

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# **2011** Market Profile: Western Europe



# 2011 Market Profile: Western Europe

## Visitation Trends (Arrivals)

[Thousands of Western Europe Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	9,306	9,880	9,675	10,894	12,198	10,979	11,379	11,987	2,681
Percentage Change (%)	12	6	-2	13	12	-10	4	5	29

## 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	48	49	1.2
Travel Agency	31	30	-0.7
Airlines Directly	24	24	0.2
Friends/Relatives	15	15	0.0

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	58	57	-0.9
Visit Friends/Relatives	20	21	0.9
Business/Professional	15	15	-0.3
Convention/Conference	4	3	-0.3
Study/Teaching	2	3	0.4

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	71	71	-0.3
Visit Friends/Relatives	33	33	0.4
Business/Professional	18	18	0.2
Convention/Conference	6	5	-0.3
NET PURPOSES OF TRIP:			
Leisure & VFR	85	85	0.2
Business & Convention	21	21	0.0

## 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)
Taxi/Cab/Limousine	41	42	0.4
Rented Auto	32	32	-0.5
City Subway/Tram/Bus	26	28	1.8
Company or Private Auto	23	22	-0.6
Airlines in U.S.	22	22	-0.3

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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)
Dining in Restaurants	88	88	-0.1
Shopping	87	86	-0.7
Visit Historical Places	48	49	0.6
Sightseeing in Cities	46	46	0.5
Cultural Heritage Sites	30	30	0.4
Visit Small Towns	30	29	-1.3
Amusement/Theme Parks	30	29	-0.8
Art Gallery/Museum	28	28	0.0
Visit National Parks	25	25	0.0
Touring Countryside	23	23	-0.2

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	113	113	-0.6 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	16%	14%	-1.4 pts.
First International Trip to the U.S.	26%	26%	0.2 pts.
Length of Stay in U.S. (mean nights)	15.3	16.5	1.2 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	66%	67%	1.1 pts.
Average Number of States Visited	1.6	1.6	0.0 states
Hotel/Motel (% 1+ nights)	79%	78%	-1.1 pts.
Average # of Nights in Hotel/Motel	8.3	8.5	0.2 nights
Travel Party Size (mean # of persons)	1.7	1.6	-0.1
Gender: % Male (among adults)	54%	54%	-0.7 pts.
Household Income (mean average)	\$97,000	\$100,000	\$3,000
Household Income (median average)	\$84,100	\$88,300	\$4,200
Average Age: Female	40	39	-0.7 years
Average Age: Male	43	43	0.4 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	41.9	4,768	42.5	5,094
South Atlantic	34.7	3,948	31.2	3,740
Pacific	20.9	2,378	22.0	2,637
Mountain	15.0	1,707	15.6	1,870
New England	6.7	762	7.2	863
East North Central	7.0	797	6.9	827
West South Central	5.1	580	5.6	671
<b>STATES</b>				
New York	37.7	4,290	38.7	4,639
Florida	23.4	2,663	21.2	2,541
California	19.6	2,230	20.7	2,481
Nevada	12.0	1,365	11.6	1,390
Massachusetts	5.4	614	5.7	683
Illinois	4.8	546	4.8	575
Arizona	4.1	467	4.4	527
Texas	3.8	432	4.2	503
Pennsylvania	4.4	501	3.9	467
New Jersey	3.7	421	3.6	432
Georgia	3.7	421	2.7	324
<b>CITIES</b>				
New York City-WP-Wayne	37.1	4,222	37.9	4,543
Los Angeles	11.3	1,286	12.0	1,438
San Francisco	10.5	1,195	11.7	1,402
Las Vegas	11.7	1,331	11.2	1,343
Orlando	12.5	1,422	11.0	1,319
Miami	8.5	967	8.1	971
Washington, D.C.	6.9	785	6.5	779
Boston	4.9	558	5.1	611
Chicago	4.6	523	4.7	563
San Diego	3.4	387	3.0	360
Philadelphia	**	**	2.9	348
Atlanta	3.2	364	**	**
Tampa-St. Petersburg	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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