

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# Profile of Overseas Travelers to the United States: **2009** Inbound



## Profile of Overseas Travelers to the United States: 2009

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
<b>TOTAL OVERSEAS</b>	<b>23,756,184</b>	<b>100.0%</b>
<b>Western Europe</b>	<b>10,978,668</b>	<b>46.2%</b>
United Kingdom	3,899,167	16.4%
Germany	1,686,825	7.1%
France	1,204,490	5.1%
Italy	753,310	3.2%
Spain	596,766	2.5%
Netherlands	547,790	2.3%
Ireland	411,203	1.7%
Switzerland	355,727	1.5%
Sweden	324,417	1.4%
Belgium	245,710	1.0%
Denmark	245,623	1.0%
Norway	193,318	0.8%
Austria	162,569	0.7%
<b>Eastern Europe</b>	<b>571,598</b>	<b>2.4%</b>
<b>Caribbean</b>	<b>1,206,068</b>	<b>5.1%</b>
Dominican Republic	227,948	1.0%
Bahamas	224,812	0.9%
Jamaica	185,526	0.8%
<b>South America</b>	<b>2,741,535</b>	<b>11.5%</b>
Brazil	892,611	3.8%
Venezuela	507,185	2.1%
Colombia	424,526	1.8%
Argentina	356,428	1.5%
Ecuador	168,432	0.7%
Peru	160,474	0.7%
<b>Central America</b>	<b>757,905</b>	<b>3.2%</b>
Guatemala	189,455	0.8%
Costa Rica	157,471	0.7%
<b>Asia (Far East)</b>	<b>5,668,721</b>	<b>23.9%</b>
Japan	2,918,268	12.3%
South Korea	743,846	3.1%
India	549,474	2.3%
Peoples Rep. of China	524,817	2.2%
Taiwan	239,545	1.0%
Philippines	171,680	0.7%
<b>Oceania</b>	<b>871,892</b>	<b>3.7%</b>
Australia	723,576	3.0%
<b>Middle East</b>	<b>665,942</b>	<b>2.8%</b>
Israel	308,213	1.3%
<b>Africa</b>	<b>293,765</b>	<b>1.2%</b>

(1) Country visitation estimates are only listed if they generated at least 150,000 overseas visitors.

(2) All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the I-94.

## Profile of Overseas Travelers to the United States: 2009

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
<b>Total Number of Travelers:</b>	<b>23,756,000</b>	<b>15,560,000</b>	<b>4,941,000</b>
<b>Advance Trip Decision:</b>			
Average Number of Days	86.4	101.8	44.8
Median Number of Days	60.0	60.0	30.0
<b>Advance Airline Reservation:</b>			
Average Number of Days	61.6	74.9	27.8
Median Number of Days	30.0	50.0	15.0
<b>Means of Booking Air Trip:</b>			
Travel Agent	42.1%	42.1%	44.4%
Personal Computer/Internet	29.2%	32.1%	16.0%
Airlines Directly	13.0%	13.0%	10.4%
Company Travel Dept.	7.0%	2.7%	24.7%
Tour Operator	5.4%	7.4%	1.9%
<b>Information Sources*:</b>			
Personal Computer	42.9%	48.8%	27.7%
Travel Agent	36.2%	36.5%	40.7%
Airlines	22.1%	21.8%	21.5%
Friends, Relatives	16.0%	18.7%	5.6%
Travel Guides/Timetables	8.0%	11.1%	2.6%
Tour Operator/Company	7.4%	10.0%	3.6%
Corporate Travel Dept.	6.4%	2.3%	23.2%
State/City Travel Office	3.8%	4.1%	2.5%
Newspapers/Magazines	3.0%	4.2%	1.3%

