



Manufacturing and Services
Office of Travel and Tourism Industries

2007 Market Profile: Europe



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Visitation Trends (Arrivals)

[Thousands of European Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	11,597	9,496	8,603	8,639	9,686	10,313	10,136	11,406	-191
Percentage Change (%)	3%	-18%	-9%	0%	12%	6%	-2%	13%	-2%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$34,815	\$28,863	\$28,072	\$27,675	\$31,941	\$34,420	\$34,289	\$39,682	\$4,867
Travel Receipts	\$27,834	\$22,833	\$21,693	\$21,976	\$24,995	\$27,220	\$27,393	\$31,527	\$3,693
Passenger Fare Receipts	\$6,981	\$6,030	\$6,379	\$5,699	\$6,946	\$7,200	\$6,896	\$8,155	\$1,174
Change (%) in Total Exports	5%	-17%	-3%	-1%	15%	8%	0%	16%	14%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Personal Computer	43%	43%	0 pts.
Travel Agency	36%	34%	-1 pt.
Airlines Directly	20%	19%	-1 pt.
Friends/Relatives	15%	13%	-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	51%	49%	-3 pts.
Business/Professional	17%	24%	7 pts.
Visit Friends/Relatives	25%	21%	-4 pts.
Convention/Conference	4%	4%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	66%	62%	-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%	-7 pts.
Business & Convention	24%	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%	3 pts.
Rented Auto	33%	31%	-2 pts.
Company or Private Auto	24%	24%	0 pts.
City Subway/Tram/Bus	23%	23%	-1 pt.
Airlines in U.S.	21%	21%	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 pts.
Visit Historical Places	46%	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)	100	95	-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%	22%	-1 pt.
Length of Stay in U.S. (mean nights)	15.1	14.6	-1 night
Length of Stay in U.S. (median nights)	10	9	-1 night
Number of States Visited (% 1 state)	68%	70%	2 pts.
Average Number of States Visited	1.5	1.5	0 pts.
Hotel/Motel (% 1+ nights)	76%	79%	3 pts.
Average # of Nights in Hotel/Motel	7.8	8.2	0 nights
Travel Party Size (mean # of persons)	1.6	1.6	0
Gender: % Male (among adults)	57%	58%	1 pt.
Household Income (mean average)	\$97,900	\$111,200	\$13,300
Household Income (median average)	\$86,200	\$101,500	\$15,300
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	41.9%	4,247	43.9%	5,007
South Atlantic	31.3%	3,172	30.3%	3,456
Pacific	19.8%	2,007	19.4%	2,213
Mountain	12.2%	1,237	10.8%	1,232
East North Central	9.0%	912	8.5%	970
New England	8.2%	831	7.5%	855
West South Central	**	**	4.9%	559
STATES				
New York	37.9%	3,841	39.3%	4,483
Florida	22.0%	2,230	21.1%	2,407
California	18.1%	1,835	18.1%	2,065
Nevada	8.6%	872	7.4%	844
Massachusetts	6.3%	639	5.8%	662
Illinois	6.0%	608	5.3%	605
Pennsylvania	**	**	4.5%	513
New Jersey	**	**	3.8%	433
CITIES				
New York City	36.8%	3,730	38.2%	4,357
Orlando	13.0%	1,318	11.4%	1,300
San Francisco	9.7%	983	9.6%	1,095
Los Angeles	9.0%	912	7.9%	901
Las Vegas	8.3%	841	7.2%	821
Miami	6.7%	679	6.6%	753
Boston	5.6%	568	5.3%	605
Chicago	5.9%	598	5.1%	582
DC Metro Area	5.1%	517	5.0%	570
Dist. of Columbia	4.8%	487	4.6%	525
Tampa-St. Petersburg	**	**	2.1%	240

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

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