



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: Eastern Europe



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Visitation Trends (Arrivals)

[Thousands of E. European Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	422	385	355	345	380	433	460	513	91
Percentage Change (%)	7%	-9%	-8%	-3%	10%	14%	6%	11%	22%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts	Data Unavailable								
Change (%) in Total Exports	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Personal Computer	31%	32%	2 pts.
Travel Agency	32%	32%	1 pt.
Airlines Directly	29%	25%	-4 pts.
Friends/Relatives	19%	19%	0 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	42%	33%	-9 pts.
Business/Professional	24%	27%	3 pts.
Leisure/Rec./Holidays	24%	21%	-3 pts.
Study/Teaching	6%	10%	4 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Visit Friends/Relatives	56%	45%	-11 pts.
Leisure/Rec./Holidays	56%	43%	-13 pts.
Business/Professional	27%	34%	8 pts.
Study/Teaching	9%	13%	4 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	82%	67%	-14 pts.
Business & Convention	29%	40%	11 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	30%	42%	11 pts.
Company or Private Auto	32%	34%	2 pts.
Airlines in U.S.	40%	32%	-8 pts.
City Subway/Tram/Bus	18%	22%	4 pts.
Rented Auto	24%	15%	-9 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	86%	85%	-1 pt.
Dining in Restaurants	76%	77%	1 pt.
Visit Historical Places	60%	52%	-9 pts.
Sightseeing in Cities	49%	46%	-3 pts.
Amusement/Theme Parks	35%	31%	-5 pts.
Art Gallery/Museum	30%	30%	0 pts.
Visit Small Towns	31%	28%	-3 pts.
Nightclubs/Dancing	30%	25%	-5 pts.
Touring Countryside	27%	24%	-2 pts.
Cultural Heritage Sites	29%	24%	-6 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	64	61	-3 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	6%	4%	-3 pts.
First International Trip to the U.S.	38%	34%	-4 pts.
Length of Stay in U.S. (mean nights)	46.7	34.9	-12 nights
Length of Stay in U.S. (median nights)	15	13	-2 nights
Number of States Visited (% 1 state)	57%	60%	3 pts.
Average Number of States Visited	1.7	1.6	0 pts.
Hotel/Motel (% 1+ nights)	52%	63%	11 pts.
Average # of Nights in Hotel/Motel	13.3	9.2	-4 nights
Travel Party Size (mean # of persons)	1.3	1.2	-0.1
Gender: % Male (among adults)	46%	47%	2 pts.
Household Income (mean average)	\$47,500	\$53,600	\$6,100
Household Income (median average)	\$31,700	\$36,300	\$4,600
Average Age: Female	33	33	0 years
Average Age: Male	38	39	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)
REGIONS				
Middle Atlantic	**	**	62.2%	319
STATES				
New York	**	**	55.1%	283

(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.

(n/a) Estimate not available.

(**) 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 (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 E. European traveler who visits the United States.

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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>