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Tourism Market of the United States of America

(An Update)

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1. GENERAL BACKGROUND

1.1. Area. Population

United States of America are a federal republic divided into 50 states, including the Capital District (District of Columbia) with Washington - the country's capital. USA covers over 50% of the North American continent - it spans over its central part, is bounded to Mexico in the south and Canada in the north, embrassess Hawaii and Alaska. Its area is 9,372,614 square meters.

United States of America are the fourth biggest country in the world (after Russia, Canada and China), and at the present moment have the world's third biggest population. United States cover fifty percent of the North American continent. Its area is one and a half times bigger than Western Europe.

In 1991, its population amounted to 254,522,000 residents. Population growth rate amounted to 0,9%. On the average, population density reached the value of 27 inhabitants per one square meter. The States are a highly urbanised country. Almost 74,0% of the American population dwells in urban centres.

English (or rather the American dialect) is the official language of the United States of America. Still, 6% of their population is Spanish-speaking and 5% speaks other languages. White population amounts to 80% of all US residents, Black and Hispanic population amount to 12 and 6%, respectively . Asian population has a very small share (2%) in the total ethnic structure. Protestant (48%) and Catholic (30%) churches are the two dominant religions in the USA . Other religions include judaism (3%), Anglican church, Greek Orthodox Church, Islam (2% each), and Mormons (1%).

Distribution of population in particular states, including population of Polish origin, is presented on a table enclosed to the Annex. The following states have the bigger number of inhabitants: California (23,7 million), New York (17,6 million), Texas (14,2 million), Pennsylvania (11,9 million), Illinois (11,5 million), Ohio (10,8 million). Virgin Islands (107 thousands), Alaska (402 thousand) and Wyoming (469,5 thousand) are states with the lowest number of inhabitants. The biggest number of US residents of Polish origin lives in the state of New York (608 thousand), second biggest in Illinois (470 thousand), then in Michigan (400 thousand), and Pennsylviania (394,5 thousand).

1.2 Structure of Population

Age and sex distribution of the US population is presented on figure below. One should draw his attention to the high share of retired people and high share of females in the oldest age group (60 years and over) such structure is considered to be typical for post-industrial societies.

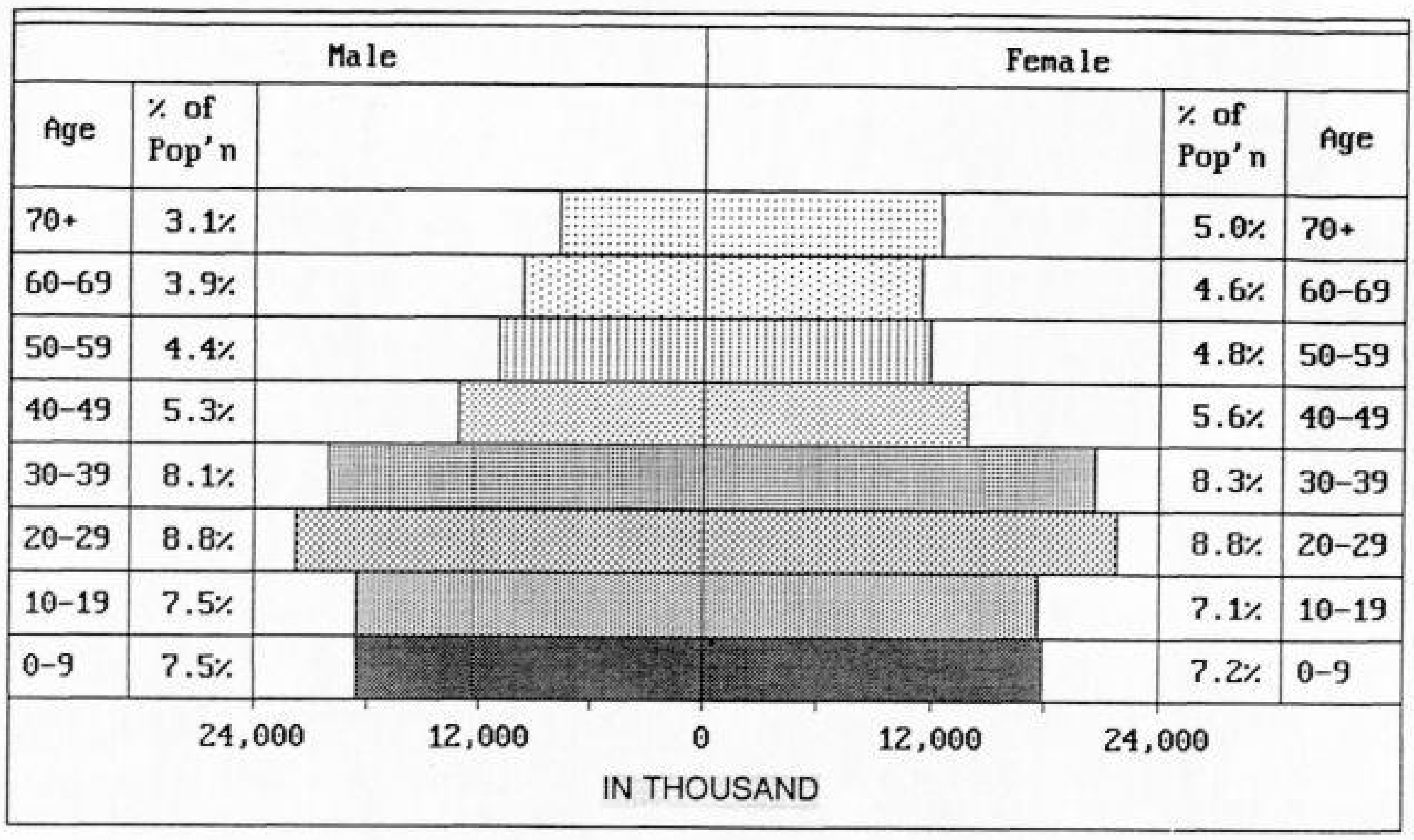


Figure 1 *Source: PC Globe, 1990*
Age and Sex Pyramide

1.3. Participation in Tourism By Demographic Segmentation

Females (60%), married persons (66%), as well as persons with higher or post-graduate education (73%) form the dominant group of tourists taking overseas trips. Also, the biggest group of tourists consists of people with incomes ranging from 25 to 50 thousand USD per annum (37,5%), or from 50 to 75 thousand USD per annum.

Participation of particular age groups in trips is illustrated by the diagram below.

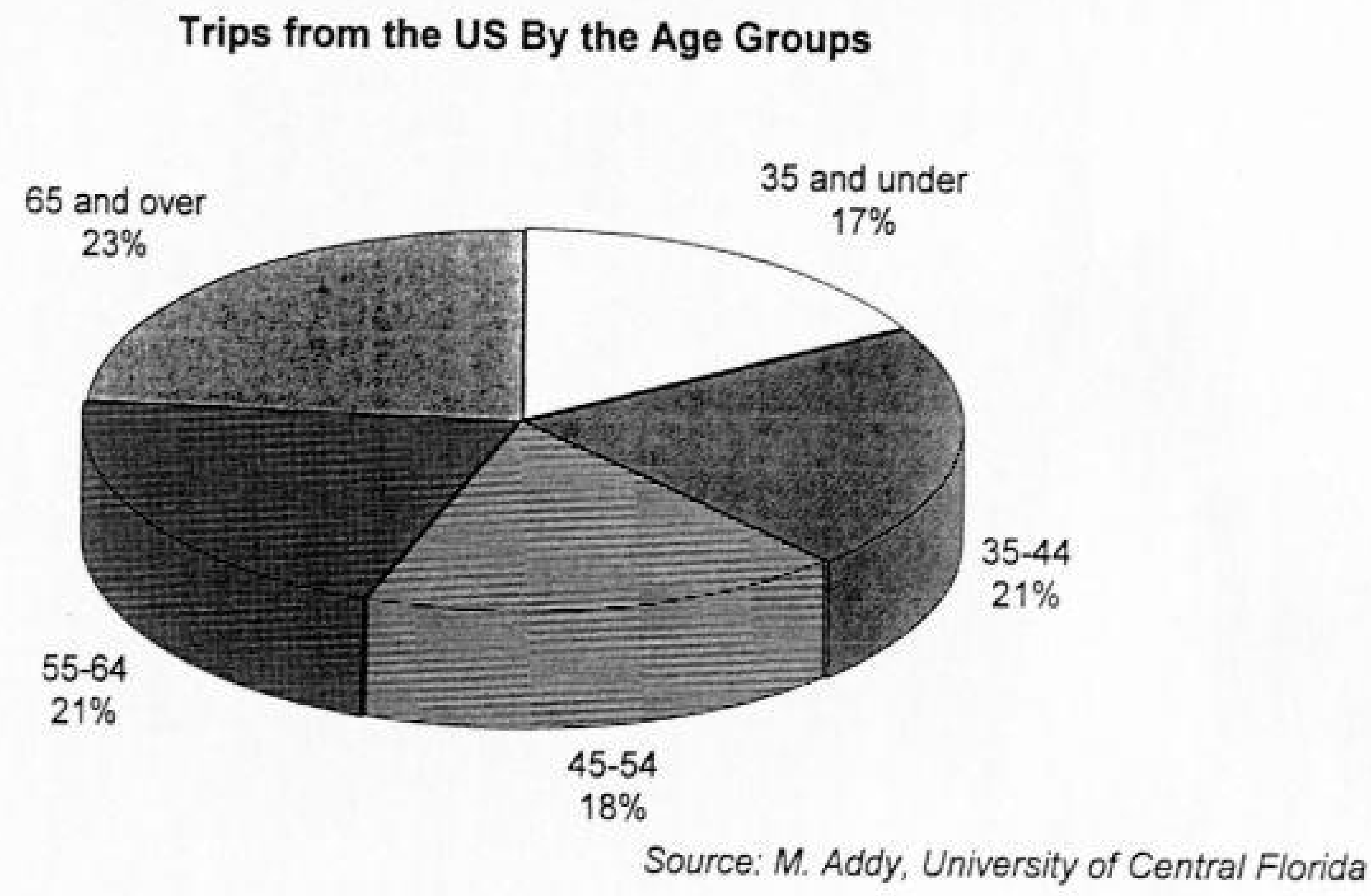


Figure 2

Two features seem to be particularly stricking - the high share of persons aged 55 and over (43,6%) and a relatively low share of young people aged 35 and under (15,6%) in overseas trips.

From the research conducted by the Institute for Tourism Studies of the University of Central Florida, we know that although one third of respondents declared their marital status as "single". In most cases (50%) surveyed U.S. residents planned on going overseas with their families.

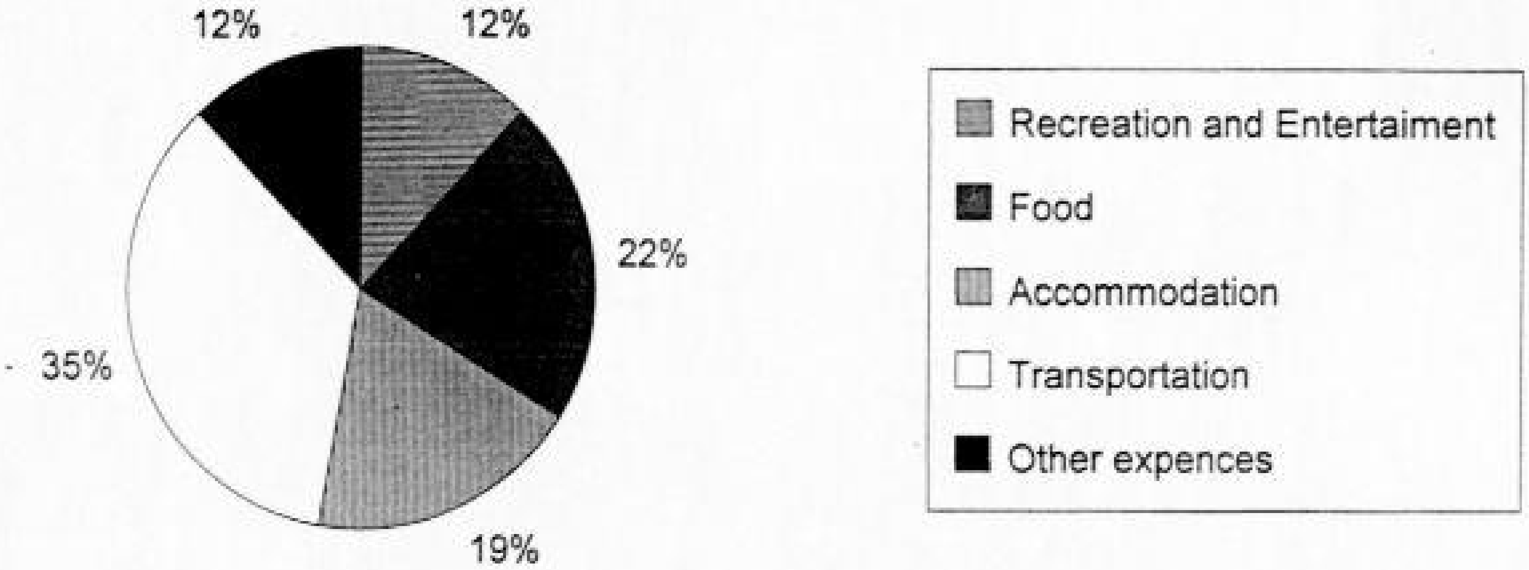
If we take other data illustrating socio-demographic profile of respondents into consideration, it may turn out that adult males (54%) were in majority, and there was not a big diference between the average age of interviewed male and female respondents (43 and 44 years, respectively). The majority of respondents declared to have practised liberal professions. Executives, presidents, and other managerial staff took the second place with 24%. Females running households (12%) as well as pensioners and retired people (9%) were little behind.

White and blue collar workers as well as students had a relatively small share in the surveyed population. Possibly, it may be connected with their limited possibilities of financing overseas travel. Average income per household in the whole surveyed population amounted to 56,270 USD.

1.4. Tourism Expenditures in Household Budgets

The press literature and research it is presenting do not give any information regarding the share of tourism expenditures in household budgets. Such studies which are wide spread in Europe, have not been carried out in the USA. Information concearning the structure of holiday expenditures seems to be very interesting. Transportation costs have the biggest share (35%) of each dollar spent. Food took the second place with 22%. Accomodation came third (19%). 12% was spent on recreation and entertainment.

Structure of Holiday Expenditures of American Tourists



Source: US Travel Data Centre

Figure 3

1.5. National Gross Product per Capita. Inflation Rate

In 1991, National Gross Product aggregated to 5,689,632,000,000 USD, what equals to 22,560 GNP per Capita. USA has the highest GNP in the world (Japan which takes the second place produces 40% GNP less), and is on the eight place with respect to GNP per Capita (after Switzerland, Luxemburg, Japan, and Norway).

Services generate the biggest part of the American GNP (68,7%), 30% is produced by the industry, and only 2% by agriculture. In 1992, US were visited by 45,900,900 tourists and US tourism receipts exceeded 60 mld USD. According to estimates of the US Department of Commerce, in 1993, tourism receipts will amount to 70 mld USD.

Inflation rate - 3.7% (1991) in comnsumption prices. In relation to 1990, the inflation rate has decreased by 1.7% what indicates that the U.S. are finally overcoming the recession.

1.6. Organisation of the US Travel and Tourism Market

United States of America have the best developed services in the world. This fact is closely connected with the high level of development of the country's economy, adequate tourist infrastructure, and good organisation of tourism services. Its mere domestic accomodation infrastructure (in which over 50% of beds are available in hotels and motels) provides over 5 million beds. 30 places of accomodation fall to each thousand of US residents. New York hotels have over 130,000 beds. United States of America also have the biggest number of tourist bureaus. Diversified tourist merits, numerous places of interest, well-developed accomodation infrastructure, good road system, professional advertising which is conductive to to development of incoming tourism to the U.S.

The U.S. also have a big domestic tourism market. Tourism is considered to be the second biggest "retail" industry in the country, and one of the three biggest employment generating branches of the national economy. The U.S. are the world's biggest tourism generating market. Activities of one million enterprises, from small agencies to big airlines and hotel chains have big contribution to development of this giant American industry. Travel became an important element of the American lifestyle.

Each year, on the basis of US Travel Data Centre materials, U.S. Travel and Tourism Affair Council publishes data concearning the significance of the tourism and trade industry for the national economy.

Since 1989, tourism has been the biggest exporter in the US and its export value exceeded export profits produced by technology, industry and agriculture. In 1989, travel and tourism industry has produced the service value of 350 million USD, which constituted 6,8% of GNP, gave employment to 5,8 million people and paid 43 mld USD in virtue of taxes. Such big takings were produced by a sudden intensification of the incoming flow, which, in 1991, exceeded the number of 41 million visitors. Visitors to the US left behind almost 60 mld USD. This amount is 7% higher as compared to expenditures of foreign tourists in the previous year, and is 3 milliard USD higher than expenditures of American tourists on trips abroad.

Despite the recession which affected the American economy, a 3% increase of the tourist flow from Europe was observed in 1992. According to John G. Keller, the Undersecretary of State in the U.S. Department of Commerce, 1993 will be the record-breaking year with regard to the number of arrivals from Europe. According to his forecast, the U.S. will be visited by 3 million tourists from the UK, 1,7 million Germans, 900 thousand French, and 600 thousand Italians. Also, according to his forecast, tourism receipts in virtue of services provided to foreign visitors will be the highest ever and shall amount to 70 mld USD. Almost 1/3 of all foreign tourists to the US do not have any bookings made, except for transportation services. For 80% of visitors to the U.S. admitted to be in the States for the second time.

According to the US Travel and Tourism Administration forecasts, the increased number of arrivals to the U.S. will be 9% higher, as compared to 1992. Foreign arrivals to the US (according to data gathered on border crossings) are shown by the diagram below.

Foreign Arrivals to the US, 1988 - 1993

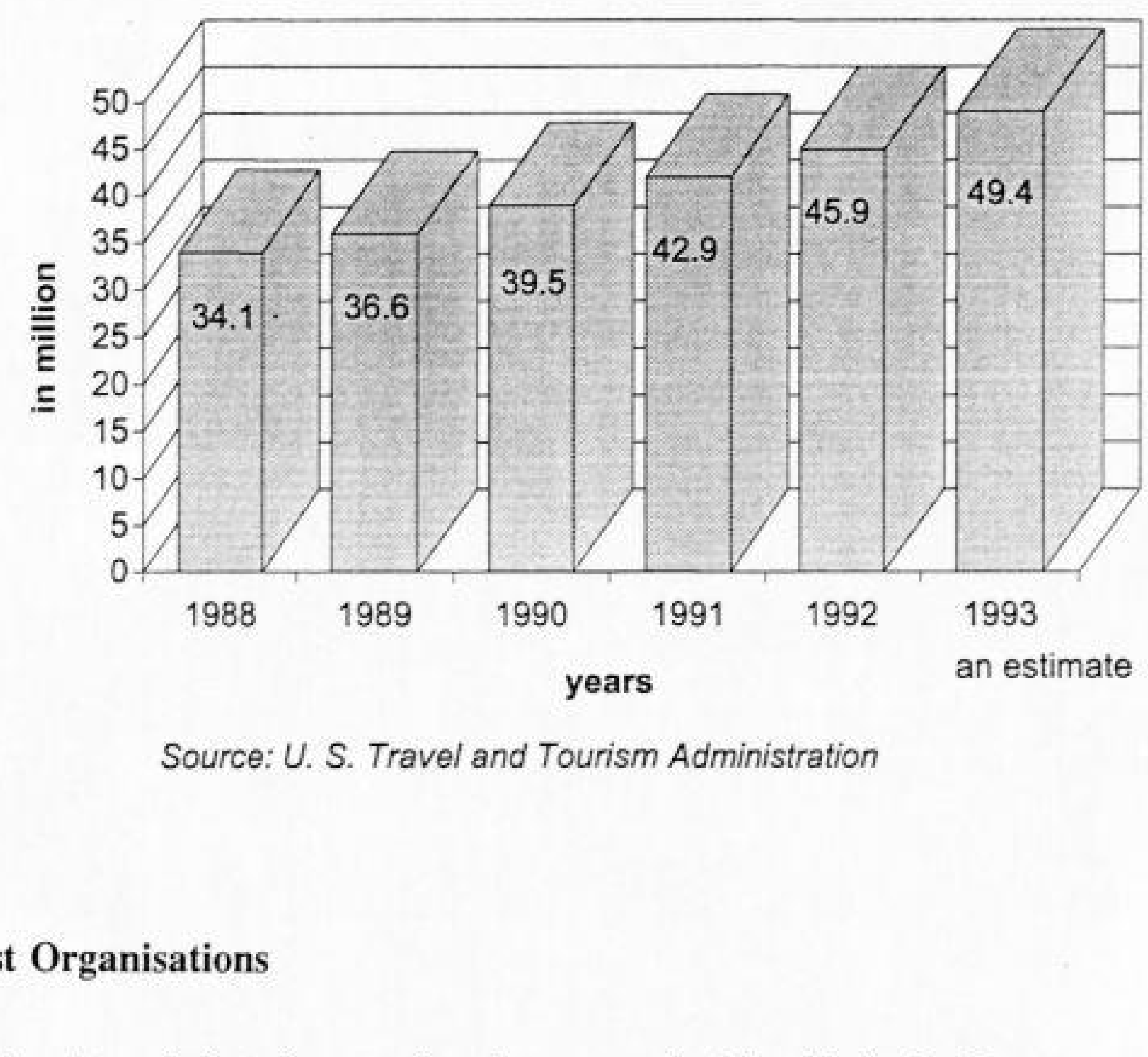


Figure 4

Source: U. S. Travel and Tourism Administration

1.6.1. State Tourist Organisations

In the structure of the state admistration tourism issues are dealth with in the Department of Commerce, on both federal and state levels. Selected issues have been attached to activities carried out by other Departments. These issues include: national parks, nature reserves and tourist infrastructure (Department of Interior Affairs), small hotels and guest houses come under the Department of Small Business, carriers are subordinated to the Department of Transportations. Travel and Tourism Affairs Councils, attached to various departments act as advisory bodies of the State Administration.

