



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Eastern Europe



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Visitation Trends (Arrivals)

[Thousands of E. European Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	385	355	345	380	433	460	513	585	200
Percentage Change (%)	-9%	-8%	-3%	10%	14%	6%	11%	14%	52%

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)
Personal Computer	32%	39%	7 pts.
Travel Agency	32%	27%	-5 pts.
Airlines Directly	25%	27%	2 pts.
Friends/Relatives	19%	19%	0 pts.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Visit Friends/Relatives	33%	35%	2 pts.
Business/Professional	27%	27%	0 pts.
Leisure/Rec./Holidays	21%	24%	3 pts.
Study/Teaching	10%	7%	-3 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	43%	53%	11 pts.
Visit Friends/Relatives	45%	51%	6 pts.
Business/Professional	34%	30%	-5 pts.
Study/Teaching	13%	10%	-3 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	67%	79%	11 pts.
Business & Convention	40%	35%	-5 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.	32%	43%	12 pts.
Taxi/Cab/Limousine	42%	37%	-5 pts.
Company or Private Auto	34%	33%	-1 pt.
City Subway/Tram/Bus	22%	24%	2 pts.
Rented Auto	15%	23%	8 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	85%	91%	6 pts.
Dining in Restaurants	77%	77%	0 pts.
Visit Historical Places	52%	59%	7 pts.
Sightseeing in Cities	46%	57%	12 pts.
Amusement/Theme Parks	31%	39%	9 pts.
Art Gallery/Museum	30%	37%	7 pts.
Visit Small Towns	28%	29%	1 pt.
Touring Countryside	24%	29%	5 pts.
Cultural Heritage Sites	24%	28%	4 pts.
Water Sports/Sunbathing	19%	27%	7 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	61	72	11 days
Advance Trip Decision Time (med. days)	30	50	20 days
Prepaid Package	4%	4%	1 pt.
First International Trip to the U.S.	34%	31%	-3 pts.
Length of Stay in U.S. (mean nights)	34.9	34.5	0 nights
Length of Stay in U.S. (median nights)	13.0	15.0	2 nights
Number of States Visited (% 1 state)	60%	54%	-6 pts.
Average Number of States Visited	1.6	1.7	0 states
Hotel/Motel (% 1+ nights)	63%	59%	-4 pts.
Average # of Nights in Hotel/Motel	9.2	9.1	0 nights
Travel Party Size (mean # of persons)	1.2	1.2	0.0
Gender: % Male (among adults)	47%	53%	5 pts.
Household Income (mean average)	\$53,600	\$62,000	\$8,400
Household Income (median average)	\$36,300	\$39,500	\$3,200
Average Age: Female	33	37	4 years
Average Age: Male	39	37	-3 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)
REGIONS				
Middle Atlantic	62.2%	319	66.7%	390
STATES				
New York	55.1%	283	61.5%	360
CITIES				
New York City	* *	* *	59.8%	350

(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://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.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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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 E. European traveler 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
- Travel Barometer

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