

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 U.S. Resident Travel to Europe



2011 Market Profile: U.S. Residents to Europe

Trends in Departures

[in thousands]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Departures	11,679	11,975	12,029	12,304	11,238	10,635	9,806	9,674	-2,005
% Change	13	3	0	2	-9	-5	-8	-1	-17

Trends in Payments

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Travel & Tourism Payments ¹	\$34,796	\$36,656	\$36,826	\$38,374	\$40,069	\$32,337	\$33,497	\$36,215	\$1,419
Travel Payments	\$23,026	\$24,233	\$23,684	\$25,101	\$25,491	\$21,564	\$21,834	\$23,012	-\$14
Passenger Fare Payments	\$11,770	\$12,423	\$13,142	\$13,273	\$14,578	\$10,773	\$11,663	\$13,203	\$1,433
% Change in Total Payments	12	5	0	4	4	-19	4	8	4

Visitation to Europe Destinations

VISITATION TO EUROPE DESTINATIONS ³	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
EUROPE	100.0	9,806	100.0	9,674
WESTERN EUROPE	93.6	9,179	93.8	9,053
United Kingdom	24.1	2,366	24.9	2,405
France	17.7	1,739	18.2	1,756
Italy	17.7	1,739	17.5	1,702
Germany	17.7	1,739	16.5	1,594
Spain	9.9	969	11.2	1,081
Netherlands	7.0	684	6.6	649
Switzerland	5.2	513	5.8	567
Ireland	6.4	627	5.6	540
Austria	4.4	428	3.8	378
Greece	3.8	371	3.7	351
EASTERN EUROPE	11.3	1,112	10.9	1,054
Russia	2.6	257	2.2	216
Poland	1.9	186	2.2	216
Ukraine	**	**	1.3	135

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Information Sources Used to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	44	44	0.0
Airlines Directly	28	29	0.8
Travel Agency	26	25	-0.9
Friends or Relatives	15	15	0.1

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	44	43	-1.3
Visit Friends/Relatives	28	28	-0.4
Business/Professional	18	21	2.5
Study/Teaching	5	5	-0.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	61	61	-0.3
Visit Friends/Relatives	41	41	-0.4
Business/Professional	22	24	2.1
Study/Teaching	7	7	0.1
NET PURPOSES OF TRIP:			
BUSINESS & CONVENTION	24	26	1.7
LEISURE & VFR	83	81	-1.8

2011 Market Profile: U.S. Residents to Europe

Transportation Used Within Europe

Transportation Types Used Within Europe (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	38	37	-1.1
Airline between Cities	39	37	-1.5
Railroad between Cities	29	30	0.3
City Subway/Tram/Bus	29	29	-0.6
Company or Private Auto	23	24	0.8
Rented Auto	18	19	0.9

Activity Participation Within Europe

Activity Participation Within Europe (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	85	86	1.3
Shopping	74	73	-0.8
Visit Historical Places	68	71	2.7
Visit Small Towns	52	55	2.9
Sightseeing in Cities	52	53	0.8
Cultural Heritage Sites	43	44	1.5
Touring Countryside	42	43	1.0
Art Gallery/Museum	40	40	0.3
Guided Tours	24	23	-0.8
Nightclubs/Dancing	17	16	-0.3
Concert/Play/Musical	17	16	-0.3



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Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
SOUTH ATLANTIC	28.4	2,785	24.2	2,341
MIDDLE ATLANTIC	24.5	2,403	22.4	2,167
PACIFIC	17.7	1,736	15.3	1,480
WEST SOUTH CENTRAL	5.5	539	8.3	803
MOUNTAIN	4.9	481	7.3	706
WEST NORTH CENTRAL	**	**	7.0	677
EAST NORTH CENTRAL	6.6	647	6.8	658
NEW ENGLAND	5.5	539	5.5	532
STATES				
California	15.0	1,471	12.5	1,209
New York	12.3	1,206	11.5	1,113
Florida	7.9	775	6.9	668
Texas	4.2	412	6.5	629
Pennsylvania	7.4	726	6.1	590
Virginia	5.0	490	5.7	551
New Jersey	4.8	471	4.9	474
Maryland	**	**	4.1	397
Georgia	5.4	530	3.2	310
Massachusetts	**	**	2.5	242
Illinois	**	**	2.3	223
Connecticut	**	**	2.0	193
North Carolina	3.1	304	**	**
CITIES				
New York City	9.4	922	9.0	871
Washington, D.C.	4.3	422	5.0	484
Los Angeles	5.3	520	4.3	416
Philadelphia	3.8	373	3.2	310
Chicago	**	**	1.7	164

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Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	110	108	-1.4 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	16%	15%	-1.0 pts.
First International Trip from the USA	6%	8%	1.5 pts.
Length of Stay: Entire Trip (mean nights)	19.1	19.3	0.2 nights
Length of Stay: Entire Trip (median nights)	12	12	0 nights
Number of Countries Visited (% 1 country)	70%	69%	-0.6 pts.
Average Number of Destinations Visited	2.1	2.2	0.1 dest.
Hotel/Motel (% 1+ nights)	65%	68%	2.5 pts.
Average # of Nights in Hotel/Motel	9.5	8.5	-1.0 nights
Travel Party Size (mean # of persons)	1.6	1.5	-0.1
Gender: % Male (among adults)	46%	45%	-1.2 pts.
Household Income (mean average)	\$114,300	\$116,200	\$1,900
Household Income (median average)	\$104,800	\$108,100	\$3,300
Average Age: Male	48	49	1.2 years
Average Age: Female	46	47	0.9 years

- (1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only country and world region destinations having a sample size of 400 or more are displayed.
- (4) Only U.S. origin areas having a sample size of 400 or more are displayed.
- (-) No estimate available.
- (n/a) Estimate not yet 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 travel from the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<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

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.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 U.S. traveler who visited Europe.

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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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
tinet_info@mail.doc.gov

<http://tinet.ita.doc.gov>