Promotion activities are mostly initated by the state and local administration and are, in most cases, focussed on domestic tourism - particularly in the states in which tourism is the main economic activity of international significance (Florida, Hawaii, New York City), and which launch their own promotion campaigns abroad. Visitors Bureaus, which provide services and specialise in catering for congresses and conferences, are particularly active in this field. Promotion Bureaus get financial support from units carrying out their economic activities on the travel market.

A model of the State marketing system has been designed to co-ordinate and develop tourist flow in selected regions. Its objective is to associate interests of all parties. Activities of the so-called "Michigan System" include those of federal and state administration, as well as administration of the neighbouring countries (Canada), economic entities, domestic and international financial organisations.

Models of regional organisations for tourism promotion, derived from "State Structure and Support", Lexington, KY, 1986, are presented below.

The basic domain of promotion and advertisement is dealth with by economic subjects, such as: hotels, tour-operators, airlines, bus carriers, sea carriers, and railways. The State Administration supports these activities by formulating favourable tax policies, provision of licences and giving easy access to analyses, forecasts and plans.

Model for State System and Tourit Marketing (patterned after the Michigan System)

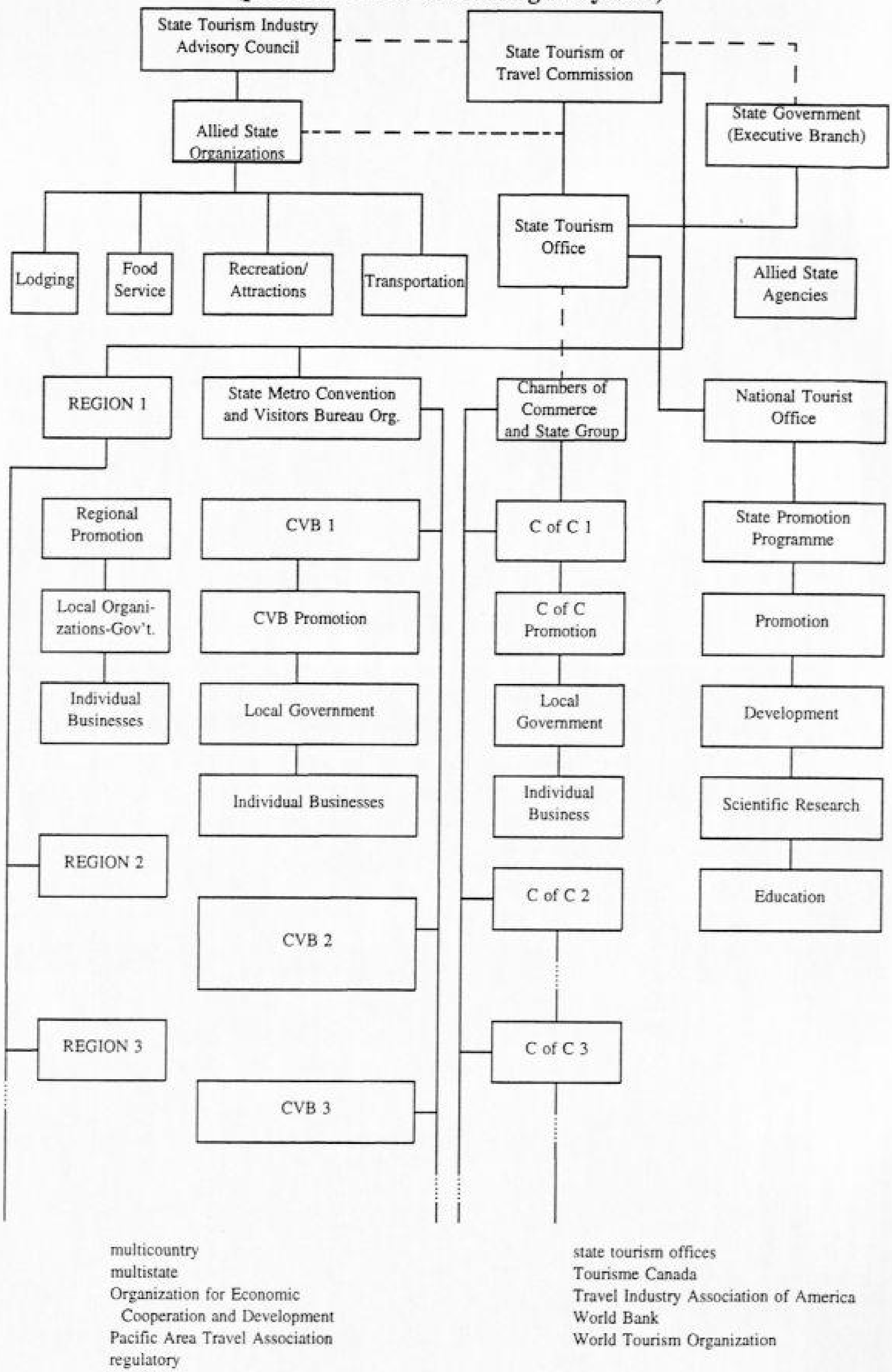
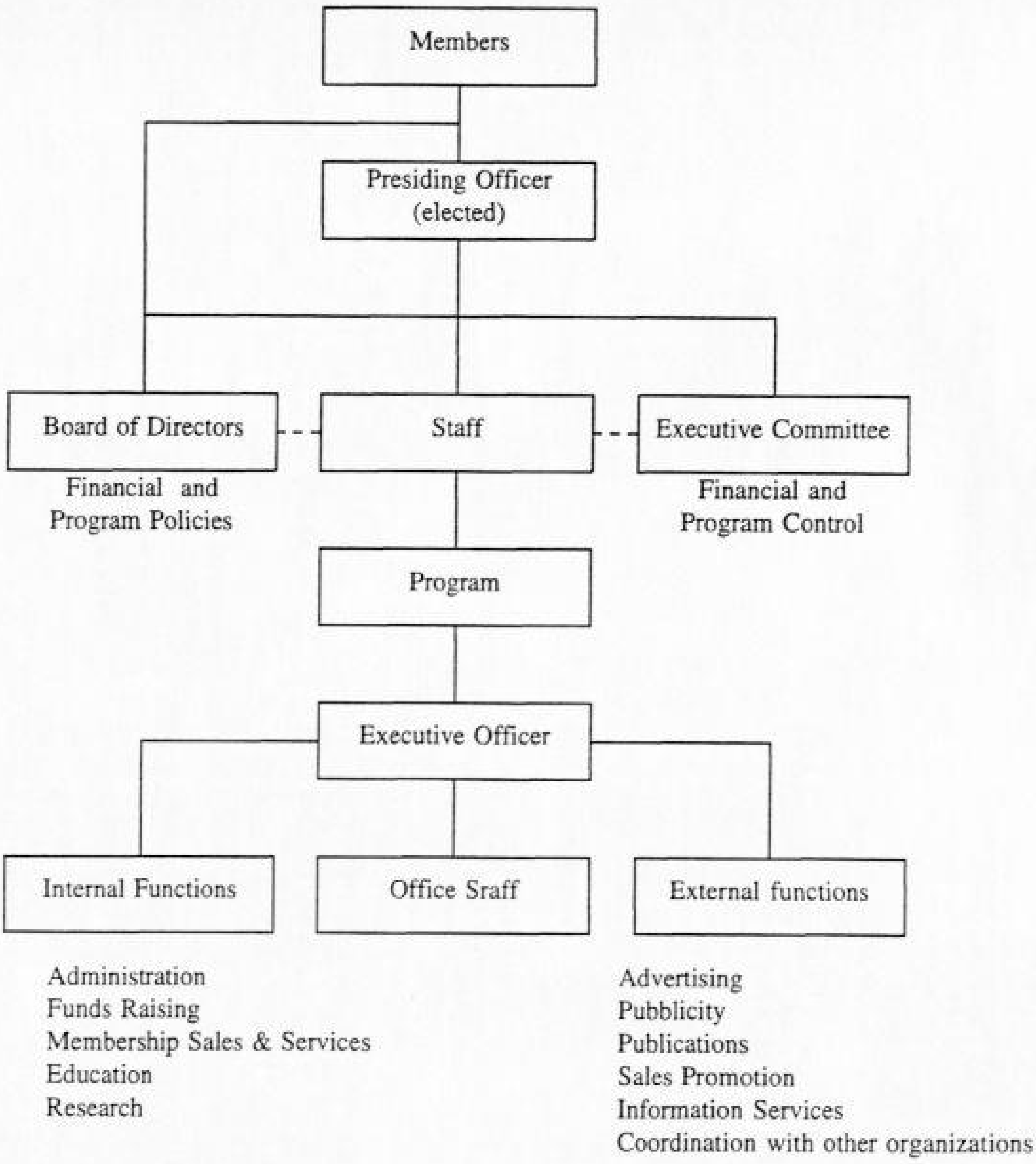


Figure 5 *Source: R.W. McINtosh, Ch.R. Goeldner, N.York, 1986*

Model Area Tourist Promotion Organization Chart
adapted from „State Structure Organization and Support", Lexington, KY, 1986



Key Concepts:
- chambers of commerce,
- conventions and visitors bureaus
- Depatament of Transportation
- Federal Aviation Administration
- International Air Tramsport Association
- Convention and Visitors Bureaus

Figure 6 *Source: McIntosh, Ch. R. Goeldner, N. York, 1986*

1.6.2. Tourism Organisations

ASTA (American Society of Travel Agents)

The biggest trade organisation for travel agents which associates 70% of all operating agencies. It represents their interests in relations with the State Administration, carriers, owners of tourist accomodation estabilishments, creates a forum for exchange of experience, initiation of cooperation, education, and co-ordination of international cooperation. Its divisions are spread all over the U.S. and abroad. It is the world's biggest professional trade organisation operating on the travel market. ASTA publishes training materials and other travel and tourism publications. Apart from ASTA agents, carriers, tour-operating hotels and hotel chains, town and city councils or their tourist units, national and State tourism organisations (of other countries) are also ASTA members.

USTOA (US Tour-Operators Association)

30% of all operating firms and supporting units, such as: national centres, foreign partners, hotelieurs etc. are members of the US Tour-Operators Association. The Association undertakes numerous coordinating activities, carries out promotion for selected tourist destinations, forms a special system of quarantees (in case of bancruptcy) for its members, etc. USTOA conducts or commissions tourism and travel-oriented research and prognostic studies for the use of its members.

ETC (European Travel Commission)

The U.S. division is based in New York, N.Y. It associates delegations of the EC countries, Yugoslavia and Hungary, organises joint advertising and promotion campaigns for its member countries and series of travel fairs in main centres in the U.S. The EC countries are the biggest destination area for the foreign tourist flow as they capture 90% of the U.S. outbound flow to Europe.

SPATA (Society of Polish American Travel Agents)

SPATA associates about 130 travel agents based in the States, Europe, and Australia. Apart from its agents, airlines and AMTA as tour-operators, are also SPATA members. This organisation was particularly affected by the crisis produced by changed conditions of cooperation regarding the outbound flow to Poland, and growing competition on this market.

1.6.3. Tourist Bureaus

According to data gathered by ASTA, there are about 40,000 tourist agencies (30,000 out of which are ASTA members) and about 700 tour-operators (200 of which are USTOA associates) operating on the U.S. market. All numbers given above are not accurate as 10% of tourist agencies and 8% of all tour operators are subject to annual fluntuation . Of course, this fact is due to bancruptcies, number of which has gone up due to the proceeding economic recession. In many cases, tour operating functions are connected with in-company retail sales, which is very characteristic for small units.
Big organisations selling tourist services which reach sales value of over 1 mld USD play a very special role. They have their own networks operating in the franchise system . The network includes:

American Express	2,7 mld
Carlson Travel Network . .	2,7 mld
Thomas Cook	1,2 mld
US Travel System	1,1 mld

Turnover of these organisations is, in many cases, higher than amounts quoted above as apart from provision of travel services most of them also offer insurance, credit and other services. According to data published in 1992, turnover of American Express exceeded 10 mld USD in 1991.

Given below are biggest units operating outside American Express and AAA (American Automobile Club Association) networks:

Apple Vacations, Media, PA	sales	85 million USD
DER Travel Service, Los Angeles, CA	sales	35 million USD
Funway Holiday Fun/Jet, Milwaukee, WI	sales	175 million USD
Globus Gateway, Los Angeles, CA	sales	80 million USD
Isram Wholesale Tours&Travel, New York,NY	sales	40 million USD
Thompson Vacations, Elk Grove Village,ILL	sales	100 million USD
Travel Wind Tours, Honolulu, HI	sales	50 million USD
Travel Impressions, Greenvale, NY	sales	75 million USD

Apart from the tour operators listed above, sales value of 77 other units ranges between 1 and 25 million USD. The majority of units (550 units) has sales below 1 million USD.
Syndicates and consolidators act as mediators between tour operator. Small travel agents tend to rise to importance. New York-based GIANTS (Greater Independent Association of National Travel Services) is perhaps a typical example. It carries out its activities through 1800

member agencies located all over the U.S. This consolidator operates as a co-operative estabilished by member travel agencies, is a partner for producers of tourist products, and as a big organisation with sales value of almost 7 mld USD, negotiates prices and commission on the behalf of its members.

The Polish tourist offer is put on the American market by small and middle sized tour operators .

Number of tour operators selling trips to Poland

1987	1988	1989	1990	1991	1992
8	22	44	55	54	57

Table 1 *Source: PNTO Chgo*

During the past five years, the number of wholesellers selling Polish tourist product has risen proportionally to the increased tourist flow. Still, this number does not include big tour operating companies. Table presented below shows the share of particular tour operators in organisation of trips to Poland in 1989.

Trips to Poland from the USA organised by tour operators

Tour operator	Number of trips	Number of participants	% of serviced customers
ORBIS NY	129	4951	22,2
AMTA	95	2819	12,6
Maupin Tours	21	555	2,5
Travcoa	15	204	0,9
General Tours	12	261	1,2
Love Holidays	32	780	3,5
Globus/Gateway	82	3546	15,9
Globus/Cosmos	75	3521	15,8
Kompas/Yugotours	30	900	4,0
Travel Insights	30	900	4,0
Wegiel Travel	4	2880	12,9
Ideal Tours of Chicago	8	155	0,7
Others	25	859	3,8
Total	558	22331	100,0

Table 2 *Source: Own research*

Only 21.2% of all people travelling to Poland made their arrangements with travel agencies. Individual tourists whose services (e.g. accomodation) were catered for by agents and tour operators were also taken into account. Group trips organised by social organisations, sport clubs and parishes, which did not make any travel arrangements with tourist agents, were excluded from the research.

1.6.4. Tourist Agencies

Distribution of agencies in the USA is shown on the table drawn on the basis of ASTA register and the 1988 Statistical Yearbook. As ASTA membership is not compulsory, the table does not include all agencies. Apart from ASTA there are other, mainly ethnic agencies, (including Polish American agencies) operating on this market. The number of agencies in particular states corresponds to the level of income per Capita, and is a testimonial to the increased demand for tourist services in these states.

An average tourist agency has 3-5 employees, a computer compatible with systems of airline and hotel reservations. It is often connected with tour operators and has direct access to information and reservation of tours and tickets for charter flights. It is a typical outlet dealing with retail sales of tourist services. Sales of travel agencies are supported and encouraged by advertising materials and cataloques provided by tour operators or national agencies for tourist information.

Numerous travel agencies and tour operators specialise in catering for specific types of travel. There are travel agencies specialising in various forms of qualified tourism, cultural ventures, sport trips, religious travel (pilgrimages), business travel, provision of upmarket travel services etc. Youth and student tourism are yet a separate issue, which is in most cases catered for by in-university organisations.

Most of tourist agencies are concentrated in the following states:
California, New York, Pennsylvania, Illinois, Michigan, Ohio, Texas and New England.

Most Polish American travel agencies are operating in the vincinity of main Polonia centres located in the following states: New York, Pennsylvania, New Yersey, Connecticut, Massachussets, Michigan, Illinois, Wisconsin and California. Almost 80% of all Polish American agencies operate in the states listed above. It has to be noted, however, that services offered by most of the Polish American agencies are of a lower quality than respective services provided by American companies. They are also more likely not to have technical facilities at the office (only 15% of all Polish American agencies have computers) and the majority of offered services is limited to parcel and consular services. Sales of tickets to Poland are their third or even fourth priority. Staff employed in Polish American travel agencies is often underpaid (on the verge of minimal wages) and not very professional. Insufficient knowledge of Poland and its tourist attractions is particularly annoying. For many years Polish American tourist agencies have not been even promoting Poland - it was a result of political orientation of their owners. Today, most of them cannot find the right formula which would enable them to carry our effective activities. Location of Polish American agencies in Polish American communities does not allow them to penetrate the American market any further.

One should pay special attention to Florida, which during the past few years had the highest dynamics of increase of the number of tourist agencies (inclusive of Polish American agencies).

1.6.5. Tourist Fairs

Tourist fairs organised in the USA may be divided into trade and public fairs.

Trade fairs are organised for travel agents, tour operators, airlines, hotels and hotel chains and companies estabilishing tourist infrastructure. The latter category includes mass media, producers and publishers of guidebooks, tourism-oriented video film makers, units dealing with sales of trade software and hardware etc. Apart from them, other promotional units, such as: State and municipal agencies for tourist information, national centres, and in many cases representatives of customs and immigration departments, whose activities are closely connected with servicing of the tourist flow, may be also found in this group. Travel agents visit trade fairs in search of attractive offers. Such occassions turn out to be very useful in initiation of co-operations, adding new elements to the variety of products offered by a given agency etc. Fairs make perfect occassions for promotion of new destinations.

Trade fairs organised by ASTA, its regional divisions and specialised units include the most renown nationwide fairs: The Travel Marketplace and Henry Davies Trade Show. Each one of these units organises about 50 fairs during the spring session and about 30 in autumn. All of them are held in big tourist centres located throughout the U.S. Tourist fairs organised by ETC (i.e. about 30 fairs) bear special impact on European tourism.

Apart from the fairs mentioned above, the following are considered to be main trade fairs:

- ASTA fair, organised annualy with the World ASTA Congress held on the Congress location,
- ITIX in Las Vegas, NV - the biggest tourist fair in the U.S.
- IT & ME in Chicago, Ill, the biggest incentive travel fair
- World Wide Expo in Los Angeles, Ca, one and a half days of the general fair is devoted to trade fair.

