

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Caribbean



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## Visitation Trends (Arrivals)

[Thousands of Caribbean Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	1,095	1,135	1,198	1,317	1,201	1,206	1,201	1,091	-3
Percentage Change (%)	10	4	6	10	-9	0	0	-9	0

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
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)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	34	34	0.3
Travel Agency	32	30	-1.8
Airlines Directly	28	28	-0.2
Friends/Relatives	17	19	2.0

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Visit Friends/Relatives	32	36	3.9
Leisure/Rec./Holidays	36	31	-5.0
Business/Professional	17	18	1.3
Convention/Conference	7	7	-0.3

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Visit Friends/Relatives	57	54	-3.0
Leisure/Rec./Holidays	56	48	-8.2
Business/Professional	18	21	2.8
Convention/Conference	9	10	0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	84	75	-8.2
Business & Convention	24	29	4.5

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Company or Private Auto	40	45	4.3
Taxi/Cab/Limousine	29	33	4.2
Airlines in U.S.	22	19	-3.0
Rented Auto	18	19	1.0
City Subway/Tram/Bus	17	12	-4.3

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	88	80	-8.3
Dining in Restaurants	66	68	1.9
Visit Historical Places	31	24	-7.0
Sightseeing in Cities	35	21	-13.3
Amusement/Theme Parks	22	20	-2.0
Visit Small Towns	25	19	-5.9
Nightclubs/Dancing	16	15	-0.9
Touring Countryside	13	11	-1.7
Visit National Parks	11	10	-1.4
Cultural Heritage Sites	11	10	-1.6

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	58	51	-6.8 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	4%	8%	4.1 pts.
First International Trip to the U.S.	8%	2%	-5.8 pts.
Length of Stay in U.S. (mean nights)	14.4	11.8	-2.6 nights
Length of Stay in U.S. (median nights)	8	7	-1 nights
Number of States Visited (% 1 state)	77%	80%	2.6 pts.
Average Number of States Visited	1.3	1.3	0.0 states
Hotel/Motel (% 1+ nights)	49%	52%	3.1 pts.
Average # of Nights in Hotel/Motel	4.3	5.1	0.8 nights
Travel Party Size (mean # of persons)	1.3	1.3	0.0
Gender: % Male (among adults)	53%	41%	-12.5 pts.
Household Income (mean average)	\$70,600	\$71,700	\$1,100
Household Income (median average)	\$53,200	\$57,300	\$4,100
Average Age: Female	39	41	1.8 years
Average Age: Male	41	45	3.5 years

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## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Middle Atlantic	48.7	585	43.1	470
<b>STATES</b>				
New York	44.4	533	**	**
<b>CITIES</b>				
New York City-WP-Wayne	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
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
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Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



# 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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