



Manufacturing and Services  
Office of Travel and Tourism Industries

# 2008 Market Profile: Africa



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## Visitation Trends (Arrivals)

[Thousands of African Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	287	241	236	241	252	253	278	315	28
Percentage Change (%)	-3%	-16%	-2%	2%	5%	0%	10%	13%	10%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$1,479	\$1,133	\$1,146	\$1,173	\$1,221	\$1,331	\$1,664	\$2,124	\$645
Travel Receipts	\$1,406	\$1,114	\$1,097	\$1,128	\$1,179	\$1,244	\$1,397	\$1,693	\$287
Passenger Fare Receipts	\$73	\$19	\$49	\$45	\$42	\$87	\$267	\$431	\$358
Change (%) in Total Exports	-2%	-23%	1%	2%	4%	9%	25%	28%	44%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	52%	58%	6 pts.
Airlines Directly	20%	24%	4 pts.
Personal Computer	23%	20%	-3 pts.
Friends/Relatives	16%	18%	2 pts.

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Business/Professional	23%	34%	11 pts.
Visit Friends/Relatives	32%	33%	1 pt.
Leisure/Rec./Holidays	28%	15%	-13 pts.
Convention/Conference	9%	9%	0 pts.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Visit Friends/Relatives	50%	50%	0 pts.
Leisure/Rec./Holidays	48%	40%	-7 pts.
Business/Professional	33%	38%	5 pts.
Convention/Conference	11%	12%	1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	76%	70%	-6 pts.
Business & Convention	40%	46%	6 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Airlines in U.S.	38%	48%	10 pts.
Taxi/Cab/Limousine	44%	40%	-4 pts.
Company or Private Auto	32%	36%	4 pts.
City Subway/Tram/Bus	23%	29%	6 pts.
Rented Auto	22%	21%	-1 pt.

## 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%	88%	0 pts.
Dining in Restaurants	72%	78%	6 pts.
Sightseeing in Cities	38%	49%	11 pts.
Visit Historical Places	37%	45%	9 pts.
Amusement/Theme Parks	32%	25%	-6 pts.
Visit Small Towns	25%	21%	-4 pts.
Cultural Heritage Sites	8%	21%	13 pts.
Guided Tours	17%	20%	3 pts.
Concert/Play/Musical	19%	18%	-1 pt.
Art Gallery/Museum	21%	17%	-4 pts.

## Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	70	82	13 days
Advance Trip Decision Time (med. days)	30	60	30 days
Prepaid Package	3%	5%	2 pts.
First International Trip to the U.S.	26%	35%	9 pts.
Length of Stay in U.S. (mean nights)	25.5	25.9	0 nights
Length of Stay in U.S. (median nights)	15.0	14.0	-1 night
Number of States Visited (% 1 state)	49%	49%	0 pts.
Average Number of States Visited	1.9	2.0	0 states
Hotel/Motel (% 1+ nights)	64%	78%	13 pts.
Average # of Nights in Hotel/Motel	10.0	11.1	1 night
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	65%	59%	-6 pts.
Household Income (mean average)	\$83,300	\$79,900	-\$3,400
Household Income (median average)	\$69,300	\$58,600	-\$10,700
Average Age: Female	43	39	-4 years
Average Age: Male	45	45	0 years

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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)
<b>REGIONS</b>				
Middle Atlantic	62.4%	173	54.7%	172
<b>STATES</b>				
New York	56.3%	156	* *	* *
<b>CITIES</b>				
New York City	54.8%	152	* *	* *

- (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.

Publication Date: May 2009



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ADMINISTRATION

# 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 African traveler who visits the United States.

## Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
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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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