

# CRUSA Overseas 2007 Report

Created on behalf of the Capital Region USA, Inc. (CRUSA) by TMI

## 2007 Overseas Arrivals to Washington, DC, Virginia, & Maryland

	2006		2007		Percent Change
	Market Share	Arrivals in (000)	Market Share	Arrivals in (000)	
Total Overseas	6.3	1,365	6.1	1,457	7%

## Overseas Total Direct Spending

	2006	2007	Percent Change
Ave. Nights in CRUSA	8.2	8.2	0%
Ave. Spending Per Night	\$82	\$88	7%
Arrivals	1,365,000	1,457,000	7%
Spending Per Stay	\$672	\$722	7%
<b>Total Direct Spending</b>	<b>\$917,826,000</b>	<b>\$1,051,371,200</b>	<b>15%</b>

## CRUSA 2007 Overseas Research Reports Now Available!

**Description:** The 2007 Overseas Reports measure visitor arrivals, spending and visitor characteristics for travelers to Washington, DC, Virginia & Maryland from 7 overseas markets. The regional reports are prepared for CRUSA by Travel Market Insights (TMI) based on the US Dept. of Commerce, Office of Travel & Tourism Industries (OTTI) In-Flight Survey.

**Benefits:** The reports provide details on the following topics for the CRUSA region:

Overseas Arrivals to CRUSA	Arrivals to CRUSA from Key Markets
Length of Stay	Spending (broken down by DC, VA, MD)
Most Popular Leisure Activities	Travel Party Size
Trip Purpose	Ports of Entry
Transportation within CRUSA	Advance Trip Decision Time
Primary Information Sources	CRUSA's Performance Relative to USA

**Cost:** \$500 for the Overseas, UK & German reports + the Spending report (4 reports total). *At no extra charge* you will also receive reports for the following secondary markets: France, Belgium/The Netherlands, Scandinavia, Latin America & China.

**Note:** Arrival information in the secondary market reports is based on survey sample sizes below 250 respondents and should be used for comparison purposes only.

**Contact:** Matt Gaffney, President & CEO, Capital Region USA  
T 302-226-0422 or [mgaffney@capitalregionusa.org](mailto:mgaffney@capitalregionusa.org)