

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Africa



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Visitation Trends (Arrivals)

[Thousands of Africa Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	241	252	253	278	315	294	316	327	86
Percentage Change (%)	2	5	0	10	13	-7	7	4	36

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,171	\$1,221	\$1,331	\$1,664	\$2,190	\$1,957	\$1,979	\$2,236	\$1,065
Travel Receipts	\$1,128	\$1,179	\$1,244	\$1,397	\$1,739	\$1,492	\$1,456	\$1,591	\$463
Passenger Fare Receipts	\$43	\$42	\$87	\$267	\$451	\$465	\$523	\$645	\$602
Change (%) in Total Exports	2	4	9	25	32	-11	1	13	91

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	54	52	-1.9
Airlines Directly	24	24	0.4
Personal Computer	29	22	-6.4
Friends/Relatives	15	14	-0.7

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Visit Friends/Relatives	30	30	-0.3
Business/Professional	26	29	2.9
Leisure/Rec./Holidays	28	26	-1.1
Convention/Conference	13	9	-4.6

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	52	43	-8.5
Visit Friends/Relatives	52	43	-8.9
Business/Professional	32	34	2.8
Convention/Conference	17	15	-2.6
NET PURPOSES OF TRIP:			
Leisure & VFR	76	69	-7.2
Business & Convention	43	44	0.9

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	40	49	9.0
Airlines in U.S.	32	34	1.3
Company or Private Auto	38	26	-12.0
City Subway/Tram/Bus	20	23	2.8
Rented Auto	19	18	-0.6

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	91	90	-0.8
Dining in Restaurants	76	75	-0.6
Sightseeing in Cities	48	44	-3.2
Visit Historical Places	49	44	-5.0
Amusement/Theme Parks	23	31	8.4
Visit Small Towns	19	21	1.6
Visit National Parks	18	21	2.4
Art Gallery/Museum	21	18	-2.9
Touring Countryside	16	17	0.8
Nightclubs/Dancing	15	15	0.0

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	68	76	7.8 days
Advance Trip Decision Time (median days)	30	40	10.0 days
Prepaid Package	6%	6%	-0.6 pts.
First International Trip to the U.S.	26%	34%	7.9 pts.
Length of Stay in U.S. (mean nights)	22.8	27.5	4.7 nights
Length of Stay in U.S. (median nights)	13	13	0 nights
Number of States Visited (% 1 state)	53%	53%	-0.7 pts.
Average Number of States Visited	1.8	1.7	-0.1 states
Hotel/Motel (% 1+ nights)	71%	70%	-1.5 pts.
Average # of Nights in Hotel/Motel	9.8	10.9	1.1 nights
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	60%	61%	1.3 pts.
Household Income (mean average)	\$83,700	\$87,300	\$3,600
Household Income (median average)	\$68,700	\$72,800	\$4,100
Average Age: Female	43	41	-1.9 years
Average Age: Male	42	43	1.2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Middle Atlantic	51.6	163	48.9	160
STATES				
New York	45.2	143	45.5	149
New York City-WP-Wayne	**	**	44.4	145

(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.

(**) 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://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.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 African 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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