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<b>Total Number of Travelers:</b>	<b>23,756,000</b>	<b>15,560,000</b>	<b>4,941,000</b>
<b>Use of Pre-Paid Package:</b>			
Yes	15.6%	22.0%	4.2%
No (Independent)	84.4%	78.0%	95.8%
<b>If Package Used, Type of Package*:</b>			
Air/Lodging	12.2%	17.4%	2.7%
Guided Tour	3.9%	5.5%	1.3%
Air/Rental Car	3.1%	4.3%	1.6%
Air/Lodging/Tour	2.5%	3.6%	0.8%
Air/Lodging/Bus	2.5%	3.6%	0.6%
Air/Lodging/Rental Car	2.2%	3.1%	1.0%
Air/Lodging/Bus/Tour	1.2%	1.8%	0.5%
<b>Use of Prepaid Lodging as Part of Package:</b>			
Yes	84.2%	85.0%	74.6%
No	15.8%	15.0%	25.4%
Mean # of Nights	7.9	7.8	10.6
Median # of Nights	5.0	5.0	7.0
<b>Advance Package Booking:</b>			
Mean # of Days	89.2	91.0	46.5
Median # of Days	60.0	60.0	15.0
<b>If Pre-Booked Lodging, Pre-Booked Through*:</b>			
Travel Agent	24.1%	28.8%	19.9%
Hotel/Motel Directly	10.2%	12.2%	9.8%
Company Travel Dept.	6.2%	2.3%	22.3%
Tour Operator	5.8%	8.4%	1.2%
Friend/Relative	4.9%	5.7%	2.7%
Business Associate	2.6%	1.0%	9.7%

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<b>Total Number of Travelers:</b>	<b>23,756,000</b>	<b>15,560,000</b>	<b>4,941,000</b>
<b>Travel Companions*:</b>			
Traveling Alone	37.3%	23.7%	64.4%
Spouse	28.1%	36.8%	8.2%
Family/Relatives	28.0%	36.2%	6.6%
Friends	12.5%	16.9%	3.6%
Business Associates	5.5%	2.2%	20.1%
Tour Group	1.2%	1.4%	0.7%
<b>Travel Party Size: (persons)</b>			
Adults Only	91.4%	87.3%	98.0%
Adults and Children	8.6%	12.7%	2.0%
Average Party Size	1.6	1.8	1.2
Median Party Size	1.0	2.0	1.0
<b>Main Purpose of Trip:</b>			
Leisure/Recreation/Holiday	51.7%	79.9%	4.5%
Business/Professional	18.1%	4.0%	88.6%
Visit Friends/Relatives	21.1%	11.7%	3.2%
Convention/Conference	4.3%	2.1%	2.8%
Study/Teaching	3.3%	1.8%	0.7%
<b>Purpose of Trip*:</b>			
Leisure/Recreation/Holiday	65.5%	100.0%	20.3%
Visit Friends/Relatives	33.7%	27.1%	15.7%
Business/Professional	20.8%	6.5%	100.0%
Convention/Conference	6.3%	3.1%	9.4%
Study/Teaching	5.1%	3.3%	3.3%

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Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
<b>Total Number of Travelers:</b>	<b>23,756,000</b>	<b>15,560,000</b>	<b>4,941,000</b>
<b>Type of Accommodations*:</b>			
Hotel, Motel	77.9%	82.6%	87.3%
Average Number of Nights	8.2	8.0	8.5
Median Number of Nights	6.0	6.0	5.0
Private Home	33.4%	29.4%	23.6%
Average Number of Nights	21.3	18.9	22.0
Median Number of Nights	10.0	10.0	7.0
Other	4.0%	4.2%	3.2%
Mean Number of Nights	22.1	18.5	27.5
Median Number of Nights	8.0	8.0	7.0
<b>Nights Spent in the U.S.</b>			
Average	17.7	15.2	17.0
Median	9.0	9.0	7.0
<b>First International U.S. Trip:</b>			
First Time Visitors	24.9%	30.4%	14.1%
Repeat Visitors	75.1%	69.6%	85.9%
<b>U.S. Trips in Last 12 Months:</b>			
Mean # of Trips	1.8	1.5	2.7
Median # of trips	1.0	1.0	2.0
<b>U.S. Trips in Last 5 Years:</b>			
Mean # of Trips	5.4	4.0	9.7
Median # of trips	3.0	2.0	5.0