While analising effectiveness of these ventures, one should suggest participation of Polish tour operators (and presentation the Polish exhibition) in ASTA, ITIX, IT & ME and World Wide

Expo fairs while Polish Agency for Tourist Information should take part in selected tourist ventures organised as a part of the Travel Marketplace and H. Davis Trade Show in regions with biggest markets for trade and tourism services.

Polish Airlines LOT, and in many cases Orbis Polish Travel Bureau from New York, participate in the fairs listed above. One should aim at co-ordination of participation of Polish units in the tourist fairs mentioned above.

Due to the vast number of adverstising materials required for such an occassion (about 20-30 copies) and its small commercial effectiveness participation in public fairs seems to be pointless from the financial point of view.

2. OUTBOUND TOURISM FROM THE U.S.

The Gulf War and the progressive resession which has affected the American economy have resulted in a 5% decline of tourism flow in 1991. This situtation turned out to be an advantage for an intensified promotion of domestic tourism. Campaigns were generally launched by state agencies for tourism information, national parks, tour operators and owners of accomodation estabilishments. In 1992, the volume of the outbound tourist traffic was finally reconstructed and almost reached the number of 41 million travellers, i.e. the volume of the best year of 1989.

Outbound tourism from the USA, according to US Travel and Tourism Administration (travellers in million)

1985	1986	1987	1988	1989	1990	1991	1992
35.3	37.6	40.0	40.9	41.3	40.5	38.5	41.0

Table 3 *Source: Travel Industry Indicators*

According to Travel Industry Indicators, we should expect that the present 1993 volume of the tourist flow will be maintained at on the level of the previous year, with a slighly bigger dynamics of growth.

2.1. Travel Destinations

In surveys carried out by USTTA, the majority of respondents (38%) gave Western Europe, including Great Britain, France, Western Germany and Italy, as their travel destination. The Carribean took the second place (25%), and Far East was little behind with 15%. On the average, the surveyed population spent 862 USD on tourism and travel what gives average daily expenditures of 43 USD.

Due to economic conditions, situation in arrivals to Europe in the years 1991- 1992 was completely different. A 7% decline of arrivals to USA was observed during this period. Results of a marketing research conducted in November 1992 by ETC proved the theory claiming that the European offer is too expensive and does not meet expectations of an American tourist. As far as travel conditions are concearned, almost 66% of all respondents pointed out to the high cost of travel to Europe and 51% to a long period of time required for such a trip. Only 9% of respondents stated that they are not interested in travelling to Europe.

In the European offer for 1992 one may notice a significant increase of prices for hotel and catering services. An increase of European tour prices was described as moderate. It had an important impact on the American outbound flow as the majority of American tourists travel individually and their choice produced the decline of the number of arrivals to Europe.

The study also enumerated other destinations which were cheaper than Europe in 1992 . According to the surveyed travel agents these include:

Mexico	83% of respondents
Canada	63% of respondents
USA	74% of respondents
The Carribean	54% of respondents
Hawaii	21% of respondents
Japan	3% of respondents

49% of all American tourists spend at least a fortnight in Europe. Most of these trips take place in the peak of the season. ETC suggests reduction of travel costs through deglomeration of the outbound flow in time, moving trips to the off-peak period, and deglomeration of traffic from big cities to small centres. Increasing of the share of package tours is yet another method.

Results of studies carried out by ETC are presented on tables and diagrams below. Outbound flow from the USA to Europe in the years 1983-1992 is shown on the table below:

American Arrivals to Europe, between 1983 and 1992

Lata	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992
Ilość	4813000	5755000	6425000	5171000	6173000	6488000	6912000	759000	6400000	7000000

Table 4 Source: U.S. Department of Transportation, U.S. International Air Traffic Statistics

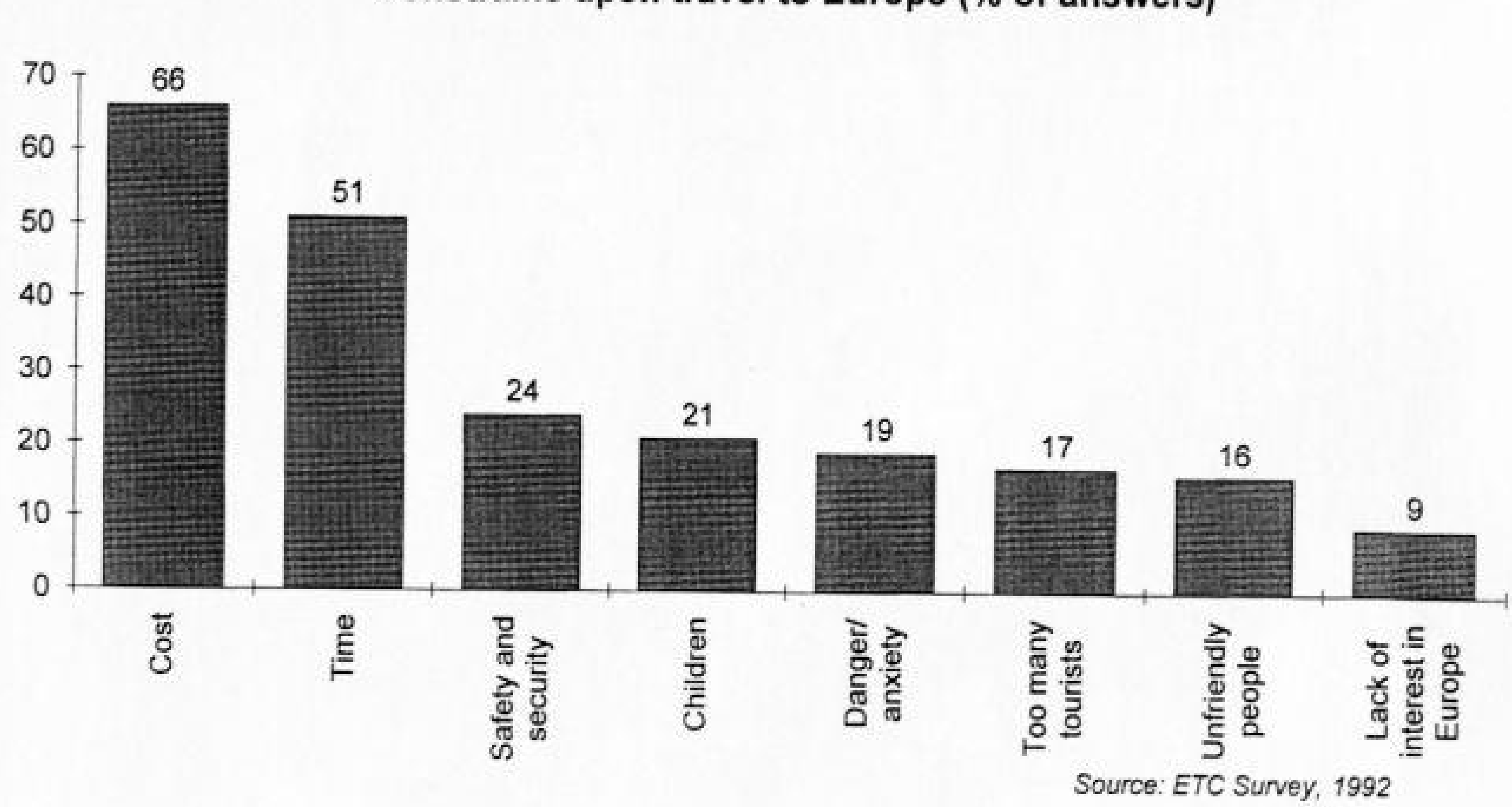


Figure 7

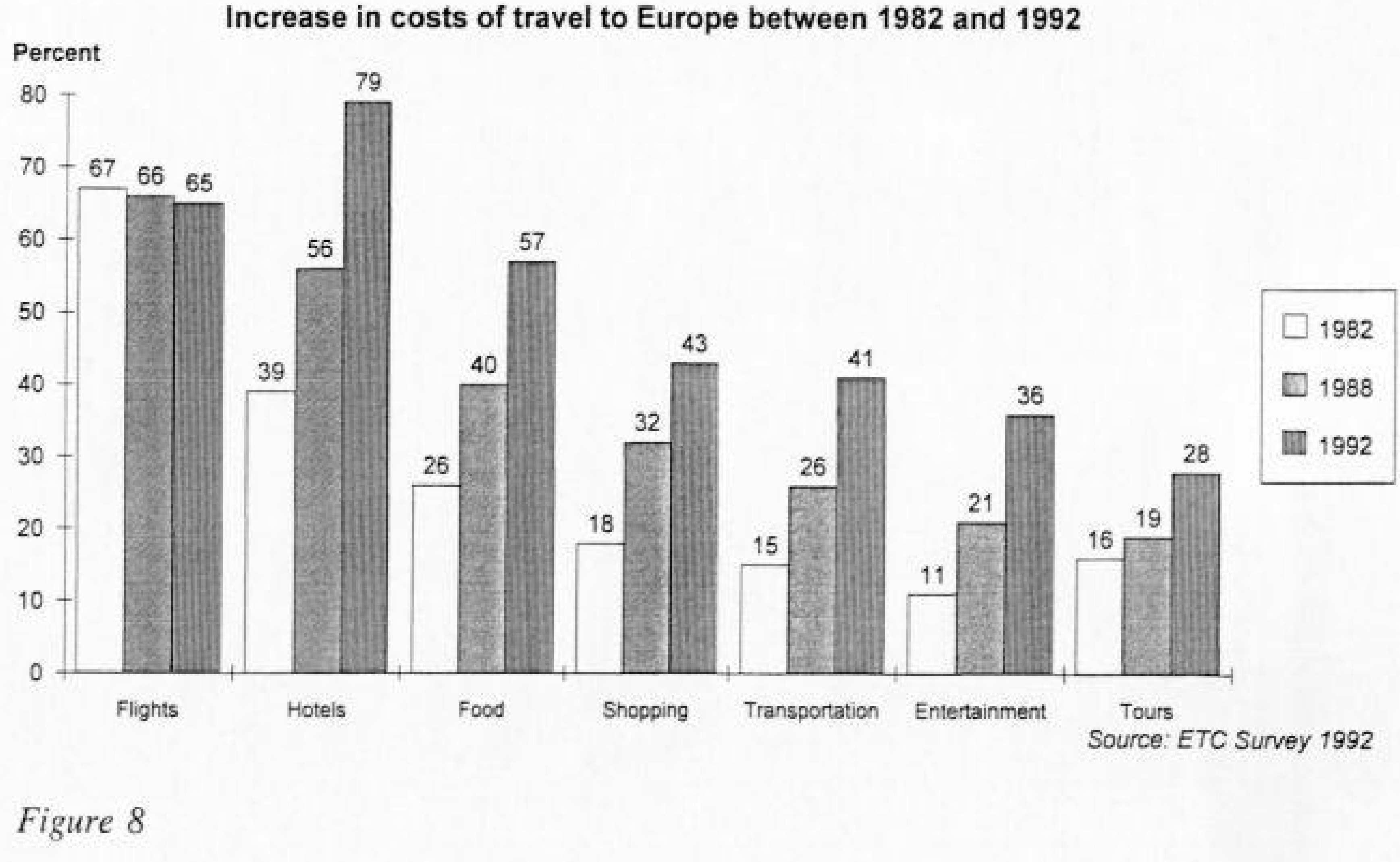


Figure 8

We may draw one basic conclusion from the information given above, namely, that travel cost and time are the biggest constraints in travelling to Europe. Also, the European offer itself is not properly adjusted to the needs of an American customer.

According to data produced by the MMR (Media Market Research, Inc), a rise of interest in travelling to Eastern Europe was observed between 1986 and 1991. The share of adult Americans travelling to this part of the world increased from 0,2% to 0,5%. Of course, it is not the main segment of the tourist market, but maintenance of such an growing dynamics will create good prospects for intensification of U.S.arrivals to Poland.

2.2. Travel Purposes

According to research carried out by USTTA (CiC Reasearch) holidays (52%) and business (31%) are two most often declared trip purposes. A relatively small number of respondents gave "social purposes" (5%) and development of their qualifications (3%) as the purpose of their trip. Distribution of purposes is shown on the figure below.

ETC Research confirmed the supremacy of sightseeing - 70%, entertainment - 69%, culture - 64%, adventure - 54%, exploring other cultures - 51%. The remaining purposes are supplementary to the main purposes.

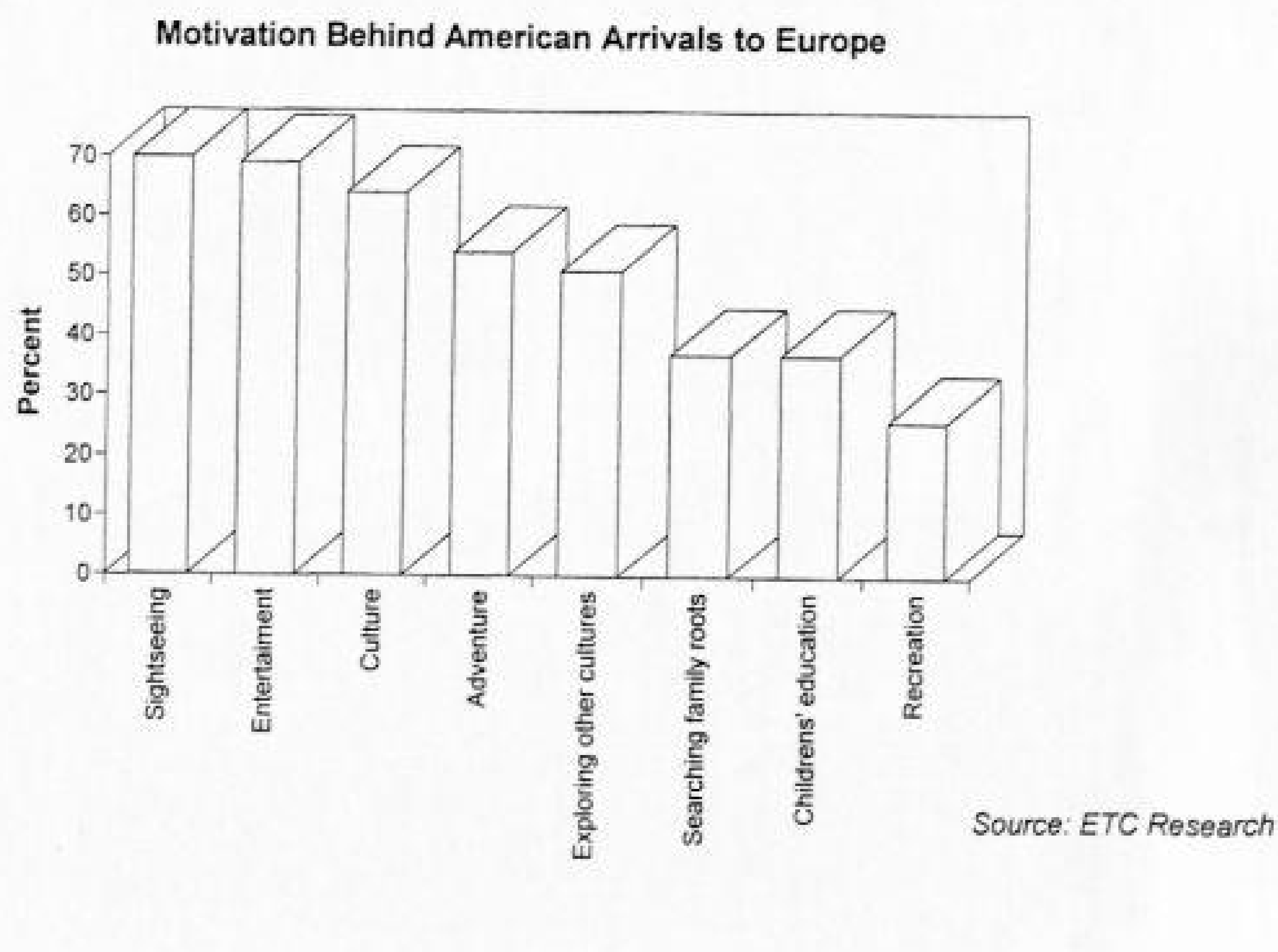


Figure 9

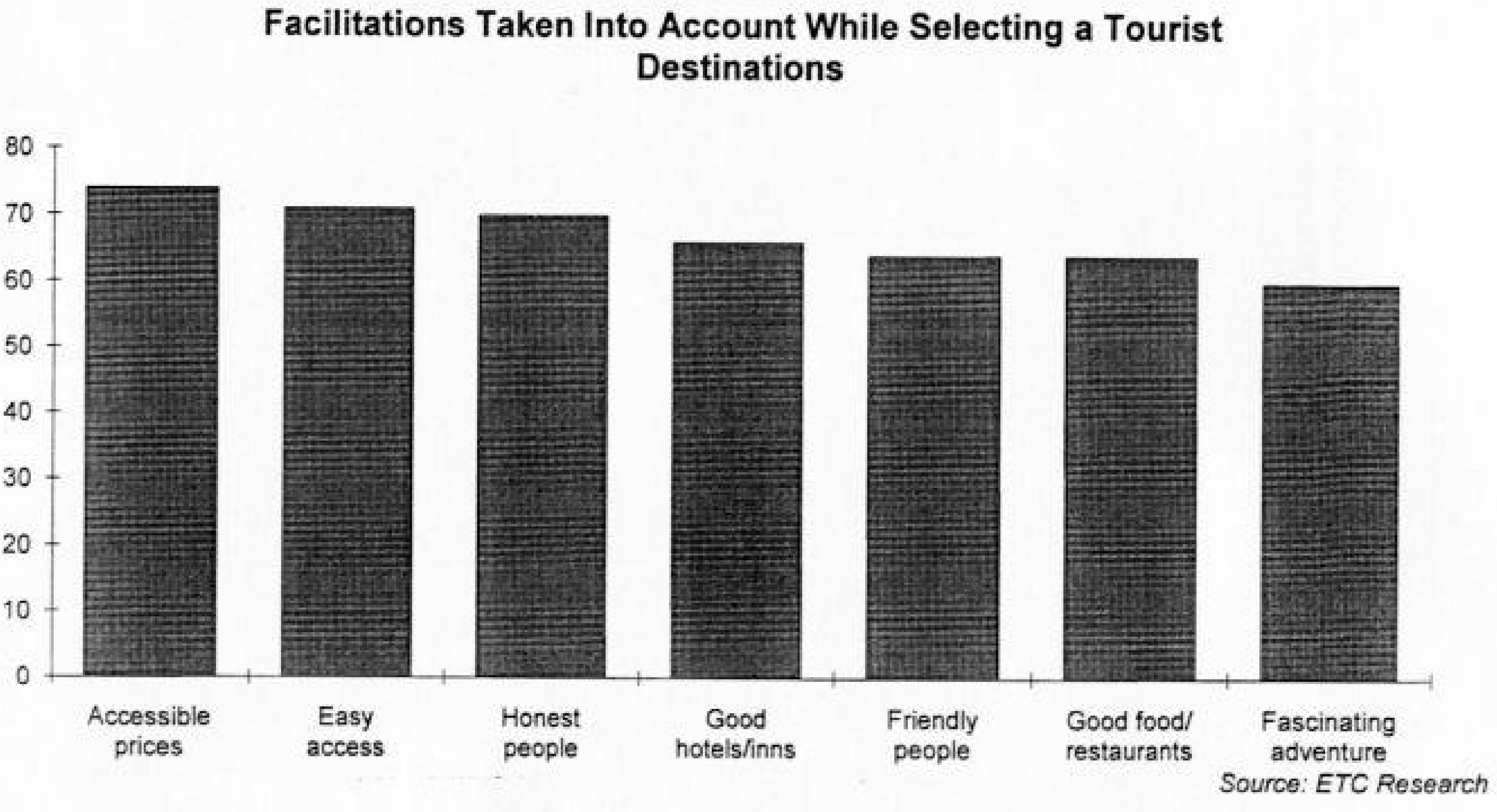


Figure 10

2.3. Preferences and Tourism Model of U.S. Residents

Results of surveys carried out on people who travelled abroad turned out to be very interesting. Surveys were commissioned by the United States Travel and Tourism Administration (USTTA). Holiday trip was indicated by almost 60% of all respondents, variations of business trips by 27%, and visiting friends and relatives by 19%. The majority of respondents declared to have some experience in overseas travel.

