

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Market Profile: Caribbean



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## Visitation Trends (Arrivals)

[Thousands of Caribbean Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	998	1,095	1,135	1,198	1,317	1,201	1,206	1,201	202
Percentage Change (%)	-5	10	4	6	10	-9	0	0	20

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
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)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	28	34	5.3
Travel Agency	37	32	-5.2
Airlines Directly	28	28	-0.1
Friends/Relatives	18	17	-0.9

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	28	36	8.2
Visit Friends/Relatives	35	32	-2.5
Business/Professional	26	17	-9.6
Convention/Conference	6	7	1.0

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Visit Friends/Relatives	51	57	5.3
Leisure/Rec./Holidays	47	56	9.2
Business/Professional	27	18	-8.8
Convention/Conference	6	9	2.4
NET PURPOSES OF TRIP:			
Leisure & VFR	74	84	9.7
Business & Convention	33	24	-8.5

## 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)
Company or Private Auto	35	40	5.4
Taxi/Cab/Limousine	26	29	2.5
Airlines in U.S.	22	22	0.0
Rented Auto	28	18	-10.6
City Subway/Tram/Bus	12	17	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	89	88	-0.9
Dining in Restaurants	62	66	4.8
Sightseeing in Cities	18	35	16.5
Visit Historical Places	22	31	8.6
Visit Small Towns	11	25	14.1
Amusement/Theme Parks	14	22	8.0
Nightclubs/Dancing	14	16	2.5
Touring Countryside	9	13	4.1
Visit National Parks	8	11	3.3
Cultural Heritage Sites	8	11	3.3

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	41	58	17.3 days
Advance Trip Decision Time (median days)	28	30	2.0 days
Prepaid Package	4%	4%	-0.1 pts.
First International Trip to the U.S.	4%	8%	3.6 pts.
Length of Stay in U.S. (mean nights)	11.5	14.4	2.9 nights
Length of Stay in U.S. (median nights)	7	8	1 nights
Number of States Visited (% 1 state)	77%	77%	-0.1 pts.
Average Number of States Visited	1.3	1.3	0.0 states
Hotel/Motel (% 1+ nights)	58%	49%	-8.4 pts.
Average # of Nights in Hotel/Motel	4.9	4.3	-0.6 nights
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	42%	53%	11.2 pts.
Household Income (mean average)	\$79,400	\$70,600	-\$8,800
Household Income (median average)	\$59,800	\$53,200	-\$6,600
Average Age: Female	42	39	-2.6 years
Average Age: Male	42	41	-0.5 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)
<b>REGIONS</b>				
Middle Atlantic	46.5	561	48.7	585
<b>STATES</b>				
New York	41.8	504	44.4	533
<b>CITIES</b>				
New York City-WP-Wayne	39.4	475	44.3	532

- (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 = Not available.

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](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.

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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 Caribbean 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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# 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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