



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: South America



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Visitation Trends (Arrivals)

[Thousands of South American Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	2,531	1,815	1,522	1,645	1,820	1,928	2,274	2,556	25
Percentage Change (%)	-14%	-28%	-16%	8%	11%	6%	18%	12%	1%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
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)	2007	2008	% Point Change (2)
Travel Agency	42%	47%	6 pts.
Personal Computer	23%	29%	7 pts.
Airlines Directly	31%	24%	-7 pts.
Friends/Relatives	16%	17%	1 pt.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	41%	48%	7 pts.
Visit Friends/Relatives	27%	22%	-5 pts.
Business/Professional	19%	18%	0 pts.
Convention/Conference	7%	6%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	55%	65%	9 pts.
Visit Friends/Relatives	41%	38%	-3 pts.
Business/Professional	24%	25%	1 pt.
Convention/Conference	10%	11%	1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	78%	83%	5 pts.
Business & Convention	30%	32%	2 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Rented Auto	33%	35%	2 pts.
Taxi/Cab/Limousine	31%	31%	0 pts.
Airlines in U.S.	27%	29%	2 pts.
Company or Private Auto	29%	27%	-2 pts.
City Subway/Tram/Bus	17%	18%	1 pt.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	88%	90%	3 pts.
Dining in Restaurants	72%	73%	1 pt.
Visit Historical Places	41%	40%	-2 pts.
Sightseeing in Cities	36%	37%	1 pt.
Amusement/Theme Parks	35%	34%	-1 pt.
Visit Small Towns	25%	23%	-2 pts.
Art Gallery/Museum	25%	23%	-2 pts.
Concert/Play/Musical	20%	19%	-2 pts.
Cultural Heritage Sites	16%	16%	0 pts.
Nightclubs/Dancing	16%	16%	0 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	70	69	0 days
Advance Trip Decision Time (med. days)	35	40	5 days
Prepaid Package	8%	7%	-1 pt.
First International Trip to the U.S.	15%	15%	0 pts.
Length of Stay in U.S. (mean nights)	20.2	16.6	-4 nights
Length of Stay in U.S. (median nights)	10.0	10.0	0 nights
Number of States Visited (% 1 state)	68%	70%	2 pts.
Average Number of States Visited	1.4	1.4	0 states
Hotel/Motel (% 1+ nights)	67%	65%	-1 pt.
Average # of Nights in Hotel/Motel	8.5	8.8	0 nights
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	61%	65%	4 pts.
Household Income (mean average)	\$80,400	\$86,500	\$6,100
Household Income (median average)	\$64,600	\$72,400	\$7,800
Average Age: Female	40	39	-1 year
Average Age: Male	41	42	1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
South Atlantic	54.5%	1,239	59.9%	1,531
Middle Atlantic	39.3%	894	33.9%	866
STATES				
Florida	47.9%	1,089	55.1%	1,408
New York	36.5%	830	31.9%	815
CITIES				
New York City	36.0%	819	31.4%	802

- (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.

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.

Survey of International Air Travelers: Table Number and Description

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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
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