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<b>Total Number of Travelers:</b>	<b>23,756,000</b>	<b>15,560,000</b>	<b>4,941,000</b>
<b>Number of States Visited*:</b>			
One State	68.3%	67.6%	64.2%
Two States	18.4%	17.4%	23.5%
Three or More States	13.3%	15.0%	12.2%
Average (Number of States)	1.5	1.6	1.6
Median (Number of States)	1.0	1.0	1.0
<b>Number of Destinations Visited:</b>			
Average (Number of Destinations)	2.0	2.1	1.8
Median (Number of Destinations)	1.0	1.0	1.0
<b>Transportation in the U.S.*:</b>			
Taxi	40.5%	41.0%	48.9%
Rented Auto	29.1%	32.0%	32.7%
City Subway/Bus	26.4%	31.9%	16.9%
Airline in the U.S.	24.9%	23.9%	31.7%
Company or Private Auto	24.7%	20.9%	23.4%
Railroad between Cities	11.1%	11.0%	10.2%
Bus between Cities	10.4%	12.3%	5.5%
<b>Air Arrivals Port-of-Entry:</b>			
New York	17.7%	20.5%	17.5%
Miami	13.7%	14.8%	12.7%
Los Angeles	9.7%	9.8%	11.9%
Newark	7.4%	7.7%	8.3%
Honolulu	6.0%	8.9%	1.1%
San Francisco	5.5%	4.9%	8.6%
Chicago	5.0%	3.5%	8.8%
Atlanta	4.4%	2.7%	5.8%
Agana, Guam	4.1%	6.7%	0.3%
Washington Dulles	3.7%	2.5%	5.6%
Orlando (only MCO)	3.5%	5.0%	0.9%
Houston	2.5%	1.2%	3.6%
Boston	2.2%	1.8%	3.1%
Philadelphia	2.0%	1.6%	2.5%

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Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
<b>U.S. Destinations Visited*:</b>			
<b>New England</b>	<b>6.8%</b>	<b>6.1%</b>	<b>9.0%</b>
Massachusetts	5.3%	5.0%	7.0%
Boston	4.8%	4.5%	6.6%
Connecticut	1.2%	0.9%	1.6%
<b>Middle Atlantic</b>	<b>37.9%</b>	<b>39.6%</b>	<b>36.2%</b>
New York	33.7%	37.7%	28.3%
New York City-WP-Wayne	32.8%	37.1%	26.9%
New Jersey	3.9%	2.8%	6.2%
Pennsylvania	3.7%	2.8%	5.3%
Philadelphia	2.5%	1.9%	3.4%
<b>East North Central</b>	<b>7.4%</b>	<b>4.8%</b>	<b>14.1%</b>
Illinois	4.9%	3.6%	8.5%
Chicago	4.7%	3.5%	8.1%
Ohio	1.3%	0.7%	2.7%
<b>West North Central</b>	<b>2.0%</b>	<b>1.3%</b>	<b>3.5%</b>
<b>South Atlantic</b>	<b>32.4%</b>	<b>33.4%</b>	<b>31.2%</b>
Florida	22.2%	25.8%	14.8%
Miami	11.2%	12.6%	9.4%
Orlando	10.1%	13.4%	4.3%
Tampa-St. Petersburg	1.7%	1.9%	1.0%
Washington D.C.	6.2%	5.9%	7.3%
Georgia	2.9%	1.8%	5.3%
Atlanta	2.4%	1.5%	4.9%
Virginia	1.6%	1.2%	2.5%
North Carolina	1.3%	0.8%	2.5%
Maryland	1.1%	0.7%	1.6%
<b>East South Central</b>	<b>1.6%</b>	<b>1.1%</b>	<b>2.2%</b>
<b>West South Central</b>	<b>4.8%</b>	<b>3.0%</b>	<b>8.8%</b>
Texas	3.8%	2.3%	7.4%
Houston	1.8%	1.1%	3.6%
Dallas-Plano-Irving	1.2%	0.7%	2.7%
<b>Mountain</b>	<b>10.6%</b>	<b>12.4%</b>	<b>8.6%</b>
Nevada	8.0%	10.3%	4.7%
Las Vegas	7.8%	10.1%	4.6%
Arizona	2.8%	3.5%	2.0%
Flagstaff-G.Cyn-Sedona	1.8%	2.7%	0.4%
Colorado	1.4%	1.4%	1.7%

