

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Africa



2010 Market Profile: Africa

Visitation Trends (Arrivals)

[Thousands of Africa Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	236	241	252	253	278	315	294	316	79
Percentage Change (%)	-2	2	5	0	10	13	-7	7	34

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 ^p	Change 2010/2003
Total Travel & Tourism Exports (1)	\$1,146	\$1,171	\$1,221	\$1,331	\$1,664	\$2,190	\$1,957	\$2,034	\$888
Travel Receipts	\$1,097	\$1,128	\$1,179	\$1,244	\$1,397	\$1,739	\$1,492	\$1,502	\$405
Passenger Fare Receipts	\$49	\$43	\$42	\$87	\$267	\$451	\$465	\$532	\$483
Change (%) in Total Exports	1	2	4	9	25	32	-11	4	77

(p) Preliminary, subject to future revisions.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	52	54	2.5
Personal Computer	24	29	4.3
Airlines Directly	22	24	1.8
Friends/Relatives	16	15	-1.1

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Visit Friends/Relatives	33	30	-2.8
Leisure/Rec./Holidays	26	28	1.4
Business/Professional	26	26	-0.2
Convention/Conference	8	13	5.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Visit Friends/Relatives	46	52	5.5
Leisure/Rec./Holidays	46	52	5.8
Business/Professional	30	32	1.5
Convention/Conference	12	17	5.6
NET PURPOSES OF TRIP:			
Leisure & VFR	72	76	4.7
Business & Convention	38	43	5.2

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	45	40	-5.5
Company or Private Auto	41	38	-3.3
Airlines in U.S.	42	32	-9.6
City Subway/Tram/Bus	23	20	-2.8
Rented Auto	14	19	4.4

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	92	91	-1.1
Dining in Restaurants	73	76	3.4
Visit Historical Places	42	49	6.6
Sightseeing in Cities	43	48	4.3
Amusement/Theme Parks	25	23	-1.8
Art Gallery/Museum	18	21	2.9
Visit Small Towns	22	19	-2.8
Visit National Parks	13	18	5.1
Guided Tours	18	17	-1.0
Touring Countryside	14	16	2.2

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	74	68	-6.4 days
Advance Trip Decision Time (median days)	60	30	-30.0 days
Prepaid Package	4%	6%	2.5 pts.
First International Trip to the U.S.	31%	26%	-4.5 pts.
Length of Stay in U.S. (mean nights)	25.5	22.8	-2.7 nights
Length of Stay in U.S. (median nights)	13	13	0 nights
Number of States Visited (% 1 state)	51%	53%	2.7 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	69%	71%	2.3 pts.
Average # of Nights in Hotel/Motel	10.2	9.8	-0.4 nights
Travel Party Size (mean # of persons)	1.2	1.3	0.1
Gender: % Male (among adults)	57%	60%	2.8 pts.
Household Income (mean average)	\$86,900	\$83,700	-\$3,200
Household Income (median average)	\$79,200	\$68,700	-\$10,500
Average Age: Female	38	43	5.5 years
Average Age: Male	45	42	-3.1 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
Middle Atlantic	**	**	51.6	163
STATES				
New York	**	**	45.2	143

- (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 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.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

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

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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