Conference	6	5	-1.3
NET PURPOSES OF TRIP:			
Leisure & VFR	80	83	3.2
Business & Convention	28	22	-5.6

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	43	41	-1.7
Rented Auto	33	32	-1.4
City Subway/Tram/Bus	26	28	1.2
Company or Private Auto	23	23	0.0
Airlines in U.S.	21	20	-0.3

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Dining in Restaurants	89	88	-1.2
Shopping	87	86	-1.0
Visit Historical Places	45	46	1.6
Sightseeing in Cities	44	46	2.1
Cultural Heritage Sites	27	30	2.8
Visit Small Towns	27	28	1.1
Art Gallery/Museum	27	28	1.3
Amusement/Theme Parks	27	28	0.7
Visit National Parks	22	24	2.4
Touring Countryside	22	23	0.5
Water Sports/Sunbathing	22	23	0.4

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	104	108	4.4 days
Advance Trip Decision Time (median days)	60	90	30.0 days
Prepaid Package	14%	13%	-0.2 pts.
First International Trip to the U.S.	23%	26%	2.3 pts.
Length of Stay in U.S. (mean nights)	14.7	15.8	1.1 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	67%	68%	0.3 pts.
Average Number of States Visited	1.5	1.6	0.1 states
Hotel/Motel (% 1+ nights)	81%	79%	-2.1 pts.
Average # of Nights in Hotel/Motel	8.4	8.2	-0.2 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	58%	56%	-2.4 pts.
Household Income (mean average)	\$114,100	\$101,000	-\$13,100
Household Income (median average)	\$104,700	\$88,200	-\$16,500
Average Age: Female	41	40	-0.8 years
Average Age: Male	43	43	0.1 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Middle Atlantic	44.6	5,440	43.6	4,787
South Atlantic	31.6	3,855	34.4	3,777
Pacific	20.8	2,537	19.3	2,119
Mountain	12.4	1,513	12.2	1,339
East North Central	9.1	1,110	8.3	911
New England	7.7	939	7.4	812
West South Central	4.7	573	4.6	505
STATES				
New York	39.5	4,818	39.3	4,315
Florida	21.4	2,610	23.1	2,536
California	19.1	2,330	17.8	1,954
Nevada	9.1	1,110	9.2	1,010
Massachusetts	5.9	720	5.9	648
Illinois	5.9	720	5.6	615
Pennsylvania	5.1	622	4.5	494
New Jersey	4.1	500	3.7	406
Georgia	**	**	3.6	395
Texas	3.7	451	**	**
CITIES				
New York City	38.8	4,733	38.3	4,205
Orlando	11.8	1,439	12.2	1,339
San Francisco	11.2	1,366	10.4	1,142
Las Vegas	8.8	1,073	8.9	977
Los Angeles	9.4	1,147	8.9	977
Miami	7.3	890	8.2	900
DC Metro Area	6.2	756	6.7	736
Chicago	5.7	695	5.4	593
Boston	5.2	634	5.3	582
Philadelphia	3.7	451	3.1	340
Tampa-St. Petersburg	2.0	244	2.2	242

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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 incidental 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) Estimate not 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 arrivals to the United States.

Additional information may be obtained for a fee. To learn more, please visit:
<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.

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 W. European traveler who visits the United States.

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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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