American tourists travelling overseas spent an average 20 days away from home. Most of them stayed in hotel estabilishments (76%), a smaller number of visitors stayed with their friends and relatives. Unlike it is generally believed, American tourists do not visit many countries on a single trip to Europe. The majority of respondents (64%) was satisfied with exploring only one country at a time.

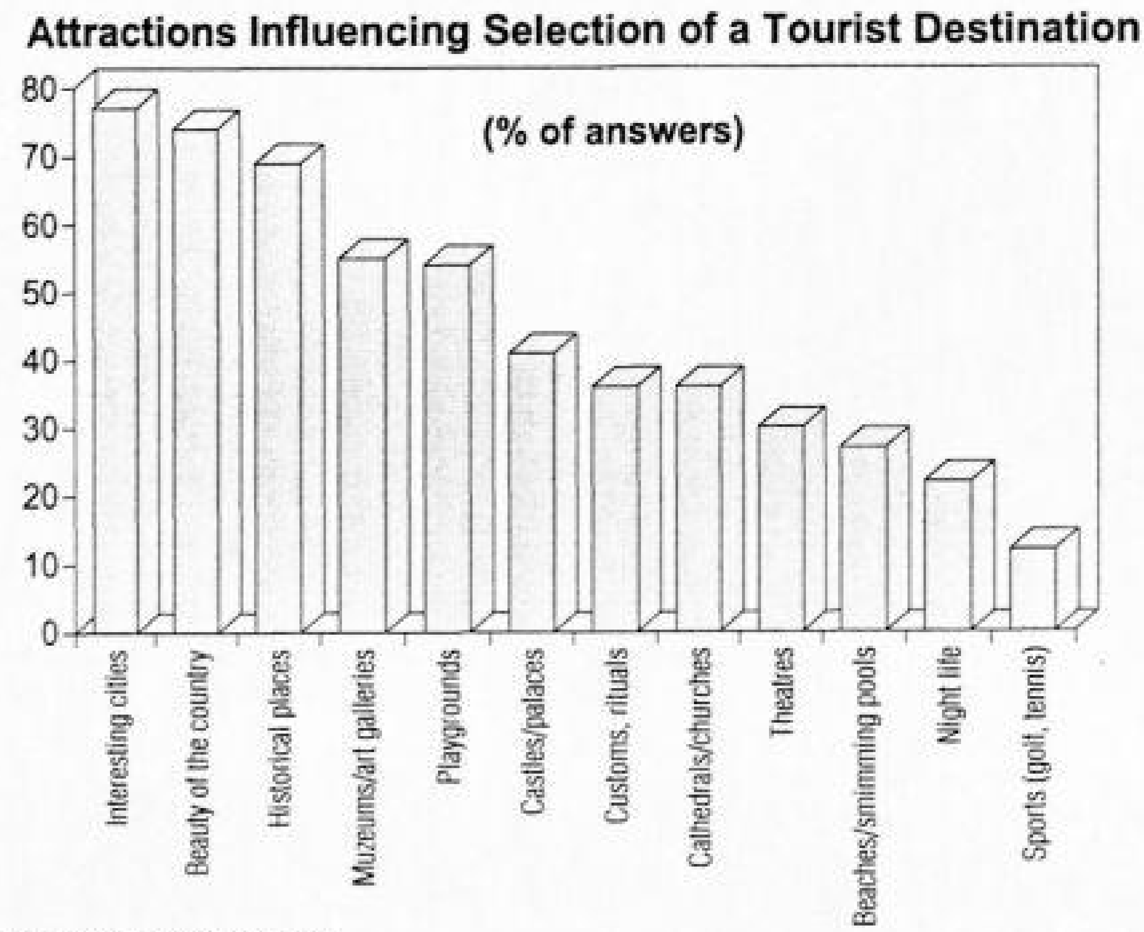
Also, the overwhelming majority of the surveyed population admitted to have booked airplane tickets with travel agencies (73%). At the present moment, the number of people who make their travel arrangements with travel agencies is on the decline due to the still-increasing prices of plane tickets and a bigger commissions of agents.

American tourists based their knowledge on tourist destinations and their main attractions on information provided by travel agencies (64%), friends and relatives (27%) and airlines (19%). The majority of travellers purchased economy class tickets, which are much cheaper than First Class tickets. Most of respondents declared to be individual travellers.

Results of research carried out by the Institute for Tourism Studies of the University of Central Florida point out to certain regularities in overseas travels taken by the adult population. Generally speaking, the majority of tourists (71.1%) prefers to make their own travel arrangements. Only 18.4% is satisfied with package tours. Results of this survey correspond to earlier quoted data obtained by the USTTA. 10.5% of respondents likes to switch from organised forms of travel to individual travel and reversely. It also turned out that male tourists (69.9%) are more likely to join an organised tour than female travellers. Form of trip organisation (package or individual) is to a large extend determined by the marital status. Single travellers prefer individually organised trips while widowers and widows are more likely to choose a package tour.

Education is yet another important factor influencing the form of trip organisation. The more educated a traveller is, the less he is likely to go on a package tour. A similar relation may be observed between the level of income and the mode of transportantion. Persons with low incomes tend to choose package tours.

ETC Research carried out in 1992 confirmed all preferences presented above.



Source: ETC International

Figure 11

2.4. Classification of Tourists

On the whole, American tourists tend to revisit places in which they had previously had good time while being on holidays. They like to have close contacts with the locals and be serviced by professionals. Most of American travellers taking overseas trips want to explore new cultures and lifestyles. The financial factor has a very big influence on selection of travel destinations and means of transportation. Persons who travel individually are very likely to choose "Sun and Beach Holidays" or big metropolitan centres rather than off-the-beaten-track places. Tourists who buy package tours are fully satisfied with visiting historical sites and places.

2.5. Demographic Structure of Trips

This issue has been reflected in results of surveys carried out on a sample of 2167 respondents, by MENLO Consulting Group, Inc. from Palo Alto, California.

All tables presented below illustrate demographic structure of the U.S. outbound tourism between 1989 and 1990, and are based on MENLO Consulting Group research.

Participants of U.S.trips abroad in 1991, according to MENLO Consulting Group

Trips					Sex		Marital status		Education		
Total	short	long	European	business	M	F	married	single	secondary and lower	higher	higher and postgraduate
2167	1147	998	797	204	832	1301	1432	700	537	614	972
%	52,9	46,1	36,8	9,4	38,4	60,0	66,1	32,3	24,8	28,3	44,9

Table 5

Structure of U.S. trips abroad, according to MENLO C. G.

Age						Retired		Income per Annum			
Total	35 & under	35-44	45-54	55-64	65 & over	M	F	25K & under	25-49,9K	50-74,9K	75K & over
2167	357	450	381	444	501	196	285	497	813	439	290
%	16,5	20,8	17,6	20,5	23,1	9	13,2	22,9	37,5	20,3	13,4

Table 6

Generally speaking, there is a visible tendency to cut down the time of an overseas trip and to combine business trips, congress meetings etc. with tourist purposes. Persons aged 45 and over (72.2% of the total number of tourists spending holidays outside the US), persons with higher education (83.2), or with annual income exceeding 25,000 USD go into the making of the most dominant group of American travellers taking trips abroad. Retired people have a big share (22.2.%) in the latter category.

2.6. Structure of Trips By Regions

Geography of the U.S. outbound flow is presented on the table below, also designed on the basis of the MENLO Consulting Group research.

Trps By Geografic Regions

Total	N.England	Middle	E-N	W-N	South	E-S	W-S	Mountain	Pacific
2167	162	405	327	128	342	58	173	122	450
%	7,5	18,7	15,1	5,9	15,8	2,7	8,0	5,6	20,8

Table 7

North eastern states, California and a part of the Midwest are the main U.S. tourism-generating regions. These are at the same time states with inhabitants having the highest average income (exclusive of Alaska).

2.7. Structure of Trips By Airlines

Development of a regular and economic air transportation produced by price deregulation on Transatlantic routes, estabilishment of new charter enterprises, as well as cut down duration of flights, extention of non-stop routes have attributed air transportation with the leading role in the US outbound tourism.

Air transportation is based on big and small, American and foreign enterprises conducting fierce competition leading to bancruptcies, fusions and division of markets. In the past couple of years, we witnessed the bancuptcy of such big airlines as Continental, Eastern, PanAm, and a falldown of a big number of small local and charter lines. Emergence of airline giants like United Airlines or Delta was produced by fusions and buying out.

On the whole, the majority of trips to Europe is serviced by Delta, TWA, American Airlines, and European airlines: Lufthansa, SAS, KLM, Swiss Air, Air France, British Airways, Al Italia and other airlines. The share of Polish Airlines LOT in Transatlantic transportantion is almost unsignificant (about 0.3% i.e. circa 120000 ow,) and is much lower than the annual number of American visitors to Poland.

Table below, designed on the basis of MENLO Consulting Group research, presents utilisation of airlines by tourists visiting Europe.

Airlines in overseas travel from the U.S. between 1988 and 1990, on the basis of MENLO Consulting Group questionnaire.

Total	Air France	AA	BA	Continen-tal	Delta	Eastern	KLM	Lufthansa	PanAM	TWA
2167	90	248	239	96	135	95	167	160	280	364
100%	4,8%	13,2%	12,8%	5,1%	7,2%	5,1%	8,9%	8,5%	14,9%	19,4%
European										
797	39	78	104	22	48	20	85	80	100	119
%	5,0	11,2	15,0	3,2	6,9	2,9	12,2	11,5	14,4	17,1
Regions										
New England	9	16	20	5	9	5	8	11	26	34
%	6,3	11,2	14,0	3,5	6,3	3,5	5,6	7,7	18,2	23,8
Middle Atlantic	19	47	46	14	15	18	33	38	44	79
%	5,4	13,3	13,0	4,0	4,2	5,1	9,3	10,8	12,5	22,4
E-N Central	11	37	35	19	17	24	24	18	32	56
%	4,0	13,6	12,8	7,0	6,2	8,8	8,8	6,6	11,7	20,5
W-N Central	2	16	12	5	7	5	5	7	21	20
%	2,0	16,0	12,0	5,0	7,0	5,0	5,0	7,0	21,0	20
South Atlantic	9	31	48	9	30	16	31	24	44	53
%	3,1	10,5	16,3	3,1	10,2	5,4	10,5	8,1	14,9	18,0
E-S Central	2	8	6	2	4	7	3	2	14	4
%	3,8	15,4	11,5	3,8	7,7	13,5	5,8	3,8	26,9	7,7
W-S Central	5	30	18	14	22	4	16	11	14	20
%	3,2	19,5	11,7	9,1	14,3	2,6	10,4	7,1	9,1	13,0
Mountain	6	12	10	9	12	0	5	10	15	30
%	5,5	11,0	9,2	8,3	11,0	-	4,6	9,2	13,8	27,5
Pacific	27	51	11	19	19	16	42	39	70	68
%	6,8	12,9	11,1	4,8	4,8	4,1	10,6	9,9	17,7	17,2

Table 8

Airlines are natural allies in promotion of tourist destinations. In the case of Poland's campaign, apart from Polish Airlines LOT, Delta, AA, BA, KLM, SAS, Lufthansa, and other airlines should support its promotion activities. On the market of flights to Poland a troublesome situation has been produced by the monopoly introduced by the national carrier which, up to the present date, was stimulating ticket price at 200,00 USD higher than tickets to any other European destination. 35% of the ticket price covers commissions of consolidators and agents, what has significantly winded up the cost of a single flight to Poland. Such situation used to be convenient for other airlines which did not try to compete with lower ticket prices. Release of American TransAir charter flights to Poland, the cost of which was lower than the average price offered in 1990, as well as dumping activities initiated by British Airways, contributed to reduction of prices. It lays in the very interest of Polish tourism to allow a large number of foreign airlines to service incoming tourist flow to Poland. Unfortunetely, this interest is incompatible with the interest of Polish LOT Airlines.

As far as air transportantion to Poland is concearned, in 1992, Lufthansa and British Airways have been particularly active on the US market. It may be closely related to changes affecting the EC market for transportation services. In May 1993, 4 European airlines: Scandinavian Airlines System, Swissair, KLM Royal Dutch Airlines and Austrian Airlines have submitted a declaration on estabilishment of a joint airline company which emerged after a fusion of the airlines mentioned above. Austrians have 10% of shares in the company, and the remaining partners 30% shares, respectively. It will create a new situation on the European market. Three biggest European airlines (i.e. Lufthansa, Air France and British Airways) will have to take necessary steps to respond to this situation.

The 1992 share of airline carriers in Transatlantic transportantion from the US is shown on the diagram below, adapted from Global Aviation Associates.

TWA	15.7%
British Airways	13.3%
Delta	13.1%
American	9.1%
United	7.1%
Lufthansa	6.8%
Contineta1	4.9%
KLM	4.7%
Air France	4.0%
Others	26.6%

Commission policy, adapted by some airlines is presented on the table below:

Profits and commissions of airlines

	sales profits in USD mld	% of commission
AMERICAN		
1988	6.30	11,60
1989	7.50	11,60
1990	8.30	12,00
1991	9.10	12,60
DELTA AIR		
1988	5.30	11,60
1989	6.30	13,30
1990	6.60	11,60
1991	7.10	13,10
USAIR		
1988	4.40	8,80
1989	4.80	9,10
1990	5.00	10,30
1991	4.90	10,60
An average commission paid in the four years mentioned above		
American: 12%	Delta: 12,7%	USAir : 9,7%

Table 9 *Source: ASTA Agency Management, January 1993*

2.8. Expenditures on Tourism

Trips to Europe and the Mediterranean amounted to over 50% of all U.S. expenditures on overseas travel. These two regions were visited by 51% of all American tourists. The share of expenditures on trips to Latin America amounted to 4% (in 1984), only 5% of the American outbound tourist flow visited this continent. Expenditures on travel to the "remaining areas", and the Middle East in particular, amounted 23% of total travel expenditures.

Expenditures on overseas trips to Europe and the Mediterranean indicate a still-growing tendency. This rise of expenditures was produced by the still-increasing number of American tourists visiting these regions which is again due to the fact that an average length of stay in countries located in these particular regions has fallen down from 19 days in 1983 to 17 days in 1984.

Two-thirds of all expenditures of American tourists concentrated around five countries. Great Britain was the most frequented tourist destination (34% of all tourists and 23% of expenditures), France was second popular with 26 and 13%, respectively. West Germany took the third place with 24% of tourists and 11% of expenditures. Italy and Switzerland were little behind.

Trips to Canada absorbed 15% of all expenditures of foreign tourism. Most trips to Canada assume the form of mass weekend visits, or short one-day trips. The annual number of their participants has been estimated at over 30 million persons. In 1984, average expenditures per person were estimated at 73 USD.

Also in the same 1984, expenditures of American tourists on trips to Mexico have reached the level of 3,6 USD mld. Trips to Mexico absorbed over 23% of the total US expenditures on foreign tourism.

Having in mind depreciation of the Mexican peso value, American travel agencies transacted business with Mexican partners . Eventually, most of these transactions were not concluded, what is partially due to the still-increasing prices in Mexico. The overwhelming share of expenditures connected with American trips to Mexico were allocated to individual purchase of products and services in the region adjoining to the American border. Due to price relations, Americans consider this shopping to be a good bargain.

2.9. Promotion

American market is characterised by the biggest concentration of advertisement and promotion. It is believed, that in the travel trade, 3-5% of each sale value should be allocated to promotion of the offered product. When a new product is being put on the market, its promotion expenditures may amount to 7-10%. The amounts mentioned above consist of: direct product advertisement carried out by the tour operator and agents (publication of brochures, leaflets, participation in tourism and travel fairs, organisation of client meetings, radio and TV advertising, product promotion in-company shop window, promotion of tourist infrastructure (hotels, camping sites, restaurants, national parks, cities, and other places of interest), concentrated regional means of the central and State administration, as well as of national agencies for tourism information. Outstanding results were achieved in the trade advertisement of the tourist product. In 1987, concentrated means of the majority of cruise lines resulted in a 30% bigger adverstisement effectiveness with the same expenditures. A new system of bonuses was applied in order to stimulate sales (discounts, free flights, buy two get one free (accomodation), gifts (video tapes, travel bags) etc. Tourist information is a substantial part of promotion and advertising. It is a valuable instrument justifying one's motivation for selecting a particular destinations and consolidating travel purposes. Proper staff training for employees of travel agencies, which would cover broad information on the offered product develop personell's knowledge of client psychology is as important as the ability to show the client benefits resulting from the concluded transaction (discounts, bonuses etc.).

Average expenditures on promotion of European destinations range from 3 to 10 USD million. These amounts exclude expenditures of Central and East European countries, out of which Hungary and the former Yugoslavia spend the biggest amount of money on promotion (over 1 million USD). These expenditures do not include bonuses and discount fares, cost of which is covered by retailers of tourism and travel services.

2.9.1. Expenditures on Poland's Promotion in the U.S.

Due to scanty means of Polish tourist subjects and a relatively small engagement of American partners, the volume of these expenditures was very low and did not exceed 1 million USD per annum. This way, between 1989-1992, the share in promotion expenditures had the following structure (according to data gathered by PNTO):

LOT	300,000.-
PNTO	250,000.-
AMTA	220,000.-
Orbis	120,000.-
others	80,000.-
total	**970,000.-**

The total amount given above may be even lower as amounts may double as, for example, LOT allocated resources to AMTA and Orbis, which then dealt with Poland's promotion (participation in cost of brochure publication, organisation of seminars etc.). LOT and AMTA resources are generally allocated to promotion of plane ticket sales. According to my own calculations, in 1990, 25% of 250,000 USD from AMTA resources was allocated on Poland's promotion (cataloque and promotion of tours to Poland).

Assuming that American tourists travelling to Poland will have to spend the average 1400 USD on transportation, the total sales of trip to Poland should reach the value of about 220 USD million. If we add 200.000 thousand USD to the amount (i.e. cost of publishing and distribution of brochures by the Polish Agency for Tourist Information and Polish travel bureaus in the USA - high cost of publication and expensive shippment) allocated to Poland's promotion, it will turn out that average expenditures on promotion amount to 7.30 USD per person, what is four times lower than the average promotion expenditures in the U.S. (30.00 USD). In such circumstances, Poland's promotion is very extensive, and basically limited to trade promotion.

In 1993, expenditures on Poland's promotion (joint means of Phare, Polish Agency for Tourist Information, and National Agency for Tourist Information) were fixed at 19,5 mld PZL, what equals to one fifth of all Poland's promotion expenditures. Most of these resources will cover expences connected with functioning of National Centre for Tourist Information in Chicago (i.e. about 17 mld PZL). Unfortunetely, analysis of NATI's expenditures in Chicago indicates that over a half of this money is being used to cover administrative expences.

In 1994, expenditures of Poland's tourist promotion in the US will be increased to 33 mld PZL, i.e. about 1,7 mld USD. These amounts do not include expenditures of economic entities, such as LOT or ORBIS.

Activities of travel agents and supplies of appropriate materials are fundamental for promotion and advertisement. By materials, we understand travel cataloques and price lists delivered in appropriate quantities,d advertsing and general materials featuring information on Poland. During the past few years, Poland's tourist offer was being presented rather late (January), and some materials, apart from the PNTO brochure entitled "Welcome to Poland", were delivered in scarce quantities. Supplementary to materials listed above should be other printed materials featuring information on Poland, such as: timetables, programmes of cultural, scientific, commercial and religious events, updated information on custom and visa regulations and situation concearning the supply of travel and tourist services in Poland etc. Unfortunetely, all such information was sent to the U.S. on an irregular basis. Due to the insufficient knowledge of Poland which is typical for most of the travel agents accessibility to general information is of the primary importance. Different kind of study tours to Poland, organised by travel agencies and mass media seem to be bridging this information gap.

