

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# **2010** Market Profile: Western Europe



# 2010 Market Profile: Western Europe

## Visitation Trends (Arrivals)

[Thousands of Western Europe Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	8,294	9,306	9,880	9,675	10,894	12,198	10,979	11,379	3,085
Percentage Change (%)	1	12	6	-2	13	12	-10	4	37

## 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	49	48	-1.3
Travel Agency	29	31	1.7
Airlines Directly	23	24	0.9
Friends/Relatives	15	15	-0.2

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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	57	58	0.6
Visit Friends/Relatives	20	20	0.6
Business/Professional	17	15	-1.2
Convention/Conference	3	4	0.3

## 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	1.8
Visit Friends/Relatives	32	33	0.4
Business/Professional	19	18	-1.3
Convention/Conference	5	6	0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	83	85	1.3
Business & Convention	22	21	-1.1

## 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	41	41	0.1
Rented Auto	32	32	0.6
City Subway/Tram/Bus	28	26	-1.1
Company or Private Auto	23	23	-0.4
Airlines in U.S.	20	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	88	88	0.3
Shopping	86	87	0.8
Visit Historical Places	46	48	1.8
Sightseeing in Cities	46	46	0.1
Visit Small Towns	28	30	2.0
Cultural Heritage Sites	30	30	0.5
Amusement/Theme Parks	28	30	1.6
Art Gallery/Museum	28	28	0.2
Visit National Parks	24	25	1.0
Water Sports/Sunbathing	23	23	0.7
Touring Countryside	23	23	0.5

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	108	113	5.3 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	13%	16%	2.2 pts.
First International Trip to the U.S.	26%	26%	0.3 pts.
Length of Stay in U.S. (mean nights)	15.8	15.3	-0.5 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	68%	66%	-1.8 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	79%	79%	0.2 pts.
Average # of Nights in Hotel/Motel	8.2	8.3	0.1 nights
Travel Party Size (mean # of persons)	1.6	1.7	0.1
Gender: % Male (among adults)	56%	54%	-1.2 pts.
Household Income (mean average)	\$101,000	\$97,000	-\$4,000
Household Income (median average)	\$88,200	\$84,100	-\$4,100
Average Age: Female	40	40	0.2 years
Average Age: Male	43	43	-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	43.6	4,787	41.9	4,768
South Atlantic	34.4	3,777	34.7	3,948
Pacific	19.3	2,119	20.9	2,378
Mountain	12.2	1,339	15.0	1,707
East North Central	8.3	911	7.0	797
New England	7.4	812	6.7	762
West South Central	4.6	505	5.1	580
<b>STATES</b>				
New York	39.3	4,315	37.7	4,290
Florida	23.1	2,536	23.4	2,663
California	17.8	1,954	19.6	2,230
Nevada	9.2	1,010	12.0	1,365
Massachusetts	5.9	648	5.4	614
Illinois	5.6	615	4.8	546
Pennsylvania	4.5	494	4.4	501
Arizona	**	**	4.1	467
Texas	**	**	3.8	432
Georgia	3.6	395	3.7	421
New Jersey	3.7	406	3.7	421
<b>CITIES</b>				
New York City-WP-Wayne	38.3	4,205	37.1	4,222
Orlando	12.2	1,339	12.5	1,422
Las Vegas	8.9	977	11.7	1,331
Los Angeles	8.9	977	11.3	1,286
San Francisco	10.4	1,142	10.5	1,195
Miami	8.2	900	8.5	967
Washington, D.C.	6.7	736	6.9	785
Boston	5.3	582	4.9	558
Chicago	5.4	593	4.6	523
San Diego	**	**	3.4	387
Philadelphia	3.1	340	**	**
Atlanta	**	**	3.2	364
Tampa-St. Petersburg	2.2	242	2.2	250

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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.

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://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 W. 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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