

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: Eastern Europe



2010 Market Profile: Eastern Europe

Visitation Trends (Arrivals)

[Thousands of Eastern Europe Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	345	380	433	460	513	585	572	606	262
Percentage Change (%)	-3	10	14	6	11	14	-2	6	76

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	45	48	3.2
Airlines Directly	28	27	-0.8
Travel Agency	21	21	-0.7
Friends/Relatives	22	19	-2.5

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	33	36	2.8
Visit Friends/Relatives	31	29	-2.1
Business/Professional	22	20	-1.8
Study/Teaching	6	7	0.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	61	60	-1.2
Visit Friends/Relatives	47	42	-4.5
Business/Professional	26	27	0.4
Convention/Conference	7	11	3.5
NET PURPOSES OF TRIP:			
Leisure & VFR	82	80	-1.6
Business & Convention	31	33	2.1

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	36	43	7.0
Airlines in U.S.	37	39	1.7
City Subway/Tram/Bus	32	32	0.3
Company or Private Auto	26	27	0.7
Rented Auto	22	21	-0.6

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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	88	90	2.9
Dining in Restaurants	79	80	0.9
Sightseeing in Cities	57	62	4.8
Visit Historical Places	60	61	1.6
Amusement/Theme Parks	41	41	0.1
Cultural Heritage Sites	29	38	9.1
Art Gallery/Museum	39	38	-1.4
Visit Small Towns	33	34	0.8
Touring Countryside	29	33	4.2
Visit National Parks	24	25	0.8

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	74	79	5.3 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	6%	4%	-1.3 pts.
First International Trip to the U.S.	40%	39%	-1.3 pts.
Length of Stay in U.S. (mean nights)	28.3	32.6	4.3 nights
Length of Stay in U.S. (median nights)	14	14	0 nights
Number of States Visited (% 1 state)	53%	54%	0.5 pts.
Average Number of States Visited	1.8	1.8	0.0 states
Hotel/Motel (% 1+ nights)	64%	63%	-1.6 pts.
Average # of Nights in Hotel/Motel	10.8	10.5	-0.3 nights
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	53%	47%	-5.7 pts.
Household Income (mean average)	\$60,200	\$57,500	-\$2,700
Household Income (median average)	\$43,900	\$40,400	-\$3,500
Average Age: Female	35	36	0.5 years
Average Age: Male	37	39	1.3 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	68.7	393	63.6	386
South Atlantic	31.8	182	**	**
STATES				
New York	64.1	366	60.8	369
CITIES				
New York City-WP-Wayne	62.4	357	59.6	361

- (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.

(**) 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.

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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 E. European 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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