Poland's tourist offer was rarely advertised in the press. Tour operators and PNTO placed adverts in the trade press. Adverts which appeared in such magazines as: Travel Agent, Recommend, Jax-Fax Travel Marketing and others turned out to be very effective. As far as daily press is concearned, ethnic Polish American press is always taken into consideration while placing adverts of a given airline. Feedback of such adverts is quite small what is due to small edition of the Polish American press (the biggest daily *Dziennik Związkowy* in Chicago comes out in 14,000 copies weekdays. Its weekend edition amounts to 24,000 copies, Nowy Dziennik Polski from New York has a similar circulation, and an average edition of a Polish American newspaper or a magazine does not exceed the number of 6,000 copies). Some commercials appear on TV channels featuring Polish programmes (they are relatively cheap). Commercial or cable TV is not included in the promotion. Public television (millions of viewers) is the most effective mean of promotion. Still, the cost of a single TV commercial is very high - almost 60,000 USD for a 30 second feature. Cable and regional TV are much cheaper (a couple of thousands only) but they don't reach as many viewers as the public TV. TV campaign should be backed up by promotion in the press, which would present and repeat phone numbers, addresses, prices etc.

Direct mail is yet another popular way of selling products on the American market. Direct mail is being sent by agents, wholesellers and national tourist centres. Therefore, there is a very big market for mailing lists. Every respectable company has got its own lists, which are being used during promotion of selected products. Wholesellers have lists of retailers (generally, tour operators have lists of a couple of a hundred thousand travel agents who may be interested in the product and a list of potential clients - few hundres or a couple of thousand persons). Similarly, travel agents have lists of their own clients (hundreds or thousands). Polish network is also in possession of such lists but due to limited financial resources they haven't been fully used. This refers to travel agents in the first place.

Travel fairs are one of the most important occassions on which wholesellers and retailers are put together. Basically, for a nationwide-operating company, there is no other possibility to mantain contacts with their business partners than participate in a travel fair. Polish Airlines LOT, ORBIS NYC and Polish National Tourist Office represented Poland during main travel fairs. Also, in the past years AMTA and Air Tours presented LOT stalls. On the average, all companies mentioned above participated in 30-40 travel events in summer and autumn. It seems that this form of promotion which was supplemented by the remaining tour operators (e.g. General Tours, Globus/Cosmos Gateway, Yugotours, Love Holidays and others) was carried out in a satisfactory way. Index of travel fairs (with indication where Polish offer was presented) was enclosed to the study.

In 1992, due to organisational problems in National Agencies for Tourist Information in New York (Agency estabilished in November 1992) and Chicago conducted activities lost their intensity. Lack of promotional materials in Polish consulates and centres for tourist information became clearly visible. This situation may bear a very negative impact on the dynamics of growth of the number of U.S. arrivals to Poland.

Tourist information in the US was dealth with by Chicago-based PNTO and, from November 1992, New York Agency, tourism organisers (to some extend) and Polish diplomatic and consular agencies. During the past couple of years, Polish Ministry of Foreign Affairs was suffering of a constant shortage of tourist and promotion materials and the role of its agencies has been diminished. Of course, such situation producess significant loses as habits of an American client require confirmation of information produced by a travel agent or a tour operator or any other person interested in selling Poland's tourist product, by independent authorities, such as: a National Tourist Centre or a diplomatic agency. In 1991 and 1992, activities of the Polish National Tourist Office in Chicago were significantly limited. Some of the expenditures, including publication of own materials, were cut down.

2. 10. Comparison with Expenditures and Promotional Activities of Ireland

Ireland has a similar tourist potential on the American market. US arrivals to Ireland are to a big extend based on ethnic tourism. In 1989, American tourists has a 14% share in the total number of all foreign arrivals to Ireland. Ireland was visited by 380,000 US residents (twice as much as in Poland) who left behind four times the amount as visitors to the UK.

In 1990, expenditures on promotion spent by National Agencies for Tourist Information amounted to:

- maintenace of three centres for tourist infomation,
- expenditures on TV and press advertising - 2,235,000 USD,
- costs of publications featuring basic information on Ireland (100,000 copies).

The big success of the Irish offer was largely due to the big number of U.S. residents of Irish origin, cooperation with ETC and main carriers.

3. U.S. ARRIVALS TO POLAND AND THEIR CHARACTERISTICS

3.1. Volume of the U.S. Incoming Flow

U.S. Arrivals to Poland, in the years 1985-1992

	1985	1986	1987	1988	1989	1990	1991	1992
total	44.700	34.000	59.654	76.220	102.587	130.310	149.800	155.000
in which: Polish passport holders	8.500	8.500	14.200	22.200	27.400	32.880	36.900	25.000

Table 10 *Source: PNTO Chicago*

High dynamics of increase of the number of U.S. arrivals to Poland was produced by reconstruction of the former volume of arrivals to Poland (after degression produced by limitations imposed by the court martial). The volume of the 1979 tourist flow (the biggest number of U.S. arrivals to Poland) was finally reconstructed in 1989. Still, dynamics achieved in the following years (about 20%) did not allow Poland to make up for the unfavorable years. Generally speaking, during the discussed period of time, arrivals to Poland constituted less than 2% of the total number of US trips to Europe, and only 0,25% of European trips abroad.

In 1992, we witnessed a sharp fall of dynamics of U.S. arrivals to Poland. In 1992, Poland was visited by 130,000 thousand U.S. citizens and 25,000 American residents holding Polish passports. As compared to the previous year, this number shows a 3% increase. On the average, the number of U.S. arrivals to Poland was maintained at the same level with an almost 40% falldown of arrivals of Poles residing in the U.S. to Poland. In my opinion this falldown regarded native Americans as in accordance to recommendations of the U.S. Department of Justice -INS, the majority of Polish-born Americans travel abroad on their American passports.

Method of calculation applied was based on the number of visas granted by Polish consulates till end-1991, as well as on the number of return visas granted to Polish subjects residing in the USA and travelling on consular passports.

The method applied allowed to define regions generating the biggest number of U.S. arrivals to Poland (by consular regions).

Geography of U.S. Arrivals to Poland in 1990, by consular regions.

Agency	Visas	Polish passport	Total
New York	32.809	14.400	47.209
Chicago	26.091	17.160	43.251
Washington	29.673	1.320	30.933
outside the US	8.857		8.857
total: US	97.430	32.880	130.310

Table 11 *Source: Own research*

The New York consulates services north-eastern states. The Consular Section attached to the Washington Ambassy services south-eastern states, and the Consulate in Chicago deals with Midwest, Rocky Mountains and Western Coast. One other thing should be taken into account while drawing the picture of geography of demand for the Polish tourist product - namely that 40% of visas issued by the Ambassy of the Polish Republic in Washington are being granted to non-residents of its consular area (mainly California). Polish Consulate in Los Angeles (estabilished in 1991) services the Pacific and overseas regions. Still, because it is a newly-estabilishing agency, its activities were insignificant, and therefore, they had no serious impact on the amount quoted on the table above.

In the years 1986-1991, there was a growing tendency concearning the number of arrivals to Poland from California, Florida. Number of arrivals from Texas was partially maintained on the same level, exclusive of the Eastern Coast and Midwest.

3.1.1. Ethnic Tourism

Due to ethnical differences of the American market, as well as different social status and material situation of various ethnic groups, and eventually different needs and demand for travel services, a well-functioning ethnic model of organisation catering travel services has been designed. It consists of specialised tour operators, carriers, and travel agents. Additional services such as: parcel service, employement agencies, immigration services and others are developed with regard to local needs. Mexican, Puertorican, Polish, Lithuanian, Jewish and other minorities may serve as a typical example of such a solution. Apart from Polish Americans other people of Jewish, Ukrainian, Lithuanian, and some of German origin are also interested in visiting Poland.

Two bigger tour operators (Orbis Polish Travel Bureau and New York based American Travel Abroad), as well as Family Link (with its Fregata division in the UK), Air Tours based on LOT bureaus, New York Pegrotour, and on a temporary basis, a number of small agencies, such as: Wegiel Travel Services, Springfield, Ma, Tacik Travel, New Yersey, NY, Matco Travel, and Chicago Pol Travel operate on the Polish American market in the USA. Small agencies organise their own groups. Consolidators negotiate better flight prices and conditions of contracts for travel services on the behalf of local agents. The majority of products which are generally available from Polish American and Polish tour operators is being sold through a network of 200 Polish American travel agents, concentrated in regions inhabited by a large number of population of Polish origin. It should be noted that basic sales of Polish American travel agents are in many cases limited to parcel service and ticket sales. Tourism is a supplementary offer. Distribution of Polish American travel agents is shown on a table presented earlier in the text.

Parishes and social organisations which negotiate flight prices directly with airlines and charter lines, and have their services in Poland catered for by the provider, are also important organisers of trips to Poland.

For the sake of promotion of the Polish tourist product in the U.S., the following division has been applied:

Index of regions, accepted during organisation of sales of the Polish tourist offer:

I. North-East	Connecticut, Delaware, Maine, Massachussetts, New Hampshire, New Yersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont.
II. South-East	Alabama, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virgin Island, Virginia, West Virginia.
III. Midwest	Arkansas, Illinois, Indiana, Iowa, Kansas, Louisiana, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, Texas, Wisconsin
IV. California	California
V. Rocky & Far West	Alaska, Arizona, Colorado, Hawaii, Idaho, Nevada, New Mexico, Oregon, Utah, Washington,Wyoming.

Expenditures on promotion turned out to be most effective in the following regions: North East, Midwest, and California. These three regions generated 85% of arrivals to Poland. There are also some substantial differences between areas of particular region. From the point of view of effectiveness of expenditures, the following sub-regions should be treated as the most important catchment areas:

North East: Connecticut, Massachussetts, New Yersey, new York, a part of Pennsylvania (Philadelphia, Pittsburg), Rhode Island.

Midwest: Illinois, Michigan and Wisconsin

California: Los Angeles area, San Francisco and San Diego.

Apart from the areas listed above, Florida and the Capital District, which is bigger than District of Columbia, also generate a significant tourist flow.

Table below illustrates the need of agents cooperating with PNTO for additional tourism brochures, between 1988 and 1989.

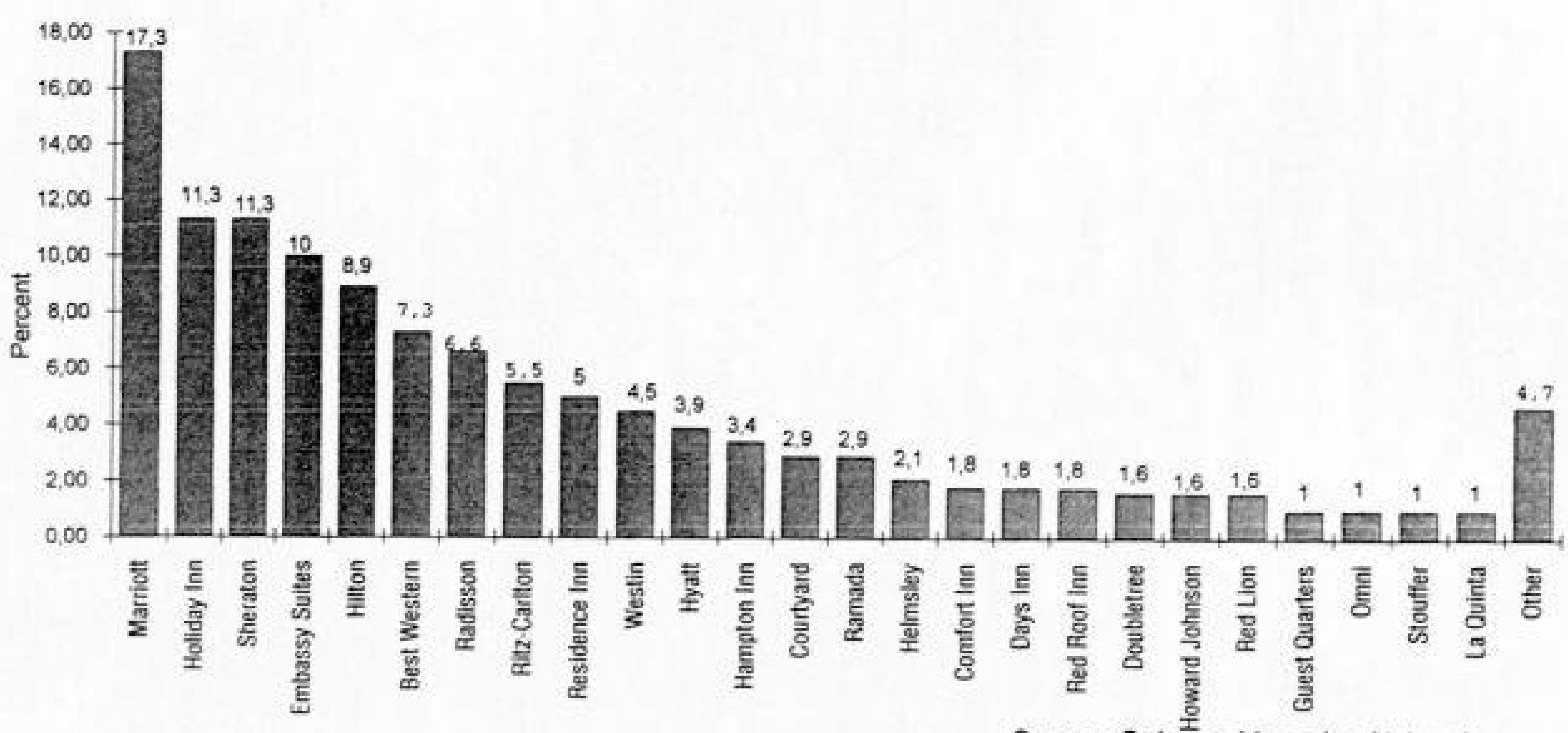
Region	Number of agents		Number of additional brochures	
Years	1988	1989	1988	1989
North East	1249	1556	8756	6642
South East	773	1048	2183	2493
Midwest	1210	1757	9090	7693
Kalifornia	528	731	3045	3672
Rocky	450	624	1526	1839
Total	4210	5716	24600	22339

The table also shows years during which the Polish National Tourist Office was properly supplied with basic brochures on Poland. In order to present a clear picture of brochure distribution we should also add about 15,000 brochures distributed on the basis of PNTO register, and some 12,000 copies sent to interested tour operators, as well as 15,000 brochures given away during trade fairs. Statistics presented according to state profile confirm the earlier statement claiming that these 5 regions are the main catchment areas for the Polish tourist offer.

3.1.2. Tendencies in Development of Services and Tourist Flow

Described conditions under which organisers of sales of the Polish tourist product have to operate indicate shortage regarding individual, professional, and specialised types of travel. Tour operating companies consider these travel categories to be labour-consuming and less effective economically. Therefore, these types of travel have a very small share in their overall activities. Travel agents are in a similar situation as they are forced to sell Polish tourist and travel services to individual tourists who otherwise would not buy a ticket from them (commission may be as high as 28%). Travel services usually include 10-15% commission what may be compared with a much lower sales value and difficulties connected with making reservations for services in the U.S. Making reservation in a hotel and making payment with a credit card is almost impossible during the peak of the season. The only way is to make a reservation with a Polish-based agent, what results in additional expences, and, as it is in most cases, does not quarantee a good standard of services. With considerable rise of importance of individual, business, and specialised types of travel we should, just as it is in other countries, aim at estabilishing a chain of travel bureaus which would make reservations in Polish hotels in the U.S. Preferences and habits concearning certain hotel chains are often important, if not the most important factors influencing selection of a particular tourist destination.

Preferences in Hotel Selection



Source: Cahners Magazine Network

Figure 12

The figure presented above shows that Marriott, Holiday Inn, Sheraton, Embassy Suites, Hilton and Best Western are the most popular hotel chains. Over 60% of all American tourists choose these brands.

We should also create conditions favourable for tour operators' cooperation on specialised types of travel. Attempts concearning walking excursions, mountaneering, motoring and canoeing, made in the recent years were basically successful but the quality of services provided in Poland which was improportional to the claimed price discouraged touroperators from making further attempts or, as it was in extreme cases, lead to bancruptcies (e.g. Discovery and Polonez). At the moment, none of the offers put on the U.S. market is focussed on these travel categories.

Sustainable tourism, based on the increasingly popular concept of nature conservation has been rapidly developing in the recent years. According to 1992 research of the US Travel Data Centre, the so-called Green Market includes 43 million persons in the US, in which 35 million declared their willingness to go on a trip in 1993. The following profile of sustainable tourists has been drawn on the basis of this research:

Demographic structure of US sustainable tourists:

male	65%
female	35%
aged 18-34	43%
aged 35-49	35%
aged 50 & over	17%
secondary education	28%
college education	28%
higher education	44%
income $20,000 and under	16%
income $20-30,000	21%
income $30-40,000	16%
income $40,000 and over	47%

Table 12 *Source: US Travel Data Centre 1993*

With the aid of promotion, this form of tourism which bases on nature reserves, national parks, regions with interesting landscape and centres of regional culture has good prospects for a rapid development in Poland (mountains and lake districts).

According to these prerequisites and increased expenditures on Poland's promotion in the US, during the next three years we may expect a 10-15% increase of arrivals to Poland. According to our estimates, the number of US arrivals to Poland will assume the following structure:

Forecasted U.S. Arrivals

1.	Years	1992	1993	1994	1995
2.	US citizens	130.000	145.000	150.000	170.000
3.	Poles- US residents	25.000	35.000	45.000	50.000
4.	Total	155.000	180.000	195.000	220.000
5.	Per cent of growth		116%	108,3%	112,8%

Table 13 *Source: Own research*

The number of American arrivals given above is based on observations of development trends on the U.S. market during first six months of 1993, on the assumption that a dynamic promotion campaign will be launched on this market.

Despite the fact that the first quartal of 1993 was rather unfavourable, as far as the US outbound flow is conceamed, a significant activisation in reservation and sales of tours has been observed. Better exchange quotations of the U.S. dollar at the end of the second quartal speeded up this process which was already underway. Postponed demand for travel services laid off in 1992 and affected by the crisis in the American economy (the lowest quotation of the USD ever, as compared to other currencies) was finally satisfied.

3.2. The Structure of Arrivals to Poland

a) The Structure, by Form of Organisation of Trips to Poland

On the basis of analyses of forms of arrivals of U.S. tourists to Poland, we may say that there is a visible supremacy of individual forms of travel. Research conducted in 1992 by the Institute of Tourism proves that only 17% of all interviewed American tourists came to Poland on organised tours. Most of the American visitors to Poland are individual travellers. Some of them make arrangements with travel agencies (29%) or come here invited by private persons, institutions, or without any kind of mediation. It is illustrated by the table below:

Form of Organisation of Trips to Poland

		1991 r.		1992 r.	
No	Mode	Number	%	Number	%
1.	An agency-organised tour	6	5,7	17	17,3
2.	individual trip	94	91,4	81	82,7
	a. arranged by a travel agency	31	29,5	26	26,5
	b. invitation by private persons	23	21,9	10	10,2
	c. invitation by institution	21	20,0	16	16,3
	d. no agents	21	20,0	29	29,6

Table 14 *Source: An Institute of Tourism Survey, data from 1991/1992*

In research conducted in 1989 by R. Bednarz-Obrzut while asked about preferences in organisation of trips to Poland most Americans of Polish origin declared individual trips (63,5%), small groups (21,5%), individually organised trips (47,7%), trips arranged by their families in Poland (21,5% of respondents). Such distribution of particular forms of organisation is produced by the fact that 41,5% of the surveyed population declared visiting friends and relatives, who arranged their stay in Poland, as the main purpose of visit.

b) Travel purposes

While asked about travel purposes, almost 50% of respondents pointed out to typically for ethnic travel purposes (visiting friends and relatives - 36%, visiting place of origin - 12%). A large number of the surveyed population declared other purposes connected with business, exploration of Poland and its culture etc. In 1992, there was a relative decline of the number of persons visiting friends and relatives, and an increase of the number of people coming to Poland on business (rise up to 20%). These changes of travel purposes should be considered as very positive. Slowly, the mainstream of US arrivals to Poland switches from typically ethnic forms of tourism to business and sightseeing.