# Profile of Overseas Travelers to the United States: 2009

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
<b>U.S. Destinations Visited*:</b>			
<b>Pacific</b>	<b>20.9%</b>	<b>19.9%</b>	<b>26.5%</b>
California	19.5%	19.0%	24.2%
Los Angeles	10.6%	11.3%	11.8%
San Francisco	9.4%	10.3%	9.3%
San Diego	2.6%	2.8%	2.5%
Anaheim-Santa Ana	1.3%	1.3%	1.3%
San Jose	1.1%	0.7%	2.8%
Washington	1.6%	1.2%	2.7%
Seattle	1.5%	1.1%	2.6%
<b>Pacific Islands</b>	<b>12.6%</b>	<b>17.2%</b>	<b>1.6%</b>
Hawaiian Islands	7.8%	10.4%	1.3%
Honolulu	6.3%	8.9%	1.0%
Guam	4.8%	6.9%	0.3%
<b>Atlantic Islands</b>	<b>0.8%</b>	<b>0.9%</b>	<b>0.6%</b>
<b>Leisure/Recreational Activities*:</b>			
Shopping	87.7%	90.9%	79.7%
Dining in Restaurants	83.6%	84.6%	85.4%
Sightseeing in Cities	44.4%	53.1%	27.2%
Visit Historical Places	38.6%	45.3%	23.2%
Amusement/Theme Parks	27.5%	33.3%	13.5%
Visit Small Towns/Villages	26.2%	30.6%	14.6%
Art Gallery, Museum	23.5%	27.2%	14.4%
Cultural/Heritage Sights	22.7%	27.3%	12.7%
Water Sports/Sunbathing	21.3%	27.8%	7.3%
Visit National Parks	19.0%	23.0%	10.0%
Touring the Countryside	18.7%	21.8%	10.7%
Concert, Play, Musical	16.8%	19.8%	10.2%
Guided Tours	16.5%	21.7%	7.0%
Nightclub/ Dancing	12.5%	13.3%	12.3%
Casinos/Gambling	8.9%	10.4%	6.0%
Attend Sports Events	7.5%	8.2%	6.5%
Cruises	6.5%	8.1%	3.2%
Golf/Tennis	5.2%	5.4%	4.6%
Camping, Hiking	4.2%	4.8%	2.6%
Ethnic Heritage Sights	4.2%	4.9%	2.3%
Visit American Indian Communities	3.2%	3.8%	2.0%
Environmental/Ecological Excursions	3.1%	3.7%	2.0%
Snow Skiing	1.6%	1.5%	2.0%
Hunting/Fishing	1.5%	1.6%	0.9%
Ranch Vacations	1.2%	1.3%	0.6%

