



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2008 Market Profile: Europe



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## Visitation Trends (Arrivals)

[Thousands of European Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	9,496	8,603	8,639	9,686	10,313	10,136	11,406	12,783	3,287
Percentage Change (%)	-18%	-9%	0%	12%	6%	-2%	13%	12%	35%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$28,863	\$28,072	\$27,675	\$31,941	\$34,420	\$34,289	\$39,682	\$49,541	\$20,678
Travel Receipts	\$22,833	\$21,693	\$21,976	\$24,995	\$27,220	\$27,393	\$31,527	\$38,392	\$15,559
Passenger Fare Receipts	\$6,030	\$6,379	\$5,699	\$6,946	\$7,200	\$6,896	\$8,155	\$11,149	\$5,119
Change (%) in Total Exports	-17%	-3%	-1%	15%	8%	0%	16%	25%	72%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Personal Computer	43%	47%	3 pts.
Travel Agency	34%	31%	-3 pts.
Airlines Directly	19%	22%	3 pts.
Friends/Relatives	13%	13%	1 pt.

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	49%	53%	4 pts.
Business/Professional	24%	21%	-3 pts.
Visit Friends/Relatives	21%	19%	-2 pts.
Convention/Conference	4%	4%	1 pt.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	62%	66%	4 pts.
Visit Friends/Relatives	32%	33%	1 pt.
Business/Professional	27%	24%	-3 pts.
Convention/Conference	6%	6%	1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	78%	80%	3 pts.
Business & Convention	30%	28%	-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)
Taxi/Cab/Limousine	44%	43%	-1 pt.
Rented Auto	31%	33%	2 pts.
City Subway/Tram/Bus	23%	26%	4 pts.
Company or Private Auto	24%	24%	0 pts.
Airlines in U.S.	21%	21%	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)
Dining in Restaurants	89%	89%	0 pts.
Shopping	86%	87%	1 pt.
Visit Historical Places	42%	45%	3 pts.
Sightseeing in Cities	41%	44%	3 pts.
Amusement/Theme Parks	26%	28%	1 pt.
Visit Small Towns	25%	27%	3 pts.
Art Gallery/Museum	26%	27%	1 pt.
Cultural Heritage Sites	25%	27%	2 pts.
Touring Countryside	20%	23%	2 pts.
Water Sports/Sunbathing	20%	23%	3 pts.

## Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	95	103	8 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	15%	13%	-1 pt.
First International Trip to the U.S.	22%	23%	2 pts.
Length of Stay in U.S. (mean nights)	14.6	15.3	1 night
Length of Stay in U.S. (median nights)	9.0	10.0	1 night
Number of States Visited (% 1 state)	70%	67%	-3 pts.
Average Number of States Visited	1.5	1.6	0 states
Hotel/Motel (% 1+ nights)	79%	80%	1 pt.
Average # of Nights in Hotel/Motel	8.2	8.4	0 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	58%	58%	-1 pt.
Household Income (mean average)	\$111,200	\$112,600	\$1,400
Household Income (median average)	\$101,500	\$103,100	\$1,600
Average Age: Female	40	40	1 year
Average Age: Male	43	43	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	43.9%	5,007	45.2%	5,778
South Atlantic	30.3%	3,456	31.5%	4,027
Pacific	19.4%	2,213	20.6%	2,633
Mountain	10.8%	1,232	12.4%	1,585
East North Central	8.5%	970	9.3%	1,189
New England	7.5%	855	7.7%	984
West South Central	4.9%	559	4.7%	601
<b>STATES</b>				
New York	39.3%	4,483	40.2%	5,139
Florida	21.1%	2,407	21.1%	2,697
California	18.1%	2,065	19.0%	2,429
Nevada	7.4%	844	9.0%	1,150
Illinois	5.3%	605	6.0%	767
Massachusetts	5.8%	662	5.9%	754
Pennsylvania	4.5%	513	5.2%	665
New Jersey	3.8%	433	4.2%	537
Texas	* *	* *	3.7%	473
Arizona	* *	* *	3.6%	460
<b>CITIES</b>				
New York City	38.2%	4,357	39.4%	5,036
Orlando	11.4%	1,300	11.6%	1,483
San Francisco	9.6%	1,095	11.0%	1,406
Los Angeles	7.9%	901	9.4%	1,202
Las Vegas	7.2%	821	8.8%	1,125
Miami	6.6%	753	7.2%	920
DC Metro Area	5.0%	570	6.4%	818
Chicago	5.1%	582	5.8%	741
Boston	5.3%	605	5.2%	665
Philadelphia	* *	* *	3.7%	473
Tampa-St. Petersburg	2.1%	240	2.0%	256

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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](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



INTERNATIONAL  
**T R A D E**  
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 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 Exports, Imports, and the Balance of Trade
- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

For more information on these program areas and others, please visit:

<http://tinnet.ita.doc.gov/research/index.html>

### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
14th & Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[tinnet\\_info@mail.doc.gov](mailto:tinnet_info@mail.doc.gov)

# <http://tinnet.ita.doc.gov>