Travel Purposes of U.S. Visitors to Poland

		1991		1992	
No	**Purpose**	**Number**	**%**	**Number**	**%**
1.	Visiting friends and relatives	36	34.2	36	26.6
2.	Visiting place of origin	16	12.2	16	11.9
3.	Exploring the country and its culture	8	7.6	22	16.2
4.	Place of religious cult	2	1.9	8	5.9
5.	Recreation, entertainment	8	7.6	9	6.6
6.	Shopping	8	7.6	5	3.7
7.	Professional	8	7.6	26	19.1
8.	Fairs, exhibitions, conferences etc.	5	4.7	5	3.7
9.	Other professional and business	10	9.5	3	2.2
10.	Others	5	4.7	5	3.7

Table 15 *Source: An Institute of Tourism Survey, data from 1991/1992*

A similar question addressed in R. Bednarz-Obrzut research to tourists of Polish origin resulted in yet another distribution of purposes. The majority of respondents (71%) declared visiting relatives as their main purpose for visiting Poland. Visiting friends and relatives was second popular with 12,0%. Exploration of Poland and its culture was declared by 17,7% and 21,5%, respectively. The ovewhelming majority of foreign visitors (71.0%) pointed out to visiting friends and relatives as their purpose for revisiting Poland in the future. Stays in ORBIS questhouses turned out to be rather unpopular (only 1.6% of the surveyed population). The same applied to spa treatments and ORBIS tours (6.5% and 4.7%, respectively).

The structure of travel purposes designed in 1990 by the Polish National Tourist Office in Chicago, together with Polish consular agencies seems to be very interesting. The following have been declared in the visa application as the main purpose of trip to Poland:

tourism 45%
visiting friends and relatives 37%
business 10%
conventions, conferences 8%

The fact that visiting friends and relatives remains to be the main purpose of trips to Poland is dependent upon the large share of persons of Polish origin, 90% of which comes to Poland in order to see their families and acquaintainces.

c) Regions Visited By U.S. Tourists

Geographical distribution of U.S. arrivals to Poland indicates that the mainstream of the American incoming traffic is captured by regions of central Poland (mainly Warsaw, Łomża, the voivodship of Białystok but also Cracow and South Eastern Małopolska). The mountain region turned out to be second popular. The Baltic coast, Silesia and Lake Districts were little behind.

Regions Visited by U.S. Tourists

		1991		1992	
No	**Regions**	**Numbe**	**%**	**Numbe**	**%**
1.	Coastline	15	14.2	18	12.5
2.	Lake Districts	11	10.4	15	10.4
3.	Central Poland	65	61.9	70	48.6
4.	Mountains	17	16.1	22	15.2
5.	Silesia	11	10.4	19	13.1

Table 16 *Source: An Institute of Tourism Survey, data from 1991 and 1992*

In 1992, the number of people visiting central Poland has fallen down and the number of people visiting Silesia has gone up, as compared to 1991.

Research conducted by R. Bednarz-Obrzut resulted in a slighly different geographical distribution of arrivals of Polish Americans to Poland. Analysis of results of a questionnaire distributed in the course of the survey indicates that from the sample of 107 people, the biggest number of respondents (20.6%) visited the voivodship of Nowy Sącz. Other frequently visited provinces include: voivodship of Cracow (11.2%), Białystok and Tarnow

(9.3% each). Altogether, all respondents interviewed visited 28 voivodships. On the basis of the map enclosed to the study we may notice that U.S. visitors to Poland tend to visit regions located along the meridian. Such distribution corresponds to the earlier defined spatial structure of arrivals of Polish Americans to Poland which are captured by areas which traditionally generated a big number of immigrants to the U.S. (Podhale, Tarnowskie, Białostockie, Łomża region). Immigration flow to West European countries (mainly to France, Germany and the Benelux) was generated by regions located westbound of the Vistula river. inhabitants of East and South West regions used to immigate to the United States, as well as Canada and Argentina. Therefore, it should be clear that Americans of Polish origin who visit Poland stay in eastern and southern provinces - their traditional fatherland or place of residence of their families and relatives.

d) U.S. Arrivals to Polish Accomodation Estabilishments

Research conducted by the Institute of Tourism shows that two types of accomodation - hotels and quest houses- are being particularly popular with US visitors to Poland. A large number of foreign tourists stay with their friends and relatives - it is a result of the dominance of the visiting friends and family in the structure of U.S. arrivals to Poland. In 1992, the number of U.S. visitors who stay in hotel estabilishments has increased (from 40 to 58%) what should, in fact, be considered a very positive change. This increase was produced by changes which occurred in the structure of the tourist traffic - package tours stay in hotel estabilishments. Table below shows occupancy rate in particular types of accomodation estabilishments.

Occupancy Rate in Polish Accomodation Estabilishments

		1991		1992	
No	Type	Number	%	Number	%
1.	Hotel	40	38.2	58	58
2.	Camping, camping site	-	-	3	3
3.	Rooms for rent, quest houses	15	14.2	5	5
4.	Staying with friends and relatives	39	37.2	22	22
5.	Others	-	-	12	12

Table 17 *Source: An Institute of Tourism Questionnaire, data from 1991/1992*

e) Structure of American Visitors By Demographic Features

Males (68%) were the dominant group among the surveyed US tourists. Most of them had fallen into two age groups: 35-44 (28%) and 25-34 (27%). The number of elderly people was much higher that number of persons aged 24 and under. The structure is depicted by the figure below:

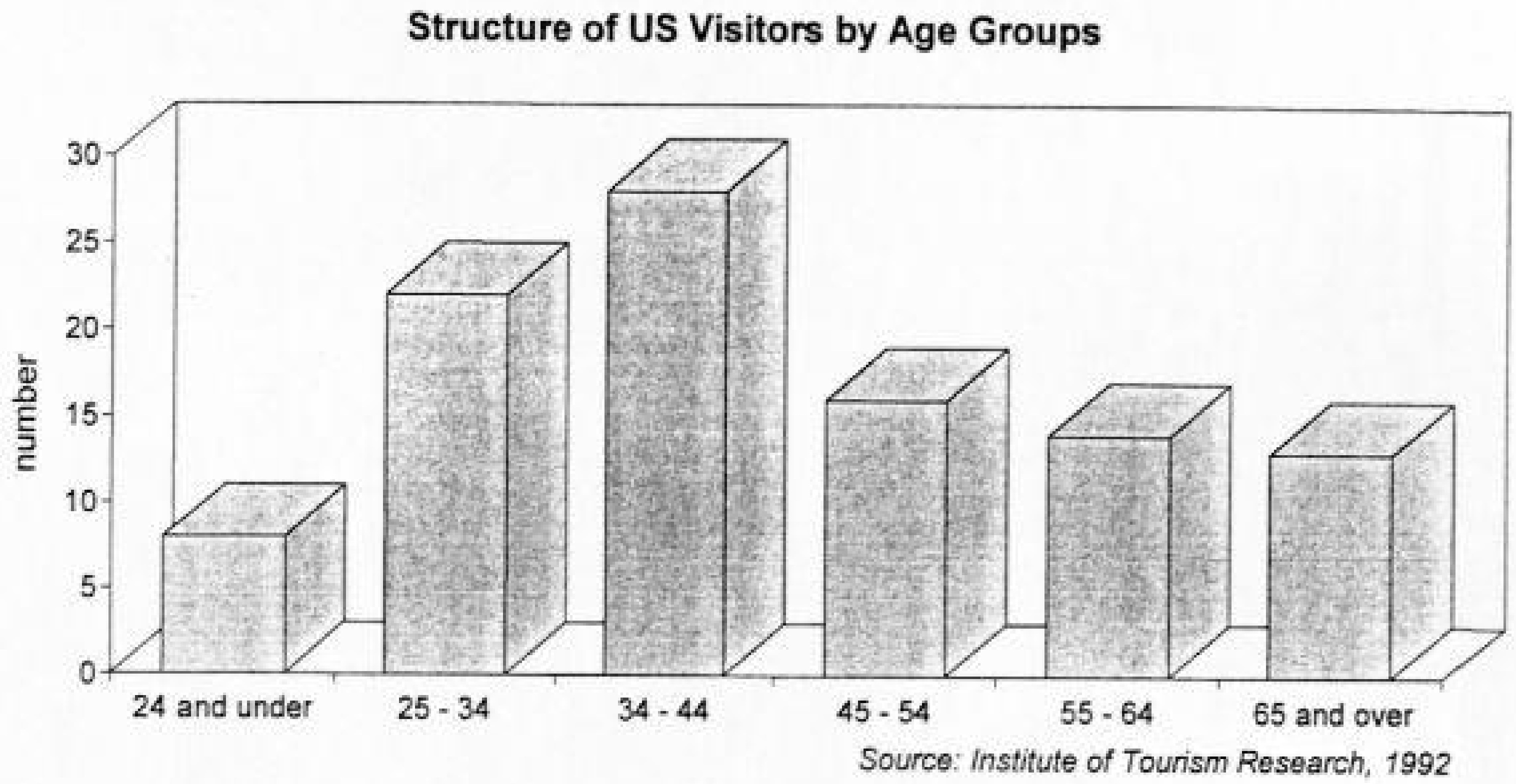


Figure 13

Most of US visitors to Poland are persons with a relatively high level of education - almost 69% of respondents had university degrees. The remaining tourists declared to have secondary education.

Two-thirds of all respondents are working. One-seventh of all U.S. visitors to Poland is stilll studying. One-third declared to be of Polish origin. Almost 90% declared willingness to revisit Poland in the future.

f) Structure of US Visitors by Means of transportantion

Air transportantion plays the dominant role in arrivals to Europe. Development of a regular and economic air transportantion which was speeded up by price deregulation on transatlantic routes as well as emergence of many new charter lines, and cut down duration of flights attributed air transportation with the leading role on the U.S. market of overseas travel.

Arrivals to Poland are basically serviced by LOT, Delta, American Airline, as well as European airlines Lufthansa, SAS, KLM, Swiss Air, Air France, British Airways, Al Italia and others.

Survey research conducted in 1992 proves that almost 85% of all US visitors to Poland got here by plane, 11% by plane or by rented car, and only% by rail. The high share of persons travelling by plane and car is produced by the fact that a direct ticket from the U.S. to Poland is more expensive than ticket to any other European destination.

g) Ways of Spending Time in Poland

Almost two-thirds of all U.S. visitors to Poland spends their stay in cities.

Ways of spending time in Poland

		1991		1992	
No	**Type of activity**	**Number**	**%**	**Number**	**%**
1.	City breaks	68	64.7	57	76.0
2.	Recreation	3	2.8	5	6.6
3.	Holidays at the sea	-	-	2	2.6
4.	Holidays in the vincinity of lakes/forests	-	-	1	1.3
5.	Holidays in the country	11	10.4	1	1.3
6.	Sightseeing tours	7	6.6	-	-
7.	Walking excursions, bicycling, canoeing	-	-	-	-
8.	Others	4	3.8	9	12.0

Table 18 *Source: An Institute of Tourism Survey, data from 1991/ 1992*

In 1992, the number of city breaks taken by foreign visitors to Poland has increased, as compared to 1991. The majority of respondents rarely mentioned the remaining ways of spending time in Poland.

3.3. Visited Towns and Cities

Data concearning U.S. arrivals to accomodation estabilishments located in big sightseeing centres seems to be very interesting. The biggest number of U.S. arrivals was reported in Warsaw and Cracow, whereas number of accomodations provided to American tourists in Katowice was higher than in Gdańsk.

Visited Cities By Total Number of Accomodations Provided to American Tourists

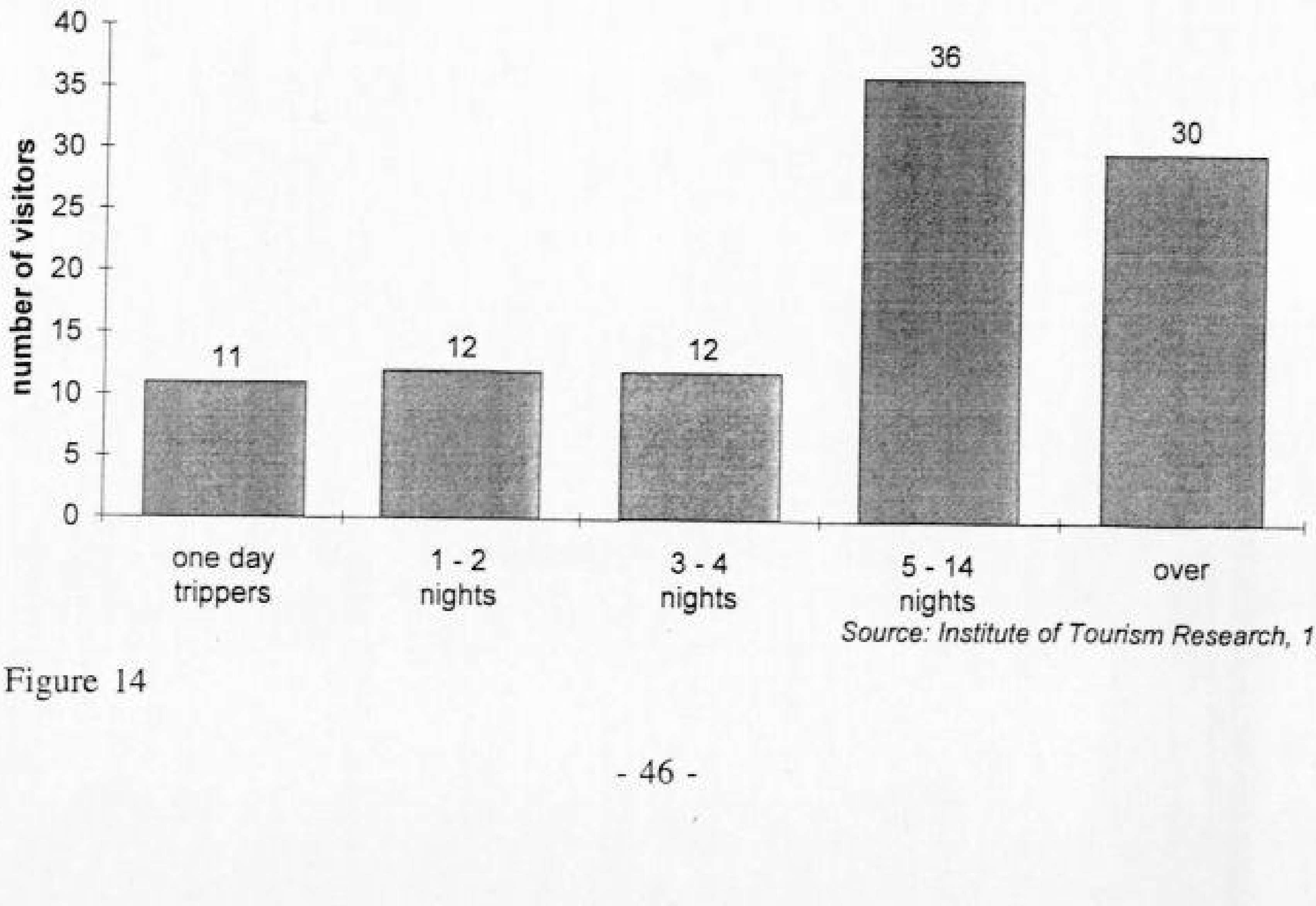
		1991		1992
No	City	Number	%	%
1.	Warsaw	4282	53.0	41.3
2.	Cracow	1302	16.0	21.5
3.	Katowice	725	9.0	5.9
4.	Gdańsk	644	8.0	10.7
5.	Wrocław	471	5.8	5.9
6.	Szczecin	402	5.0	4.2
7.	Białystok	204	2.5	2.9
8.	Lublin	58	0.7	7.2

Table 19 *Source: An Institute of Tourism Questionnaire, data from 1991/1992*

3.4. Average Duration of Stay

US arrivals to Poland are characterised by a much longer length of stay which amounts to 12.1 days and is the longest period of time, as compared to duration of stay of visitors originating from other countries. Figure presented below shows an average duration of stay in Poland.

Average Duration of Stay of US Visitors to Poland



Source: Institute of Tourism Research, 1992

Figure 14

Data presented above shows that there is a clear dominance of stays one or even two week long as well as stays of duration of at least two weeks. Such structure corresponds to the time constraints upon European travel. All transportation costs result in a smaller intensity of arrivals to Europe which tend to get longer and longer.

3.5. Sources of Tourist Information on Travel to Poland

The majority of respondents based their knowledge about selected tourist destinations (and tourist attractions there) on information produced by travel agencies (61%), friends and relatives (27%), and airlines (9%).

Table 20 shows the most popular sources of information used by American tourists.

Source of tourist information

Source	% of all respondents	prefered type of trip organisation*	
		% package tour	% indywidual trip
travel agent	61.0	69.3	57.0
friends and relatives	26.2	22.2	27.2
quidebooks	11.9	6.8	12.4
destination brochures	11.1	14.0	10.2
press articles	9.6	10.1	9.2
airlines	8.6	5.5	10.4
magazine-published articles	7.7	4.7	7.9
previous experince	6.4	1.1	8.3
travel clubs	6.2	10.4	5.1
press adverts	3.4	3.3	3.3
magazine adverts	3.1	2.7	2.8
tour operators	1.6	2.7	0.9
TV commercials	0.7	1.1	0.6
radio commercials	0.3	0.8	0.1
other	11.2	10.4	10.9

* due to multiple choice method percentage may exceed 100%

Table 20 *Source: Own research*

3.6. Average Expenditures

Expenditures on travel to Poland were divided into two distinct groups. The first group includes expenditures incurred during one's stay in Poland. The second group includes expenditures spent outside Poland (cost of the tour, vouchers etc.). Source of information regarding this group of expenditures should not be treated a reliable data characterising Poland's tourist receipts as the group also includes amounts which were transferred directly to Poland (via travel agencies and Polish carriers) as well as amounts which remained abroad (cost of transportation paid to foreign carriers, commission of foreign travel agencies etc). Therefore, amounts which fell into the second group may indicate the volume of these expenditures and should not be subjected to any thourough analysis (J. Kruszewska, Wydatki turystów zagranicznych w Polsce w 1992, Institute of Tourism, 1993).

Due to still-increasing prices for consumtion goods and services, the volume of expenditures of foreign visitors from particular tours has been corrected with regard to growth index of prices for consumption goods and services. Such correction made indexes comparable. Final research results were given in comparable prices from December 1992.

Average expenditures of foreign visitors to Poland in 1992 were calculated on the basis of the weighted average. Shares of visitors from particular countries in the total number of foreign arrivals to Poland served as the weight.

119 correctly filled questionnaires were obtained as the result of this survey. Expenditures of American tourists in Poland were calculated on the basis of answers given in the questionnaire (J. Kruszewska, Wydatki turystów zagranicznych w Polsce, op. cit.). It should be also noted that an average length od stay of American visitors to Poland is the one of the longest ones (12.1 days) - it is only shorter than the average length of stay of Canadian visitors (12.7 days). Average expenditures per person are the highest expenditures of foreign tourists to Poland as they amount to 12.150 thousand zlotys per day. Despite a relatively low number of U.S. arrivals to Poland reception of American tourists seems to be very profitable.

Average daily expenditures of an American tourist have been estimated at about 917 thousand zlotys. Only Norwegian and Italian tourists spend more money in Poland. Average daily expenditures of an American visitor to Poland amount to 12,150 thousand zlotys what is three times higher than expenditures of an average Finnish tourist and 7.5 higher than expenditures of a German tourist.

3.7. Poland's Receipts in Virtue of US Arrivals to Poland

Poland's hard currency takings in virtue of services provided to American tourists may be only presented as a rough estimate. On the basis of the volume of average expenditures of American tourists (12 million PZL) and the total number of US visitors to Poland (155,000 tourists) we may estimate 1992 tourist receipts at 1860 mld PZL, what translates into 143 million USD (1992 exchange rate - $1 - 13 thousand zlotys).

We should also add about 800 USD (cost of transportation) to this amount, what multiplied by 155 thousand visitors gives 124 million USD. Polish carriers have a 40% share in this amount (about 50 million USD).

We believe that almost 70% of the total number of US residents visiting Poland make reservations and pre-book services. If we assume that for a single room one has to pay 80 USD, the total amount should aggregate to 80 USD million (91 thousand people x 80 USD x 11 nights).

If we sum up all hard currency receipts (143 million USD worth of expenditures in Poland, transportation provided by Polish carriers - 50 million USD, prices of tours and hotel accomodation paid for abroad - 80 million USD), the total amount should aggregate to 273 USD million per annum.

