

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Europe



2011 Market Profile: Europe

Visitation Trends (Arrivals)

[Thousands of Europe Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	9,686	10,313	10,136	11,406	12,783	11,550	11,985	12,660	2,974
Percentage Change (%)	12	6	-2	13	12	-10	4	6	31

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)	\$31,941	\$34,420	\$34,289	\$39,682	\$49,597	\$38,030	\$38,377	\$43,308	\$11,367
Travel Receipts	\$25,244	\$27,395	\$27,603	\$31,759	\$38,515	\$29,552	\$29,447	\$32,633	\$7,389
Passenger Fare Receipts	\$6,697	\$7,025	\$6,686	\$7,923	\$11,082	\$8,478	\$8,930	\$10,675	\$3,978
Change (%) in Total Exports	15	8	0	16	25	-23	1	13	36

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	48	49	1.1
Travel Agency	31	30	-0.7
Airlines Directly	24	24	0.1
Friends/Relatives	15	15	0.3

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	57	56	-1.0
Visit Friends/Relatives	21	22	1.0
Business/Professional	16	15	-0.2
Convention/Conference	4	3	-0.2

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	71	71	-0.3
Visit Friends/Relatives	33	33	0.5
Business/Professional	18	18	0.4
Convention/Conference	6	5	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	85	85	0.2
Business & Convention	21	21	0.0

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	41	42	0.2
Rented Auto	32	31	-0.5
City Subway/Tram/Bus	27	28	1.7
Company or Private Auto	23	23	-0.6
Airlines in U.S.	22	22	-0.1

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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)
Dining in Restaurants	88	88	-0.1
Shopping	87	86	-0.7
Visit Historical Places	49	49	0.6
Sightseeing in Cities	47	47	0.3
Cultural Heritage Sites	30	31	0.3
Amusement/Theme Parks	30	29	-0.7
Visit Small Towns	31	29	-1.2
Art Gallery/Museum	29	29	-0.1
Visit National Parks	25	25	0.0
Touring Countryside	24	23	-0.2
Water Sports/Sunbathing	23	23	-0.9

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	112	111	-0.8 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	15%	14%	-1.3 pts.
First International Trip to the U.S.	26%	26%	0.2 pts.
Length of Stay in U.S. (mean nights)	15.9	17.1	1.2 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	65%	66%	1.0 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	78%	77%	-0.7 pts.
Average # of Nights in Hotel/Motel	8.4	8.6	0.2 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	54%	53%	-0.7 pts.
Household Income (mean average)	\$95,600	\$98,400	\$2,800
Household Income (median average)	\$82,600	\$86,300	\$3,700
Average Age: Female	40	39	-0.7 years
Average Age: Male	42	43	0.4 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	42.6	5,106	43.1	5,456
South Atlantic	34.5	4,135	31.2	3,950
Pacific	21.0	2,517	22.1	2,798
Mountain	14.9	1,786	15.5	1,962
New England	6.8	815	7.2	912
East North Central	7.2	863	7.0	886
West South Central	5.1	611	5.6	709
Pacific Islands	1.7	204	1.6	203
STATES				
New York	38.5	4,614	39.3	4,975
Florida	23.0	2,757	21.1	2,671
California	19.5	2,337	20.7	2,621
Nevada	11.9	1,426	11.5	1,456
Massachusetts	5.4	647	5.6	709
Illinois	4.9	587	4.9	620
Arizona	4.1	491	4.4	557
Texas	3.8	455	4.2	532
Pennsylvania	4.4	527	3.9	494
New Jersey	3.8	455	3.7	468
Georgia	3.7	443	2.6	329
Colorado	**	**	2.0	253
CITIES				
New York City-WP-Wayne	37.9	4,542	38.5	4,874
Los Angeles	11.3	1,354	12.1	1,532
San Francisco	10.5	1,258	11.6	1,469
Las Vegas	11.6	1,390	11.2	1,418
Orlando	12.2	1,462	10.7	1,355
Miami	8.5	1,019	8.3	1,051
Washington, D.C.	7.0	839	6.6	836
Boston	4.8	575	5.0	633
Chicago	4.7	563	4.7	595
San Diego	3.3	396	3.0	380
Philadelphia	3.3	396	2.9	367
Atlanta	3.1	372	2.2	279
Tampa-St. Petersburg	2.1	252	**	**

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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.

(**) 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.

Publication Date: May 2012



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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 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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