



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Colombia



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Visitation Trends (Arrivals)

[Thousands of Colombian Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	372	321	280	295	325	348	390	419	48
Percentage Change (%)	-11%	-14%	-13%	5%	10%	7%	12%	8%	13%

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	45%	45%	0 pts.
Airlines Directly	31%	23%	-8 pts.
Personal Computer	16%	20%	4 pts.
Friends/Relatives	20%	18%	-2 pts.

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	35%	40%	4 pts.
Visit Friends/Relatives	35%	29%	-6 pts.
Business/Professional	16%	18%	1 pt.
Convention/Conference	10%	8%	-2 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	53%	58%	5 pts.
Visit Friends/Relatives	51%	43%	-8 pts.
Business/Professional	20%	22%	3 pts.
Convention/Conference	15%	11%	-4 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	83%	81%	-2 pts.
Business & Convention	30%	29%	-1 pt.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Company or Private Auto	34%	43%	9 pts.
Rented Auto	27%	32%	5 pts.
Taxi/Cab/Limousine	25%	24%	-1 pt.
Airlines in U.S.	32%	20%	-12 pts.
City Subway/Tram/Bus	21%	12%	-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)	2007	2008	% Point Change (2)
Shopping	87%	87%	0 pts.
Dining in Restaurants	72%	75%	4 pts.
Sightseeing in Cities	36%	34%	-2 pts.
Visit Small Towns	31%	30%	-1 pt.
Visit Historical Places	42%	30%	-12 pts.
Amusement/Theme Parks	40%	26%	-14 pts.
Concert/Play/Musical	19%	23%	4 pts.
Art Gallery/Museum	22%	18%	-4 pts.
Water Sports/Sunbathing	7%	14%	7 pts.
Touring Countryside	10%	11%	1 pt.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	59	47	-12 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	7%	1%	-6 pts.
First International Trip to the U.S.	10%	7%	-3 pts.
Length of Stay in U.S. (mean nights)	22.7	17.7	-5 nights
Length of Stay in U.S. (median nights)	10.0	10.0	0 nights
Number of States Visited (% 1 state)	64%	62%	-2 pts.
Average Number of States Visited	1.5	1.5	0 states
Hotel/Motel (% 1+ nights)	57%	52%	-5 pts.
Average # of Nights in Hotel/Motel	8.1	6.5	-2 nights
Travel Party Size (mean # of persons)	1.4	1.5	0.1
Gender: % Male (among adults)	56%	64%	8 pts.
Household Income (mean average)	-	\$75,800	-
Household Income (median average)	-	\$67,200	-
Average Age: Female	38	41	3 years
Average Age: Male	42	43	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)
No destinations meet the minimum sample requirement.				

- (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 Colombian traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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