



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: Western Europe



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Visitation Trends (Arrivals)

[Thousands of W. European Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	11,175	9,111	8,248	8,294	9,306	9,880	9,675	10,894	-282
Percentage Change (%)	3%	-18%	-9%	1%	12%	6%	-2%	13%	-3%

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	43%	44%	0 pts.
Travel Agency	36%	34%	-2 pts.
Airlines Directly	20%	19%	-1 pt.
Friends/Relatives	14%	12%	-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	52%	50%	-2 pts.
Business/Professional	17%	24%	7 pts.
Visit Friends/Relatives	24%	20%	-4 pts.
Convention/Conference	4%	3%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	67%	63%	-4 pts.
Visit Friends/Relatives	37%	32%	-5 pts.
Business/Professional	20%	27%	7 pts.
Convention/Conference	6%	6%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	84%	78%	-6 pts.
Business & Convention	23%	30%	7 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	42%	44%	2 pts.
Rented Auto	33%	31%	-2 pts.
Company or Private Auto	24%	23%	0 pts.
City Subway/Tram/Bus	23%	23%	-1 pt.
Airlines in U.S.	20%	20%	0 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)
Dining in Restaurants	88%	89%	1 pt.
Shopping	87%	86%	-1 pt.
Visit Historical Places	45%	42%	-4 pts.
Sightseeing in Cities	45%	41%	-4 pts.
Amusement/Theme Parks	30%	26%	-4 pts.
Art Gallery/Museum	27%	26%	-1 pt.
Visit Small Towns	27%	25%	-3 pts.
Cultural Heritage Sites	25%	25%	-1 pt.
Touring Countryside	24%	20%	-3 pts.
Water Sports/Sunbathing	22%	20%	-2 pts.
Visit National Parks	21%	20%	-2 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	101	96	-6 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	15%	15%	0 pts.
First International Trip to the U.S.	23%	21%	-1 pt.
Length of Stay in U.S. (mean nights)	14.2	14.0	0 nights
Length of Stay in U.S. (median nights)	10	8	-2 nights
Number of States Visited (% 1 state)	68%	71%	2 pts.
Average Number of States Visited	1.5	1.5	0 pts.
Hotel/Motel (% 1+ nights)	77%	80%	3 pts.
Average # of Nights in Hotel/Motel	7.7	8.1	0 nights
Travel Party Size (mean # of persons)	1.7	1.6	-0.1
Gender: % Male (among adults)	58%	59%	1 pt.
Household Income (mean average)	\$99,300	\$112,900	\$13,600
Household Income (median average)	\$87,700	\$103,600	\$15,900
Average Age: Female	41	40	-1 year
Average Age: Male	44	43	-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	41.4%	4,006	43.3%	4,717
South Atlantic	31.4%	3,038	30.4%	3,312
Pacific	19.9%	1,925	19.6%	2,135
Mountain	12.2%	1,180	10.9%	1,187
East North Central	8.7%	842	8.3%	904
New England	8.2%	793	7.5%	817
West South Central	**	**	4.8%	523
STATES				
New York	37.4%	3,619	38.8%	4,227
Florida	22.3%	2,158	21.4%	2,331
California	18.2%	1,761	18.3%	1,994
Nevada	8.7%	842	7.5%	817
Massachusetts	6.3%	610	5.9%	643
Illinois	**	**	5.2%	566
Pennsylvania	**	**	4.3%	468
New Jersey	**	**	3.7%	403
CITIES				
New York City	36.4%	3,522	37.7%	4,107
Orlando	13.3%	1,287	11.7%	1,275
San Francisco	9.9%	958	9.7%	1,057
Los Angeles	9.1%	880	8.0%	871
Las Vegas	8.5%	822	7.3%	795
Miami	6.7%	648	6.7%	730
Boston	5.7%	552	5.4%	588
Chicago	**	**	5.0%	545
DC Metro Area	5.1%	493	4.8%	523
Dist. of Columbia	4.8%	464	4.4%	479
Tampa-St. Petersburg	**	**	2.1%	229

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- (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://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.

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 W. European traveler who visits the United States.

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