

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Market Profile: Europe



# 2010 Market Profile: Europe

## Visitation Trends (Arrivals)

[Thousands of Europe Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	8,639	9,686	10,313	10,136	11,406	12,783	11,550	11,985	3,347
Percentage Change (%)	0	12	6	-2	13	12	-10	4	39

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 <sup>r</sup>	Change 2010/2003
Total Travel & Tourism Exports (1)	\$27,675	\$31,941	\$34,420	\$34,289	\$39,682	\$49,597	\$38,030	\$38,695	\$11,020
Travel Receipts	\$22,193	\$25,244	\$27,395	\$27,603	\$31,759	\$38,515	\$29,552	\$29,579	\$7,386
Passenger Fare Receipts	\$5,482	\$6,697	\$7,025	\$6,686	\$7,923	\$11,082	\$8,478	\$9,116	\$3,634
Change (%) in Total Exports	-1	15	8	0	16	25	-23	2	40

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	49	48	-1.2
Travel Agency	29	31	1.7
Airlines Directly	23	24	0.9
Friends/Relatives	15	15	-0.3

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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	56	57	0.7
Visit Friends/Relatives	20	21	0.5
Business/Professional	17	16	-1.1
Convention/Conference	3	4	0.2

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	69	71	1.7
Visit Friends/Relatives	33	33	0.2
Business/Professional	19	18	-1.2
Convention/Conference	5	6	0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	83	85	1.3
Business & Convention	22	21	-1.0

## 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	41	41	0.2
Rented Auto	31	32	0.6
City Subway/Tram/Bus	28	27	-1.0
Company or Private Auto	23	23	-0.3
Airlines in U.S.	21	22	1.6

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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)
Dining in Restaurants	87	88	0.3
Shopping	86	87	1.0
Visit Historical Places	47	49	1.8
Sightseeing in Cities	46	47	0.4
Visit Small Towns	29	31	2.0
Cultural Heritage Sites	30	30	0.8
Amusement/Theme Parks	28	30	1.6
Art Gallery/Museum	29	29	0.2
Visit National Parks	24	25	1.0
Touring Countryside	23	24	0.6

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	107	112	5.3 days
Advance Trip Decision Time (median days)	80	90	10.0 days
Prepaid Package	13%	15%	2.1 pts.
First International Trip to the U.S.	26%	26%	0.2 pts.
Length of Stay in U.S. (mean nights)	16.2	15.9	-0.3 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	67%	65%	-1.7 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	78%	78%	0.0 pts.
Average # of Nights in Hotel/Motel	8.3	8.4	0.1 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	55%	54%	-1.4 pts.
Household Income (mean average)	\$99,700	\$95,600	-\$4,100
Household Income (median average)	\$86,900	\$82,600	-\$4,300
Average Age: Female	40	40	0.2 years
Average Age: Male	43	42	-0.3 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)
<b>REGIONS</b>				
Middle Atlantic	44.4	5,128	42.6	5,106
South Atlantic	34.4	3,973	34.5	4,135
Pacific	19.2	2,218	21.0	2,517
Mountain	12.1	1,398	14.9	1,786
East North Central	8.3	959	7.2	863
New England	7.5	866	6.8	815
West South Central	4.5	520	5.1	611
Pacific Islands	1.8	208	1.7	204
<b>STATES</b>				
New York	40.1	4,632	38.5	4,614
Florida	22.8	2,633	23.0	2,757
California	17.7	2,044	19.5	2,337
Nevada	9.1	1,051	11.9	1,426
Massachusetts	5.9	681	5.4	647
Illinois	5.7	658	4.9	587
Pennsylvania	4.5	520	4.4	527
Arizona	**	**	4.1	491
New Jersey	3.8	439	3.8	455
Texas	**	**	3.8	455
Georgia	3.6	416	3.7	443
<b>CITIES</b>				
New York City-WP-Wayne	39.1	4,516	37.9	4,542
Orlando	12.0	1,386	12.2	1,462
Las Vegas	8.8	1,016	11.6	1,390
Los Angeles	8.9	1,028	11.3	1,354
San Francisco	10.3	1,190	10.5	1,258
Miami	8.3	959	8.5	1,019
Washington, D.C.	6.8	785	7.0	839
Boston	5.3	612	4.8	575
Chicago	5.5	635	4.7	563
Philadelphia	3.1	358	3.3	396
San Diego	**	**	3.3	396
Atlanta	**	**	3.1	372
Tampa-St. Petersburg	2.2	254	2.1	252

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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.

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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 European traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

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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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