

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 U.S. Resident Travel to Europe



2010 Market Profile: U.S. Residents to Europe

Trends in Departures

[in thousands]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Departures	10,319	11,679	11,975	12,029	12,304	11,238	10,635	9,806	-512
% Change	2	13	3	0	2	-9	-5	-8	-5

Trends in Payments

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Travel & Tourism Payments ¹	\$30,986	\$34,796	\$36,656	\$36,826	\$38,374	\$40,069	\$32,337	\$33,453	\$2,467
Travel Payments	\$19,923	\$22,038	\$23,273	\$22,829	\$25,101	\$25,491	\$21,564	\$21,790	\$1,867
Passenger Fare Payments	\$11,063	\$12,758	\$13,383	\$13,997	\$13,273	\$14,578	\$10,773	\$11,663	\$600
% Change in Total Payments	1	12	5	0	4	4	-19	3	5

Visitation to Europe Destinations

VISITATION TO EUROPE DESTINATIONS ³	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
EUROPE	100.0	10,635	100.0	9,806
WESTERN EUROPE	92.5	9,838	93.6	9,179
United Kingdom	25.6	2,723	24.1	2,366
France	17.9	1,904	17.7	1,739
Germany	14.6	1,553	17.7	1,739
Italy	17.5	1,861	17.7	1,739
Spain	10.7	1,138	9.9	969
Netherlands	6.8	723	7.0	684
Ireland	5.4	574	6.4	627
Switzerland	4.4	468	5.2	513
Austria	3.6	383	4.4	428
Greece	5.6	596	3.8	371
EASTERN EUROPE	12.1	1,287	11.3	1,112
Russia	2.7	287	2.6	257
Poland	2.3	245	1.9	186

2010 Market Profile: U.S. Residents to Europe

Information Sources Used to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	47	44	-3.1
Airlines Directly	27	28	0.7
Travel Agency	26	26	0.1
Friends/Relatives	15	15	-0.1

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	43	44	1.4
Visit Friends/Relatives	32	28	-3.4
Business/Professional	17	18	1.9
Study/Teaching	5	5	-0.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	63	61	-1.3
Visit Friends/Relatives	45	41	-3.9
Business/Professional	21	22	1.4
Study/Teaching	8	7	-1.2
NET PURPOSES OF TRIP:			
Leisure & VFR	86	83	-2.6
Business & Convention	23	24	1.3

2010 Market Profile: U.S. Residents to Europe

Transportation Used Within Europe

Transportation Types Used Within Europe (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Airlines between Cities	37	39	1.2
Taxi/Cab/Limousine	38	38	-0.1
City Subway/Tram/Bus	31	29	-1.7
Railroad between Cities	29	29	0.4
Company or Private Auto	25	23	-1.8

Activity Participation Within Europe

Activity Participation Within Europe (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	85	85	-0.6
Shopping	75	74	-0.9
Visit Historical Places	70	68	-1.5
Visit Small Towns	53	52	-1.1
Sightseeing in Cities	53	52	-1.2
Cultural Heritage Sites	42	43	0.6
Touring Countryside	40	42	1.3
Art Gallery/Museum	41	40	-1.3
Guided Tours	21	24	2.7
Nightclubs/Dancing	19	17	-2.3
Concert/Play/Musical	17	17	0.0



2010 Market Profile: U.S. Residents to Europe

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
SOUTH ATLANTIC	25.3	2,691	28.4	2,785
MIDDLE ATLANTIC	30.3	3,222	24.5	2,403
PACIFIC	14.1	1,500	17.7	1,736
EAST NORTH CENTRAL	7.8	830	6.6	647
NEW ENGLAND	7.3	776	5.5	539
WEST SOUTH CENTRAL	5.3	564	5.5	539
MOUNTAIN	5.1	542	4.9	481
STATES				
California	10.7	1,138	15.0	1,471
New York	17.0	1,808	12.3	1,206
Florida	9.4	1,000	7.9	775
Pennsylvania	7.2	766	7.4	726
Georgia	4.1	436	5.4	530
Virginia	3.9	415	5.0	490
New Jersey	6.1	649	4.8	471
Texas	4.1	436	4.2	412
North Carolina	2.3	245	3.1	304
CITIES				
New York City	14.0	1,489	9.4	922
Los Angeles	2.0	213	5.3	520
DC Metro Area	3.2	340	4.3	422
Philadelphia	4.1	436	3.8	373

2010 Market Profile: U.S. Residents to Europe

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	103	110	6.2 days
Advance Trip Decision Time (median days)	75	90	15.0 days
Prepaid Package	12%	16%	3.1 pts.
First International Trip	8%	6%	-1.3 pts.
Length of Stay on trip (mean nights)	18.3	19.1	0.8 nights
Length of Stay on trip (median nights)	11	12	1 nights
Number of Countries Visited (% 1 country)	70%	70%	0.2 pts.
Average Number of Destinations Visited	2.1	2.1	0.0 states
Hotel/Motel (% 1+ nights)	61%	65%	4.2 pts.
Average # of Nights in Hotel/Motel	8.5	9.5	1.0 nights
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	46%	46%	0.0 pts.
Household Income (mean average)	\$116,000	\$114,300	-\$1,700
Household Income (median average)	\$106,800	\$104,800	-\$2,000
Average Age: Male	47	48	1.0 years
Average Age: Female	45	46	1.9 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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