



# Manufacturing and Services Office of Travel and Tourism Industries

## 2007 Market Profile: Africa



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## Visitation Trends (Arrivals)

[Thousands of African Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	295	287	241	236	241	252	253	278	-18
Percentage Change (%)	8%	-3%	-16%	-2%	2%	5%	0%	10%	-6%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$1,512	\$1,479	\$1,133	\$1,146	\$1,173	\$1,221	\$1,331	\$1,664	\$152
Travel Receipts	\$1,443	\$1,406	\$1,114	\$1,097	\$1,128	\$1,179	\$1,244	\$1,397	-\$46
Passenger Fare Receipts	\$69	\$73	\$19	\$49	\$45	\$42	\$87	\$267	\$198
Change (%) in Total Exports	11%	-2%	-23%	1%	2%	4%	9%	25%	10%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	54%	52%	-2 pts.
Personal Computer	20%	23%	3 pts.
Airlines Directly	22%	20%	-2 pts.
Friends/Relatives	18%	16%	-2 pts.

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Visit Friends/Relatives	34%	32%	-2 pts.
Leisure/Rec./Holidays	21%	28%	8 pts.
Business/Professional	27%	23%	-4 pts.
Convention/Conference	6%	9%	3 pts.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Visit Friends/Relatives	53%	50%	-4 pts.
Leisure/Rec./Holidays	39%	48%	9 pts.
Business/Professional	32%	33%	2 pts.
Convention/Conference	11%	11%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	76%	76%	0 pts.
Business & Convention	38%	40%	2 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	50%	44%	-6 pts.
Airlines in U.S.	37%	38%	0 pts.
Company or Private Auto	27%	32%	4 pts.
City Subway/Tram/Bus	22%	23%	1 pt.
Rented Auto	16%	22%	6 pts.

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	87%	88%	1 pt.
Dining in Restaurants	71%	72%	2 pts.
Sightseeing in Cities	48%	38%	-10 pts.
Visit Historical Places	36%	37%	0 pts.
Amusement/Theme Parks	24%	32%	7 pts.
Visit Small Towns	26%	25%	-1 pts.
Art Gallery/Museum	16%	21%	5 pts.
Concert/Play/Musical	16%	19%	2 pts.
Touring Countryside	18%	18%	0 pts.
Guided Tours	15%	17%	1 pt.

## Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	76	70	-6 days
Advance Trip Decision Time (med. days)	40	30	-10 days
Prepaid Package	3%	3%	0 pts.
First International Trip to the U.S.	29%	26%	-4 pts.
Length of Stay in U.S. (mean nights)	30.7	25.5	-5 nights
Length of Stay in U.S. (median nights)	16	15	-1 night
Number of States Visited (% 1 state)	50%	49%	-1 pt.
Average Number of States Visited	1.9	1.9	0 pts.
Hotel/Motel (% 1+ nights)	66%	64%	-2 pts.
Average # of Nights in Hotel/Motel	15.3	10.0	-5 nights
Travel Party Size (mean # of persons)	1.3	1.3	0
Gender: % Male (among adults)	54%	65%	12 pts.
Household Income (mean average)	\$78,700	\$83,300	\$4,600
Household Income (median average)	\$64,100	\$69,300	\$5,200
Average Age: Female	43	43	0 years
Average Age: Male	44	45	1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
<b>REGIONS</b>				
Middle Atlantic	**	**	62.4%	173
<b>STATES</b>				
New York	**	**	56.3%	156
<b>CITIES</b>				
New York City	**	**	54.8%	152

- (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](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 (or “In-Flight” survey) 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.

**Survey of International Air Travelers: Table Number and Description**

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### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
14th & Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887

# <http://tinnet.ita.doc.gov>