The share of US arrivals in the total number of foreign arrivals to Poland amounts to 0.3%, whereas hard currency receipts constitute 7% of Poland's tourist receipts. This share is 20 times higher than receipts in virtue of arrivals from any other foreign destinations.

3.8. Poland's Tourist Attractions as Viewed by Foreign Tourists

A survey carried out in 1989 included a question: "What did you like best about Poland and why?". Answers to these questions were divided into separate theme groups are shown on table 21.

Hospitality, pointed out by 21.5% of respondents was definetely Poland's most admired feature. Historical monuments impressed 24.3% of respondents, whereas sightseeing and tourist attractions drew attention of 18.7 and 17.7%, respectively.

Travel preferences of Polish American respondents

No	Preferences	number	%
1	Picturesque landscape	20	12.8
2	Historical monuments	23	14.7
3	Natural environment	14	9.0
4	Hospitality	26	16.7
5	People	17	10.9
6	Folklore	6	3.9
7	Tourist and sightseeing destinations	19	12.2
8	Family	3	1.9
9	Honesty, kindness	5	3.2
10	No data available	23	14.7
11	Total	156	100.0

Table 21 *Source: Own research*

Most of the Polish American respondents pay special attention to hospitality. There may be a simple explanation to this preferences- most of them feel very emotional about visiting Poland and expect a great deal of hospitality and affection from their friends and relatives.

3.9. Main Bureaus organising U.S. Trips to Poland

The number of tour operators organising trips to Poland is subject to annual flanctuation. In 1992, 57 tour operating companies sold and marketed trips to Poland in their brochures and cataloques. Three main tour operators (i.e. Globus/Gateway/Cosmos, Orbis NYC and American Travel Abroad) organised 67% of all tours to Poland. At the present moment, Globus/Gateway/Cosmos which organises 32% of all trips to Poland plays the leading role on the US market for Travel to Poland. Orbis NYC with a 22% share and AMTA with 13.0% take second and third place, respectively.

Given below are addresses, phone and fax numbers of main tour operators:

Globus/Gateway/Cosmos, 95-25 Queens Blvd., Rego Park, NY 11374-4511, tel.: (718)268-1700;(800)) 221-0090 (Eastern US); (800)556-5454 (Western US); Fax: (800)289-4646,

Orbis Polish Travel Bureau, 342 Madison Avenue, Suite 1512, New York, NY 10173, tel.: (212)867-5011; (800)-ORBIS; (800) 223-6037,

American Travel Aborad, Inc., 250 West 57th Street, New York, NY 10107, tel.: (212)586-5230; (800)228-0877 (ex NY); Fax: (212) 581-7925.

4. POLISH ARRIVALS TO THE U.S.

The number of Polish arrivals to the U.S. is mained on a rather low level and has been estimated at 45,000 visitors in 1991. Persons travelling on non-tourist purposes (e.g. employment) as well as visitors combining tourism with visiting friends and relatives constitute the mainstream of Polish arrivals to the U.S. Such gradations of travel purposes is the reason behind visa requirements imposed by the US government upon Polish citizens. According to our own estimates, the American Embassy grants a visa to every fourth applicant.

According to research conducted by the US Consulate General in Warsaw, only 7% of all Polish applicants for the American visa declared "tourism" as their main travel purpose. Employees of the Consulate believe that only 3.5% out of this 7% devoted their stay in the States to genuine tourist activities.

Mediation of travel agents who, on the behalf of their clients, apply for the American visa does not mean that their clients will be released from visa obligations. Basically, that's the reason behind small popularity of travel agents offering visa services. Expensive tickets make the offer accessible only to people who are well off.

United States are traditionally visited by inhabitants of eastern, central and southern regions of Poland what corresponds to traditional distribution of areas generating Polish immigrant flow to the US. The big number of applicants registered by the Cracow and Warsaw consulates and a small turnover of the Poznań-based consulate are testimonials to this spatial arrangement.

According to our own estimates, in 1992, the number of Polish arrivals to the US has gone up to 10,000. This sudden increase was produced by introduction of more liberal visa regulations and visa lottery (10,000 visas go to Poles).

In 1993, we should expect that the number of Poish arrivals to the U.S. will rise by 10,765 thousand. This fact is closely connected with an increased number of business trips taken by Polish citizens and the big share of Poles in the last and this year's visa lottery.

5. SUMMARY, CONCLUSIONS REGARDING POLAND'S TOURIST PROMOTION ON THE U.S. MARKET

5.1 Summary of Research Output

On the basis of conducted research and our knowledge of the American market we have separated three distinct groups of potential clients (market segments) to whom main promotional activities should be addressed. These are:

a) Polish Americans
b) persons aged 45 and over, retired people
c) persons interested in specialised tourism (quolified and sustainable tourism)

- Demographic studies focussed on the U.S. outbound flow confirm the supremacy of retired people in the age group of persons aged 45 +. As retired people form a much broader group a special offer should be prepared for this market segmement. The offer should include all sorts of discounts and bonuses, and should feature a galore of cultural events. This segments also requires additional information concearning medical services and services for handicapped people etc. American Association of Retired Persons (34 million members) prepares big programmes containing all elements listed above.
- Polish American travel is a still unexplored market for travel to Poland. According to the census, over 4 million of US residents declared being of Polish origin (the actual number is probably higher). Assuming that over 50% of all trips to Poland is taken by persons of Polish origin, we might say that the Polish American population has a small share in the total number of foreign arrivals to Poland (only 1.8% of American tourists visiting Poland declared being of Polish origin). In the future, promotion should be focussed on this segment.

- Polish tourist offer put on the US market should be more diversified and focussed on specialist events. In order to do so, the number of tour operators selling and marketing Polish routes in their cataloques should be increased. Attention of American partners depends upon the quality of offers presented by Polish travel agents. Their offer should feature an interesting programme at competitive price, which would match the current market demand. There is a big market for events connected with qualified types of tourism (walking excursions, bicycling and motoring), cultural events and pilgrimages etc. Ecological types of travel (camping) also gain significant popularity.

Increased interest in European events which include a stay in Poland is yet a separate problem. American Express and its extense promotion range may have a significant impact on this particular issue.

- Individual travel reguires introduction of some facilitations to Poland. These include the possibility of purchasing travel services in the US, making accomodation reservations, booking transportation tickets, tickets for sport and cultural events. Perhaps introduction of one of the Central Reservation Systems (Sabre or Apollo) which would make reservations for and sell Polish travel services would be appropriate in this situation.

- Poland's travel offer should include a bigger number of charter flights which would put fairs down. At the present moment, the cost of air transportation amounts to 60% of all travel costs connected with taking a trip to Poland. Bigger tour operators servicing outboung US flow to Poland include: AMTA and Orbis NYC, which, due to engagements of PLL LOT and Delta in ticket sales, are not interested in reduction of ticket faires (more expensive ticket - bigger commissions, bigger commissions from expensive tickets - bigger absolute profits without spending money on promotion).

- The most typical purpose of an US trips to Poland is visiting friends and relatives, tourism and recreation, business and shopping hold futher places. Such structure of travel purposes results from the dominance of Polish American tourists in the total number of foreign arrivals to Poland. Holiday preferences of US visitors relate to city breaks rather than holidays in the country and to sightseeing tours rather than leisure.

- Hospitality, honesty, as well as historical monuments and picturesque landscapes were particularly admired by American visitors to Poland. Tourist centres and folklore were viewed as Poland's minor assets.

- US visitors to Poland are very likely to stay with their friends and relatives. 58% stays in registered hotel estabilishments what has a direct impact on economic effectiveness of capturing US outbound flow in Poland (mainstream of which consists of trips taken by Polish Americans).

- Apart from Warsaw, Cracow and Częstochowa, American tourists often visit regions located in central, southern and eastern Poland. Such spatial distribution results from immigration traditions of these areas.

- Difficult access to Poland (air connections which are not synchronised with domestic transportation, mal-functioning system of communication, bad organisation as well as low standard of sanitary facilities and a relatively high cost of transportation).

5.2. Proposed Directions for Poland's Tourist Promotion on the US Market

Poland's promotion on the US market should be conducted by National Agencies for Tourist Information, Central Agency for Tourist Information and Polish economic entities (carriers, travel agencies) and cultural agencies.

From 33 PZL million allocated for Poland's promotion in the US in 1994 more money should be spent on publication of printed material, TV and radio commercials, participation in travel fairs (possible if administrative expenditures will be cut down).

A concept of promotion activities presented below has been designed in two variants:

a) extensive promotion - on the assumption that the present volume of tourist traffic will be maintained with the growing tendency of 10-15% per annum.

b) intensive promotion - on the assumption of increased dynamics of US arrivals to Poland (up to 25% per annum).

A very negative stereotype of Poland is still functioning in many countries. It is one of the substantial constraints in marketing Poland as a tourist destination. An average American believes that Poland is a rough, underdeveloped country, full of local folklore, and the civilisation gap (dirt, lack of sanitary facilities, small number of people speaking foreign languages, crime and theft, lack of reliable and rapid information) do not incourage into taking a trip to Poland. Information featured in the press and on the TV (often qouted after Polish agencies) consolidates this stereotype even more. Polish jokes which have a life-long tradition in the States are often based on authentic lives of local Polish Americans.
Developing new awareness about Poland is substantial not only for development of the Polish travel and tourism industry but also for growth of the whole national economy and intersocial relations.

Activities initiated by Polish consular agencies may have a significant impact on development of a positive image of Poland.

As far as tourism is concearned, professional services offered in the U.S., reliable and accessible information and promotion materials may also contribute to introduction of Poland's brand new image. Systematic organisation of study tours for journalists who after seeing the country for themselves would fight common stereotypes about Poland seems to be another effective way of reshaping counsciousness about our country.

The two concepts presented above require certain organisational solutions and capital investments in Poland (development and supplies of additional equipment for medium-category hotel estabilishments, development of tourist information, computerisation of systems of tourist reservation etc) as well as coordination of activities initiated by various ministries (Ministry of Foreign Affairs, Ministry of Foreign Economic Cooperation, Ministry of Art and Culture, State Sport and Tourism Administration).

5.2.1. Variant A

Having in mind projected expenditures on marketing of tourism on the American market, its seems that in the next couple of years Poland will be capable of covering expenses connected with implementation of the extensive variant of promotion only (variant A). Therefore, such situation will require rational management of resources and focussing activities on the most reliable market segments of the travel market. In our opinion, the best variant (i.e. variant B) may be only implemented in a distant future.

Carrying out promotion on the projected scale requires about 2 USD secured per annum, and about 1 million secured by the Polish National Tourist Office and Information Centre.

Expenditures should be concentrated in regions generating the biggest number of arrivals to Poland, i.e.: N-E, Midwest, California, and focuss on groups with the biggest outcoming potential (persons with higher education, aged 45 and over, the retired, Polish Americans).

Resources should be allocated to the following:

- production and distribution of an information brochure tailored to demand on the American market (edition of 150 000 copies) and a promotion brochure in 200 000 copies (color, high quality print, English version).

- production of a special bilingual brochure addressed to Polish Americans and its distribution through various social organisations and Polish parishes. Edition of 100 000 copies.

- participation in 40 trade fairs held in regions generating the biggest number of arrivals to Poland and nationwide events, such as :ASTA, ITIX, IT & ME, World Wide Expo, ETC,

- promotion campaign in the national trade press (Travel Agent, Recommend, Agency Management, Travel Age, Travel and Tour News, Travel Weekly, Jax Fax) and occassionally in such influential magazines like: Newsweek, National Geographic, in Travel Section of New York Times, USA Today, Chicago Tribune, and LA Times,

- participation in costs of materials published by tour operators and airlines introducing new Polish products on the market or focussing on new segments (the retired and middle-aged people),

- sponsoring programmes produces by non-commercial channels, granting prizes in the form of trips to Poland, giving financial support to TV travel programmes like Travel & Adventure etc,

- organisation of study tours for travel section journalists in spring and autumn as well as for the Polish American press,

- functioning of tourist information centres in New York and Chicago. Possibly, estabilishment of a new centre in Los Angeles, CA,

- introduction of Polish Tourist Information into one of the central reservation systems and generally accessible computer nets (e.g. PRODIGY), making mailing lists,

- securing resources for systematic market research in Poland and the U.S.

5.2.2. Variant B

We believe that for the long-run, i.e. at the turn of the century, Poland should formulate a more active promotion policy with commitment of resources of about 4 USD mln.

Promotion expenditures stipulated by this variant would almost reach average expenditures of 30 USD per person. Variant B would also include the following activities:

- operation of information centres in Chicago, New York, Los Angeles and Washington, DC,

- launching promotion campaign in daily press in regions generating the biggest number of arrivals to Poland and occassionally in other regions,

- launching promotion campaign on public TV (ABC, NBC and non-commercial channels) featuring Polish travel films and on cable TV,

- participation in major trade fairs organised by ASTA divisions, Travel Marketplace and Henry Davies Show,

- participation in regional and trade fairs and events (hotel business, catering, convention),

- organisation of study tours for active travel agents and tour operators who, in the future, would like to sell specialised forms of tourism in Poland (e.g. tour operators specialising in musical, theatre and youth events),

- taking necessary steps aimed at organisation of the next ASTA congress in Poland,

- leasing phone lines in order to release direct systems of reservation and information,

- adjusting editions and their variety to demand, contributing to promotion video tapes,

- Polish National Tourist Office and Information Centre should participate in ETC projects and conduct joint promotion, participate in ETC-organised fairs, as well as joint participation in promotion and information publications edited by ETC for its members,

5.2.3. Other Conclusions

We also believe that National Centres for Tourist Information should cooperate and carry out joint market research and analyses with Institute of Tourism. Centres may collect current materials on travel industry, its trends, arrivals to Poland and its neighbouring countries,

These materials, together with documentation of Centre's own activities, mailing lists of foreign partners may be subjected to analyses.

The Institute of Tourism conducts market analyses on the basis of materials mentioned above. If it proves necessary the Institute shall commission additional research to local consulting griup, which will define precisely the product itself,segments and regions which will be most interested in the Polish tourist product.

There is also a great need for making lists of economic subjects operating on these markets. These lists should also include foreign subjects, which sell independly their services in Poland.

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7. LIST OF TABLES

8. LIST OF FIGURES

ANNEX

U.S. travel agencies selling trips to Poland in 1990

No + code	STATE	Population	Population of Polish origin	Income per Capita	Liczba agentów ASTA	Number of Agents Cooperating with PNTO: Total:	in which active:	Polish Ameri-can
1 AL	Alabama	3,893,888	5,100	5,894	144	39	1	-
2 AK	Alaska	401,851	3,000	10,193	128	39	-	-
3 AZ	Arizona	2,718,215	28,100	7,041	475	133	3	1
4 AR	Arkansas	2,286,435	5,800	5,614	103	32	1	-
5 CA	California	23,667,902	177,900	8,295	5,136	844	16	10
6 CO	Colorado	2,889,964	20,100	7,998	579	141	-	2
7 CT	Connecticut	3,107,576	140,000	8,511	648	165	2	11
8 DE	Delaware	594,338	14,200	7,449	59	15	-	-
9 DC	Dist.of Columbia	638,333	3,000	8,960	247	34	1	-
10 FL	Florida	9,746,324	133,800	7,270	2262	441	3	2
11 GA	Georgia	5,463,105	13,500	6,402	535	122	2	1
12 HI	Hawaii	964,691	3,000	7,740	327	26	1	-
13 ID	Idaho	943,935	3,000	6,248	79	22	-	-
14 IL	Illinois	11,426,518	470,000	8,066	1665	533	41	60
15 IN	Indiana	5,490,224	73,000	7,142	351	111	3	2
16 IA	Iowa	2,913808	7,600	7,136	199	68	2	-
17 KS	Kansas	2,363,679	9,600	7,350	192	51	2	-
18 KY	Kentucky	3,660,777	7,000	5,978	156	34	-	-
19 LA	Louisiana	4,205,900	6,600	6,430	280	64	2	1
20 ME	Maine	1,124,660	3,800	5,768	99	33	-	-
21 MD	Maryland	4,216,975	73,500	8,293	409	130	3	1
22 MA	Massachusetts	5,737,037	162,600	7,458	1058	226	10	10
23 MI	Michigan	9,262,078	400,000	7,688	820	282	16	13
24 MN	Minnesota	4,075,970	63,500	7,451	465	161	5	1
25 MS	Mississippi	2,520,638	3,300	5,205	86	25	1	-
26 MO	Missouri	4,916,686	28,400	6,917	439	130	3	-
27 MT	Montana	786,690	4,900	6,589	91	30	1	-
28 NE	Nebraska	1,569,825	23,600	6,936	110	38	-	-
29 NV	Nevada	800,493	7,100	8,453	159	25	-	-
30 NH	New Hampshire	920,610	14,000	6,966	136	46	1	-
31 NJ	New Jersey	7,364,823	287,700	8,127	1381	233	9	11
32 NM	New Mexico	1,302,894	5,000	6,119	139	31	-	-
33 NY	New York	17,558,072	607,900	7,498	3460	465	14	24
34 NC	North Carolina	5,881,766	12,500	6,133	302	97	1	-
35 ND	North Dakota	652,717	5,700	6,417	44	12	-	-
36 OH	Ohio	10,797,630	186,200	7,285	861	247	12	4
37 OK	Oklahoma	3,025,290	7,700	6,858	231	56	1	-
38 OR	Oregon	2,633,105	11,800	7,557	346	98	2	-
39 PA	Pennsylvania	11,863,895	394,400	7,077	1208	286	7	3
40 PR	Puerto Rico	3,279,231	-	4,301	-	9	-	-
41 RI	Rhode Island	947,154	18,300	6,897	140	36	-	-
42 SC	South Carolina	3,121,820	6,500	5,886	150	37	-	-
43 SD	South Dakota	690,768	4,000	5,697	46	13	-	-
44 TN	Tennessee	4,591,120	8,700	6,213	275	72	-	-
45 TX	Texas	14,229,191	70,700	7,205	1726	295	5	3
46 UT	Utah	1,461,037	3,100	6,305	146	36	-	-
47 VT	Vermont	511,456	5,500	6,178	56	12	1	-
48 VA	Virginia	5,346,818	28,100	7,478	487	128	1	-
49 VI	Virgin Island	107,500	-	7,465	-	6	-	-
50 WA	Washington	4,132,156	22,400	8,073	646	170	3	1
51 WV	West Virginia	1,949,644	12,500	8,141	44	11	1	-
52 WI	Wisconsin	4,705,767	189,700	7,243	448	188	10	4
53 WY	Wyoming	469,557	3,700	7,927	50	8	-	--
	Total	229,932,536	3,801,100		29,623	6,586	187	165

