



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2007 Market Profile: South America



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## Visitation Trends (Arrivals)

[Thousands of South American Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	2,941	2,531	1,815	1,522	1,645	1,820	1,928	2,274	-668
Percentage Change (%)	8%	-14%	-28%	-16%	8%	11%	6%	18%	-23%

## 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)
Travel Agency	42%	42%	-1 pt.
Airlines Directly	31%	31%	0 pts.
Personal Computer	19%	23%	4 pts.
Friends/Relatives	14%	16%	2 pts.

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	36%	41%	5 pts.
Visit Friends/Relatives	27%	27%	0 pts.
Business/Professional	24%	19%	-5 pts.
Convention/Conference	6%	7%	1 pt.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	48%	55%	8 pts.
Visit Friends/Relatives	35%	41%	6 pts.
Business/Professional	28%	24%	-4 pts.
Convention/Conference	9%	10%	1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	72%	78%	6 pts.
Business & Convention	33%	30%	-3 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Rented Auto	37%	33%	-4 pts.
Taxi/Cab/Limousine	28%	31%	3 pts.
Company or Private Auto	27%	29%	2 pts.
Airlines in U.S.	27%	27%	-1 pt.
City Subway/Tram/Bus	11%	17%	7 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	88%	88%	0 pts.
Dining in Restaurants	78%	72%	-5 pts.
Visit Historical Places	37%	41%	4 pts.
Sightseeing in Cities	32%	36%	4 pts.
Amusement/Theme Parks	40%	35%	-5 pts.
Visit Small Towns	25%	25%	1 pt.
Art Gallery/Museum	18%	25%	7 pts.
Concert/Play/Musical	14%	20%	7 pts.
Nightclubs/Dancing	13%	16%	3 pts.
Cultural Heritage Sites	15%	16%	1 pt.

## Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	58	70	12 days
Advance Trip Decision Time (med. days)	30	35	5 days
Prepaid Package	9%	8%	-1 pt.
First International Trip to the U.S.	16%	15%	-1 pt.
Length of Stay in U.S. (mean nights)	19.4	20.2	1 night
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	74%	68%	-6 pts.
Average Number of States Visited	1.4	1.4	0 pts.
Hotel/Motel (% 1+ nights)	73%	67%	-6 pts.
Average # of Nights in Hotel/Motel	7.6	8.5	1 night
Travel Party Size (mean # of persons)	1.4	1.4	0
Gender: % Male (among adults)	60%	61%	0 pts.
Household Income (mean average)	\$69,000	\$80,400	\$11,400
Household Income (median average)	\$52,700	\$64,600	\$11,900
Average Age: Female	39	40	1 year
Average Age: Male	43	41	-2 years

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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>				
South Atlantic	**	**	54.5%	1,239
Middle Atlantic	**	**	39.3%	894
<b>STATES</b>				
Florida	**	**	47.9%	1,089
New York	**	**	36.5%	830
<b>CITIES</b>				
New York City	**	**	36.0%	819

(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](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.

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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 South American travelers who visits the United States.

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