

Regional Profile: SOUTH AMERICA

TOTAL ALL SOUTH AMERICAN ARRIVALS TO THE U.S.

TRENDS IN ARRIVALS (in thousands)

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | Change 2006 / 2000 |
|----------|-------|-------|-------|-------|-------|-------|-------|--------------------------|
| Arrivals | 2,941 | 2,531 | 1,815 | 1,522 | 1,645 | 1,820 | 1,928 | -1,014 |
| % Change | 8% | -14% | -28% | -16% | 8% | 11% | 6% | -34% |

TRENDS IN RECEIPTS (in millions)

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | Change 2006 / 2000 |
|--|------|------|------|------|------|------|------|--------------------------|
| Total Travel & Tourism Receipts ¹ | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| % Change | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Travel Receipts (at U.S. destinations) | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| Passenger Fare Receipts (on U.S. carriers) | n/a | n/a | n/a | n/a | n/a | n/a | n/a | n/a |

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

| Information Sources Used to Plan Trip (multiple response--top 4 of 12) | 2006 | 2005 | % Point Change ² |
|---|------|------|--------------------------------|
| Travel Agency | 42% | 51% | -8 pts. |
| Airlines Directly | 31% | 26% | 5 pts. |
| Personal Computer | 19% | 16% | 3 pts. |
| Friends/Relatives | 14% | 17% | -3 pts. |

| Main Purpose of Trip (top 4 of 8) | 2006 | 2005 | % Point Change ² |
|--------------------------------------|------|------|--------------------------------|
| Leisure/Rec./Holidays | 36% | 34% | 2 pts. |
| Visit Friends/Relatives (VFR) | 27% | 30% | -3 pts. |
| Business/Professional | 24% | 22% | 2 pts. |
| Convention/Conference | 6% | 9% | -3 pts. |

| Purpose of Trip (multiple response--top 4 of 8) | 2006 | 2005 | % Point Change ² |
|--|------|------|--------------------------------|
| Leisure/Rec./Holidays | 48% | 48% | 0 pts. |
| Visit Friends/Relatives (VFR) | 35% | 43% | -8 pts. |
| Business/Professional | 28% | 26% | 2 pts. |
| Convention/Conference | 9% | 11% | -3 pts. |
| NET PURPOSES OF TRIP: | | | |
| Business & Convention | 33% | 35% | -2 pts. |
| Leisure & VFR | 72% | 76% | -5 pts. |

| Transportation Types Used in U.S. : (multiple response--top 4 of 8) | 2006 | 2005 | % Point Change ² |
|--|------|------|--------------------------------|
| Rented Auto | 37% | 36% | 1 pt. |
| Taxi/Cab/Limousine | 28% | 30% | -2 pts. |
| Airlines in U.S. | 27% | 29% | -1 pt. |
| Company or Private Auto | 27% | 28% | -1 pt. |

| Activity Participation While Within U.S. (multiple response--top 10 of 25) | 2006 | 2005 | % Point Change ² |
|---|------|------|--------------------------------|
| Shopping | 88% | 84% | 4 pts. |
| Dining in Restaurants | 78% | 72% | 6 pts. |
| Amusement/Theme Parks | 40% | 34% | 6 pts. |
| Visit Historical Places | 37% | 30% | 7 pts. |
| Sightseeing in Cities | 32% | 29% | 2 pts. |
| Visit Small Towns | 25% | 26% | -2 pts. |
| Art Gallery/Museum | 18% | 21% | -3 pts. |
| Cultural Heritage Sites | 15% | 9% | 6 pts. |
| Concert/Play/Musical | 14% | 20% | -6 pts. |
| Nightclubs/Dancing | 13% | 19% | -6 pts. |

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| SELECTED TRAVELER CHARACTERISTICS | 2006 | 2005 | % Point Change or % Change ² |
|--|----------|----------|---|
| Advance Trip Decision Time (mean days) | 58 | 53 | 5 days |
| Advance Trip Decision Time (med. days) | 30 | 30 | 0 days |
| Prepaid Package | 9% | 0% | 9 pts. |
| First International Trip to the U.S. | 16% | 12% | 4 pts. |
| Length of Stay in U.S. (mean nights) | 19.4 | 20.2 | -1 night |
| Length of Stay in U.S. (median nights) | 10.0 | 10.0 | 0 nights |
| Number of States Visited (% 1 state) | 74% | 71% | 3 pts. |
| Average Number of States Visited | 1.4 | 1.4 | 0 states |
| Hotel/Motel (% 1+ nights) | 73% | 67% | 6 pts. |
| Average # of Nights in Hotel/Motel | 7.6 | 7.3 | 0 nights |
| Travel Party Size (mean # of persons) | 1.4 | 1.4 | 0 persons |
| Gender: % Male | 60% | 62% | -2 pts. |
| Household Income (mean average) | \$69,000 | \$63,800 | \$5,200 |
| Household Income (median average) | \$52,700 | \$45,500 | \$7,200 |
| Average Age: Female | 39 | 42 | -2 years |
| Average Age: Male | 43 | 42 | 1 year |

| VISITATION TO U.S. DESTINATIONS ³ | Market Share 2006 | Volume 2006 (000s) | Market Share 2005 | Volume 2005 (000s) |
|--|-------------------|--------------------|-------------------|--------------------|
|--|-------------------|--------------------|-------------------|--------------------|

| REGIONS | | | | |
|----------------------|----|----|-------|-------|
| SOUTH ATLANTIC | ** | ** | 55.9% | 1,018 |
| MIDDLE ATLANTIC | ** | ** | 24.5% | 446 |
| STATES / TERRITORIES | | | | |
| Florida | ** | ** | 48.2% | 877 |
| New York | ** | ** | 22.2% | 404 |
| CITIES | | | | |
| Miami | ** | ** | 40.9% | 745 |
| New York City | ** | ** | 22.1% | 402 |

Notes:

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
 - (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.
- (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 few of the 35 travel characteristics data reported on international arrivals to the U.S.

Additional information may be obtained for a fee. To learn more, please visit our website:

<http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

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<http://www.tinnet.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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