

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: South America



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Visitation Trends (Arrivals)

[Thousands of South America Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	1,522	1,645	1,820	1,928	2,274	2,556	2,742	3,250	1,728
Percentage Change (%)	-16	8	11	6	18	12	7	19	114

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)
Travel Agency	40	41	1.0
Personal Computer	31	32	1.6
Airlines Directly	30	28	-2.2
Friends/Relatives	18	21	3.3

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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	52	57	4.6
Visit Friends/Relatives	21	17	-4.1
Business/Professional	15	15	-0.4
Convention/Conference	6	6	0.0

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	66	70	4.3
Visit Friends/Relatives	34	32	-2.1
Business/Professional	20	19	-0.8
Convention/Conference	8	9	1.4
NET PURPOSES OF TRIP:			
Leisure & VFR	84	84	0.1
Business & Convention	26	25	-0.6

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)
Rented Auto	36	41	4.5
Taxi/Cab/Limousine	33	35	1.9
Airlines in U.S.	35	32	-3.1
Company or Private Auto	26	25	-1.5
City Subway/Tram/Bus	23	22	-0.2

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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	88	-0.8
Dining in Restaurants	78	77	-0.6
Amusement/Theme Parks	39	43	4.0
Visit Historical Places	39	43	3.3
Sightseeing in Cities	37	37	0.0
Art Gallery/Museum	25	28	2.7
Concert/Play/Musical	21	23	2.4
Visit Small Towns	23	22	-0.3
Cultural Heritage Sites	15	18	2.3
Nightclubs/Dancing	14	15	0.9
Water Sports/Sunbathing	12	15	2.2

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	71	77	5.5 days
Advance Trip Decision Time (median days)	45	60	15.0 days
Prepaid Package	10%	10%	0.3 pts.
First International Trip to the U.S.	18%	17%	-1.1 pts.
Length of Stay in U.S. (mean nights)	17.5	15.6	-1.9 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	65%	66%	0.7 pts.
Average Number of States Visited	1.5	1.5	0.0 states
Hotel/Motel (% 1+ nights)	72%	77%	5.2 pts.
Average # of Nights in Hotel/Motel	8.7	8.6	-0.1 nights
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	59%	56%	-2.9 pts.
Household Income (mean average)	\$76,300	\$85,900	\$9,600
Household Income (median average)	\$60,100	\$73,100	\$13,000
Average Age: Female	39	39	-0.7 years
Average Age: Male	42	42	-0.1 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				
South Atlantic	60.9	1,670	61.8	2,009
Middle Atlantic	40.9	1,121	38.6	1,255
STATES				
Florida	53.9	1,478	54.6	1,775
New York	37.3	1,023	36.8	1,196
CITIES				
Miami	38.9	1,066	41.0	1,333
New York City-WP-Wayne	36.7	1,006	36.7	1,193
Orlando	**	**	25.3	822

- (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 South American travelers 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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