

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Venezuela



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## Visitation Trends (Arrivals)

[Thousands of Venezuela Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	330	340	369	459	507	507	492	561	231
Percentage Change (%)	16	3	8	24	11	0	-3	14	70

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 <sup>r</sup>	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,324	\$1,489	\$1,754	\$2,177	\$2,702	\$2,411	\$2,407	\$2,939	\$1,615
Travel Receipts	\$1,110	\$1,135	\$1,336	\$1,634	\$1,972	\$1,740	\$1,677	\$1,993	\$883
Passenger Fare Receipts	\$214	\$354	\$418	\$543	\$730	\$671	\$730	\$946	\$732
Change (%) in Total Exports	12	12	18	24	24	-11	0	22	122

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	37	34	-2.6
Airlines Directly	37	32	-5.4
Personal Computer	24	25	1.4
Friends/Relatives	16	17	1.4

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	51	48	-2.6
Visit Friends/Relatives	25	31	6.1
Business/Professional	12	13	0.9
Study/Teaching	3	6	2.7

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	64	65	0.4
Visit Friends/Relatives	41	47	6.2
Business/Professional	18	19	0.5
Study/Teaching	3	7	4.0
NET PURPOSES OF TRIP:			
Leisure & VFR	84	86	2.5
Business & Convention	24	20	-4.6

## 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)
Rented Auto	43	34	-9.5
Taxi/Cab/Limousine	32	29	-2.5
Company or Private Auto	30	29	-1.0
Airlines in U.S.	28	22	-6.1
City Subway/Tram/Bus	17	14	-2.7

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## 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	91	2.7
Dining in Restaurants	66	72	6.2
Visit Historical Places	32	39	7.5
Sightseeing in Cities	24	35	11.4
Amusement/Theme Parks	31	35	4.1
Visit Small Towns	21	30	9.4
Art Gallery/Museum	21	23	1.8
Cultural Heritage Sites	9	21	11.9
Concert/Play/Musical	22	19	-3.1
Attend Sports Event	15	15	-0.4
Nightclubs/Dancing	13	15	2.2

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	63	73	9.8 days
Advance Trip Decision Time (median days)	40	60	20.0 days
Prepaid Package	4%	3%	-0.2 pts.
First International Trip to the U.S.	8%	10%	1.4 pts.
Length of Stay in U.S. (mean nights)	15.4	18.8	3.4 nights
Length of Stay in U.S. (median nights)	10	11	1 nights
Number of States Visited (% 1 state)	68%	67%	-1.5 pts.
Average Number of States Visited	1.4	1.5	0.1 states
Hotel/Motel (% 1+ nights)	61%	67%	5.9 pts.
Average # of Nights in Hotel/Motel	7.9	15.7	7.8 nights
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	57%	50%	-7.5 pts.
Household Income (mean average)	\$71,900	\$74,800	\$2,900
Household Income (median average)	\$61,000	\$56,600	-\$4,400
Average Age: Female	40	43	3.6 years
Average Age: Male	44	43	-0.8 years

## 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>No destinations meet the minimum sample requirement.</b>				

- (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.

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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ADMINISTRATION

## 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 Venezuelan 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
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
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Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
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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