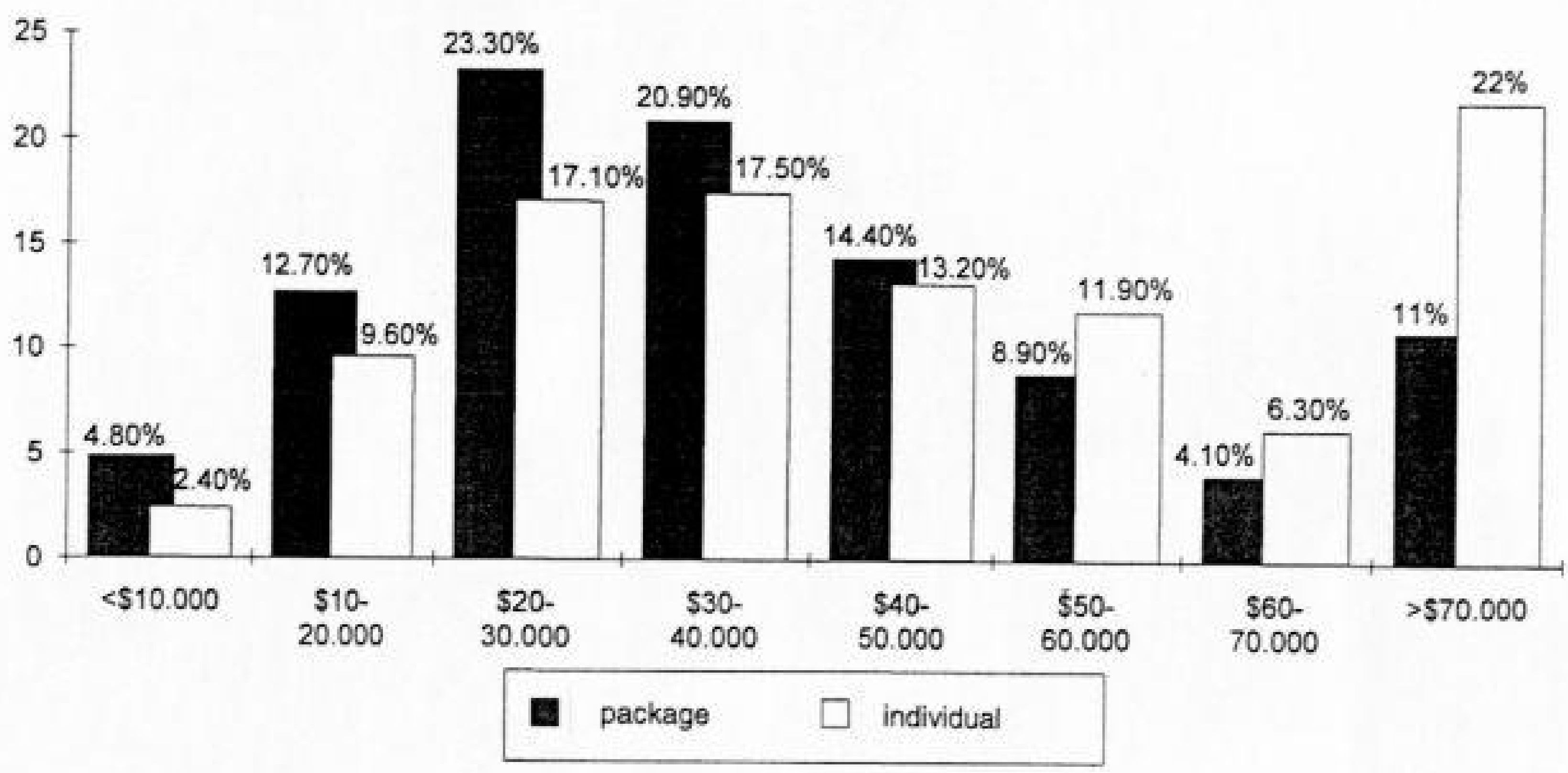
Source: M. Ofiarski - Report on Situation and Activities on the U.S. Market, PNTO Chicago 1991

U.S.Travel Fairs in 1989, 1990 and 1992 with PNTO's Exposition, Chicago

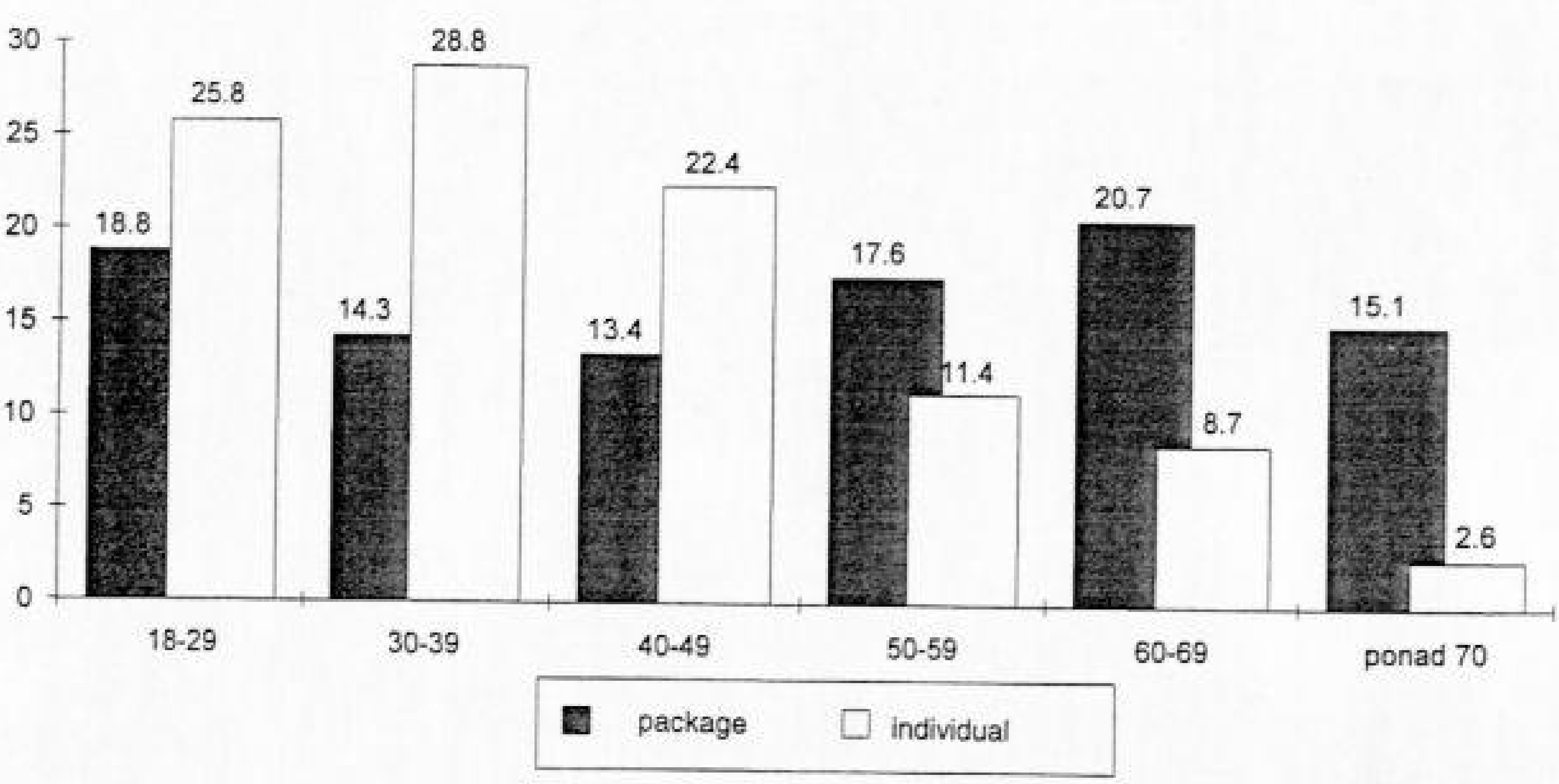
Location	Type of Fairs	1989/days	1990/days	1992/days
Ft. Lauderdale, FL	H. Davis Show/Travel MarketPlace	1	1	
Tampa, FL	H. Davis Show/Travel MarketPlace	1	1	
Orlando, FL	H. Davis Show/Travel MarketPlace	1	1	
Houston, TX	H. Davis Show/Travel MarketPlace	1		
San Antonio, TX	H. Davis Show/Travel MarketPlace	1		
Pittsburgh, PA	H. Davis Show/Travel MarketPlace	1		
Milwaukee, WI	H. Davis Show/Travel MarketPlace	1	1	
Chicago, IL	H. Davis Show/Travel MarketPlace	1	1	
Montreal, PQ - Canada	H. Davis Show/Travel MarketPlace	1	1	
Ottawa, ONT - Canada	H. Davis Show/Travel MarketPlace	1		
Toronto, ONT - Canada	H. Davis Show/Travel MarketPlace	1	1	
Philadelphia, PA	H. Davis Show/Travel MarketPlace	1	1	1
Los Angeles, CA	World Wide Expo	3	2	
Dearborn, MI	Detroit News			1
Baltimore, MD	H. Davis Show/Travel MarketPlace			1
Hartford, CT	H. Davis Show/Travel MarketPlace	1	1	
Boston, MA	H. Davis Show/Travel MarketPlace	1	1	
San Francisco, CA	H. Davis Show/Travel MarketPlace	1	1	
San Jose, CA	H. Davis Show/Travel MarketPlace	1		
North New Jersey, NJ	H. Davis Show/Travel MarketPlace	2		
Washington, DC	H. Davis Show/Travel MarketPlace	1	1	1
Chicago, IL	ITIX	3	3	
New York, NY	H. Davis Show/Travel MarketPlace		1	1
Secaucus, NJ	H. Davis Show/Travel MarketPlace		1	
where convention is held	ACTA	4		
Los Angeles, CA	H. Davis Show/Travel MarketPlace		2	
Silicon Valley, CA	H. Davis Show/Travel MarketPlace		1	
Oakland, CA	H. Davis Show/Travel MarketPlace		1	
Chicago - Downtown, IL	H. Davis Show/Travel MarketPlace	1		
Chicago - McCormick, IL	IT & ME	3	3	3
San Diego, CA	H. Davis Show/Travel MarketPlace		1	
Anaheim, CA	H. Davis Show/Travel MarketPlace		1	
Minneapolis, MN	H. Davis Show/Travel MarketPlace	1		
where congress is held	ASTA	7	7	
Chicago, IL	ASTA CHGO			1
Universal City, CA	H. Davis Show/Travel MarketPlace		1	
Atlanta, GA	H. Davis Show/Travel MarketPlace		1	
W. Palm Beach, FL	H. Davis Show/Travel MarketPlace		1	
Buffalo, NY	H. Davis Show/Travel MarketPlace			1
New York, Javits Center, NY	Int. Hotels Expo			5
Cleveland, OH	H. Davis Show/Travel MarketPlace	1		
Chicago, IL	H. Davis Show/Travel MarketPlace	1		
Total: exposition days		**43**	**38**	**15**

Source: M. Ofiarski - Report on Situation and Activities on the U.S. Market, PNTO Chicago 1990, 1991 and 1992 and own research.

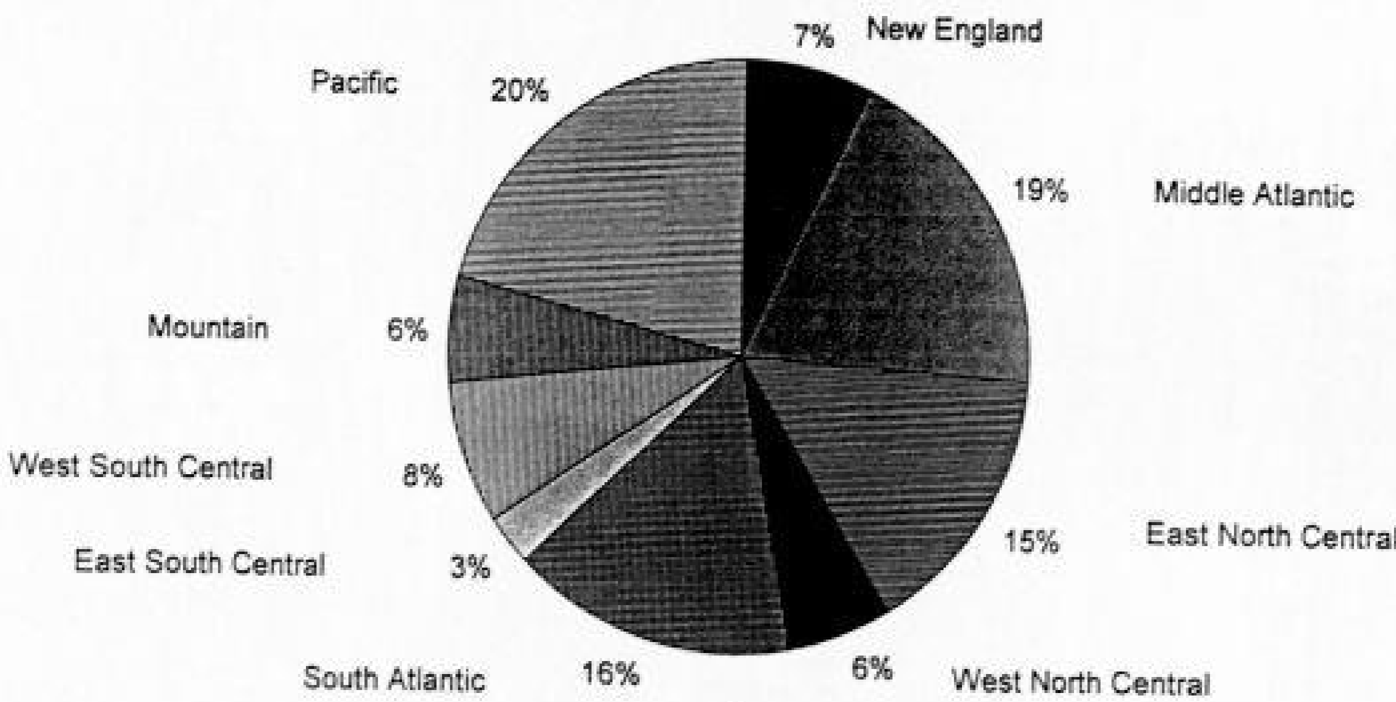
Preferred Forms of Organisation by Income , according to Mann Whitney U Test



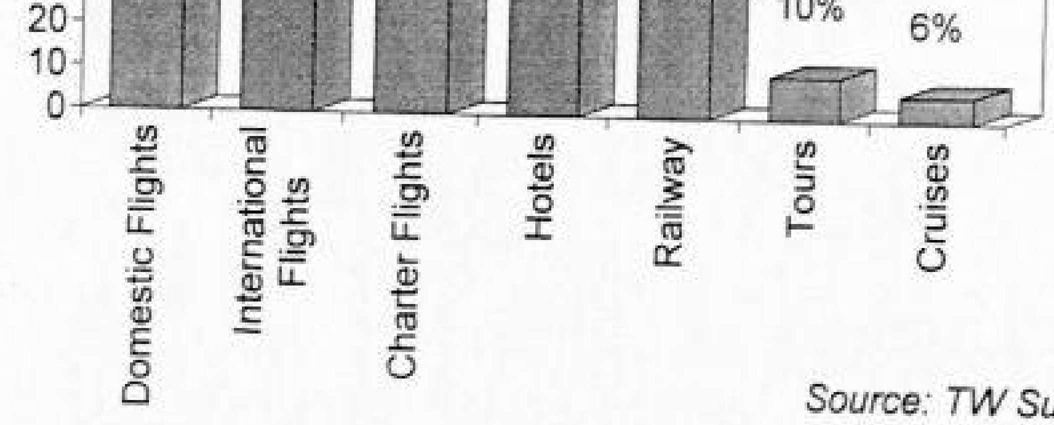
Preferred Form of Organisation by Age, According to Mann Whitney U Test



Regions in U.s. Overseas Travel, According to MENLO Grp, in the years 1988-90

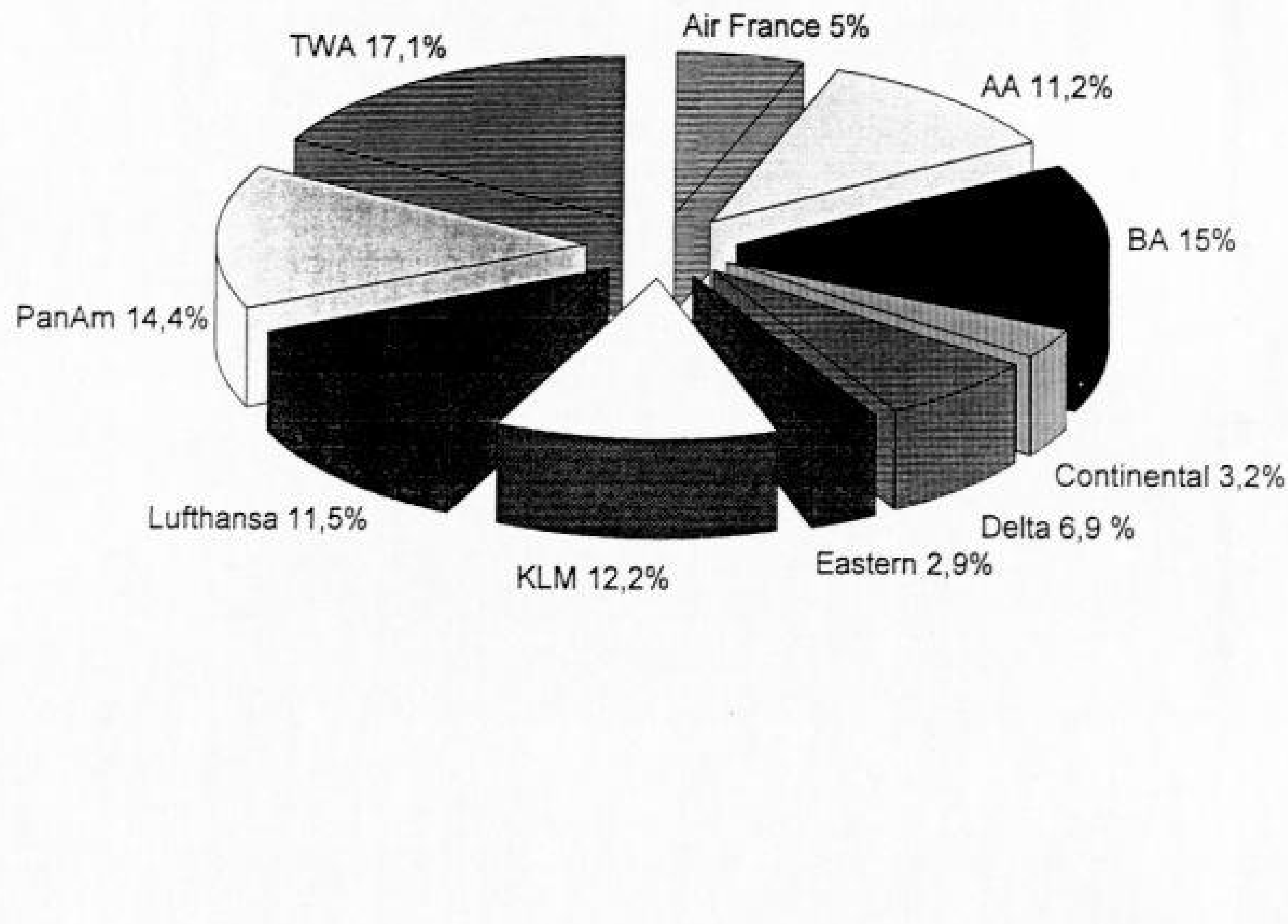


The Share of Computer Sales of Travel Services in Travel Agencies



Source: TW Survey

Airlines in the U.S. Overseas Travel, According to MENLO Group Questionnaire, in years 1988-1990



SUMMARY

Zygmunt Kruczek, Marcel Ofiarski. Analyses of the U.S. Travel and Tourism Market. Research Department in Cracow.

The aim of this report is to update and prepare materials crucial for elaboration of action plan focussed on increase of the number of U.S. arrivals to Poland. Apart from the short introduction presenting information on the U.S. economy and population and sources of reference enclosed to the study this study consists of four distinct sections.

The first section presents main development trends in the U.S. tourism, between 1983-1992 with special focuss on outbound tourism, travel styles and purposes of American tourists. These issues are illustrated with results of research conducted by USTTA and Institute of Tourism of the Central University of Florida.

Section two features evaluation of development of travel services in the U.S. with regard to U.S. Data Centre research and MENLO Group questionnaire. Travel industry is the biggest exporter in the U.S. It produces 6,8% of GNP and gives employment to 6 million employees. This section also presents evaluation of activities of touroperators and travel agents organising trips to Poland, characteristics of main travel organisations, travel fairs, state policy as well as information on enthnic tourism. Despite the progressive recession, the year of 1992 was marked with a 3% increase of the tourist traffic, which was produced by changes in tourist destinations and further decline of travel costs.

Section three contains evaluation of the U.S. incoming flow to Poland, its dynamics of growth (from 44 thousand visitors in 1980 to 155 thousand in 1992), regionalisation of market for trips to Poland as well as travel purposes and forms of organisation. The latter information and data regarding occupancy rate in Polish accomodation establishments, modes of spending time in Poland, distribution of U.S. arrivals in Poland were derived from research of the Institute of Tourism (border research). Main constraints on U.S. arrivals to Poland, shortages in infrastructure of sales of travel services in Poland on the American marker are also discussed in this section.

Section four contains evaluation of promotion of Polish tourism in the U.S.. promotion expenditures, forms of promotion and organisational solutions. The study is concluded with presentation of promotional activities for the years 1994-1999, divided into two variants:

a. Extensive (maintenance of the present state - annual increase of the tourist flow by 10-15%)

b. Intensive (annual increase of the incoming flow up to 10%).