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<b>Total Number of Travelers:</b>	<b>23,756,000</b>	<b>15,560,000</b>	<b>4,941,000</b>
<b>Main factors involved in Airline Choice:</b>			
Airfare	36.5%	41.2%	21.1%
Convenient Schedule	14.3%	11.6%	21.1%
Non-Stop Flight	13.0%	13.1%	11.7%
Mileage Bonus/Freq. Flyer program	8.3%	7.5%	11.0%
Previous Good Experience	7.8%	7.7%	7.6%
Safety Reputation	5.7%	5.8%	4.9%
Loyalty to Carrier	3.8%	3.3%	5.7%
Employer Policy	2.8%	1.4%	8.3%
In-Flight Service Reputation	2.1%	2.2%	2.7%
<b>Type of Airline Ticket:</b>			
Economy/Tourist/Coach	80.3%	82.7%	70.1%
Executive/Business	10.2%	7.6%	21.9%
Frequent Flyer Award	3.5%	3.7%	2.7%
First Class	1.6%	1.3%	2.9%
Don't Know	3.2%	3.4%	2.1%
Discount/Group Fare	1.8%	2.1%	1.2%
Frequent Flyer Upgrade	1.3%	0.7%	2.5%
Non-Revenue Passenger	1.1%	1.1%	0.8%
<b>Seating Area:</b>			
Economy/Tourist/Coach	86.2%	89.1%	72.5%
Executive/Business	11.7%	9.2%	23.4%
First Class	2.1%	1.7%	4.1%
<b>Average Total Trip Expenditures:</b>			
Per Travel Party	\$5,043	\$5,375	\$5,393
Per Visitor	\$3,210	\$2,943	\$4,375
<b>Average International Airfare</b>			
Per Travel Party	\$2,024	\$1,935	\$2,610
Per Visitor	\$1,351	\$1,115	\$2,147
<b>Average Package Price</b>			
Per Travel Party	\$3,610	\$3,628	-
Per Visitor	\$1,660	\$1,612	-
<b>Average Expenditures in the U.S.:</b>			
Per Travel Party	\$2,773	\$3,114	\$2,530
Per Visitor	\$1,766	\$1,705	\$2,052
Per Visitor Per Day	\$100	\$112	\$121

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<b>Total Number of Travelers:</b>	<b>23,756,000</b>	<b>15,560,000</b>	<b>4,941,000</b>
<b>Avg. Exp. by Category (per visitor):</b>			
Lodging	\$465	\$396	\$766
Gifts & Souvenirs	\$371	\$395	\$314
Food, Beverages	\$356	\$359	\$370
Transportation	\$224	\$210	\$317
Entertainment	\$181	\$211	\$123
Other	\$138	\$107	\$120
U.S. Airport	\$30	\$26	\$41
<b>Trip Expenses Payment Method:</b>			
Credit Cards	47.1%	43.8%	63.5%
Cash	44.7%	47.6%	30.7%
Debit Cards	5.7%	5.5%	5.1%
Travelers Checks	2.5%	3.1%	0.8%
<b>Sex &amp; Age of Traveler:</b>			
Male Adults	56.4%	52.2%	78.0%
Female Adults	43.6%	47.8%	22.0%
Average Age of Male (years)	42.1	41.4	41.9
Average Age of Female (years)	38.5	37.8	37.7
<b>Occupation:</b>			
Professional/Technical	34.7%	34.0%	38.7%
Manager/Executive	26.5%	22.6%	49.4%
Student	10.1%	10.5%	3.5%
Clerical/Sales	8.7%	11.3%	2.8%
Retired	6.7%	6.7%	0.6%
Homemaker/Housewife	5.1%	5.6%	0.7%
Government/Military	3.0%	3.4%	1.9%
Craftsman/Factory Worker	2.5%	2.9%	1.2%
<b>Annual Household Income:</b>			
Average	\$90,300	\$88,300	\$107,900
Median	\$77,000	\$76,500	\$97,900

\* Multiple Responses

\*\* Note: All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 23,756,000 (total overseas travelers to the U.S.), 15,560,000 (total leisure-vac. travelers), or 4,941,000 (total business travelers).

Business travelers are defined as the respondents who stated their purpose of trip was business/professional, Multiple purposes of trip are allowed. Leisure travelers are defined as the respondents who stated their purpose of trip was leisure/recreation/holidays/sightseeing. Multiple purposes of trip are allowed.

# Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

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# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

### **U.S. Department of Commerce**

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