



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: Caribbean



Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Visit Friends/Relatives	30%	37%	7 pts.
Leisure/Rec./Holidays	33%	24%	-9 pts.
Business/Professional	26%	21%	-5 pts.
Convention/Conference	4%	11%	6 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Visit Friends/Relatives	48%	51%	3 pts.
Leisure/Rec./Holidays	47%	45%	-2 pts.
Business/Professional	30%	26%	-4 pts.
Convention/Conference	6%	13%	7 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	76%	73%	-3 pts.
Business & Convention	34%	36%	2 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Company or Private Auto	34%	44%	10 pts.
Taxi/Cab/Limousine	34%	31%	-3 pts.
Rented Auto	28%	23%	-5 pts.
Airlines in U.S.	14%	21%	7 pts.
Railroad between Cities	11%	10%	-1 pt.

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	83%	87%	5 pts.
Dining in Restaurants	65%	65%	0 pts.
Visit Historical Places	24%	24%	0 pts.
Visit Small Towns	22%	20%	-2 pts.
Nightclubs/Dancing	13%	18%	5 pts.
Sightseeing in Cities	24%	17%	-7 pts.
Amusement/Theme Parks	14%	17%	3 pts.
Concert/Play/Musical	8%	14%	6 pts.
Cultural Heritage Sites	8%	12%	4 pts.
Touring Countryside	8%	12%	4 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	42	56	13 days
Advance Trip Decision Time (med. days)	28	30	2 days
Prepaid Package	7%	8%	1 pt.
First International Trip to the U.S.	5%	7%	2 pts.
Length of Stay in U.S. (mean nights)	11.8	11.4	0 nights
Length of Stay in U.S. (median nights)	5.0	6.0	1 night
Number of States Visited (% 1 state)	85%	81%	-5 pts.
Average Number of States Visited	1.2	1.3	0 states
Hotel/Motel (% 1+ nights)	48%	51%	3 pts.
Average # of Nights in Hotel/Motel	5.2	5.4	0 nights
Travel Party Size (mean # of persons)	1.4	1.4	0.0
Gender: % Male (among adults)	56%	51%	-5 pts.
Household Income (mean average)	\$68,700	\$87,600	\$18,900
Household Income (median average)	\$55,100	\$69,800	\$14,700
Average Age: Female	41	42	1 year
Average Age: Male	45	43	-2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Middle Atlantic	45.4%	598	42.1%	506
STATES				
New York	42.5%	560	40.0%	480
CITIES				
New York City	41.6%	548	37.8%	454

(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) Estimate 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.

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 (or “In-Flight” survey) 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

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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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