

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Africa



2014 Market Profile: Africa

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	278	315	294	316	327	373	439	513	236
Percentage Change (%)	10	13	-7	7	4	14	18	17	85

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$3,005	\$3,610	\$3,176	\$3,300	\$3,694	\$3,792	\$4,447	Oct	-
Travel (all purposes including education)	\$2,738	\$3,159	\$2,711	\$2,777	\$3,051	\$3,084	\$3,672	\$3,822	\$1,084
Of which: Education Related	\$961	\$1,013	\$1,068	\$1,100	\$1,135	\$1,145	\$1,202	Oct	-
Of which: Other Business/ Personal Travel	\$1,594	\$1,954	\$1,475	\$1,593	\$1,828	\$1,846	\$2,373	Oct	-
Passenger Air Transportation	\$267	\$451	\$465	\$523	\$643	\$708	\$775	Oct	-
Change (%) in Total Exports	15	20	-12	4	12	3	17	-	-

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	43	43	0.3
Travel Agency Office	35	34	-1.0
Online Travel Agency	27	27	0.1
Personal Recommendation	26	22	-3.7
Corporate Travel Dept.	14	14	0.5
Travel Guides	8	5	-2.6
National/State/City Travel Office	5	5	0.0
Tour Operator/Travel Club	5	5	-0.3
Other	5	3	-2.0

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	31	42	11.4
Visit Friends/Relatives	29	21	-7.8
Convention/Conference/Trade Show	23	18	-5.0
Business	10	11	0.8
Education	4	5	1.4
Religion/Pilgrimages	0	1	0.8
Health Treatment	1	0	-0.4
Other	3	2	-1.2

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	50	55	4.9
Visit Friends/Relatives	50	42	-8.1
Convention/Conference/Trade Show	26	24	-1.1
Business	17	16	-1.3
Education	8	8	0.6
Religion/Pilgrimages	0	2	2.0
Health Treatment	2	1	-0.9
Other	4	3	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	72	73	1.1
Business & Convention	38	35	-3.0

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	91	89	-2.4
Sightseeing	66	71	4.5
Experience Fine Dining	33	36	3.3
Amusement/Theme Parks	30	34	3.2
Small Towns/Countryside	29	31	1.5
Historical Locations	29	28	-1.3
Guided Tours	17	26	9.3
National Parks/Monuments	32	25	-6.8
Art Gallery/Museum	25	24	-0.9
Concert/Play/Musical	15	20	5.2
Nightclubbing/Dancing	15	16	1.4
Cultural / Ethnic Heritage Sites	13	12	-1.6
Sporting Event	15	11	-3.5
Casinos/Gamble	5	6	0.6
Water Sports	5	5	0.6
Golfing/Tennis	2	4	1.9
Environ./Eco. Excursions	2	4	1.8
Camping/Hiking	3	2	-0.9
American Indian Communities	3	2	-0.9
Snow Sports	3	2	-0.8
Hunting/Fishing	2	2	0.2
Other	1	1	0.3



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between U.S. Cities	50	43	-7.1
Taxicab/Limousine	39	40	1.4
City Subway/Tram/Bus	38	33	-4.9
Auto, Private or Company	43	32	-11.2
Bus between Cities	26	21	-4.1
Rented Auto	16	19	3.0
Railroad between Cities	14	10	-4.2
Ferry/River Taxi/Srt Scenic Cruise	7	6	-1.0
Cruise Ship/River Boat 1+ Nights	3	5	1.4
Rented Bicycle/Motorcycle/Moped	2	3	1.1
Motor Home/Camper	6	2	-3.6

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	67	72	4.6
Advance Trip Decision Time (median days)	45	30	-15.0
Prepaid Package	8	7	-1.1
First International Trip to the U.S.	26	27	1.1
Length of Stay in U.S. (mean nights)	23.8	23.1	-0.7
Length of Stay in U.S. (median nights)	14	13	-1.0
Number of States Visited (% 1 state)	60	63	3.1
Average Number of States Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	63	61	-2.2
Average # of Nights in Hotel/Motel	12.6	12.4	-0.2
Travel Party Size (mean # of persons)	1.3	1.4	0.1
Gender: % Male (among adults)	53	56	3.2
Household Income (mean average)	\$86,234	\$83,825	-\$2,409
Household Income (median average)	\$55,000	\$56,797	\$1,797
Average Age: Female (among adults)	41	43	2.1
Average Age: Male (among adults)	44	43	-0.5

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	42.9	189	40.1	206
States				
New York	37.2	163	**	**

- (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 incident 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.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? The NTTTO sells custom reports. To learn more, go to:
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

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

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