





























# Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
<b>Total Number of U.S. Travelers **</b>	<b>27,023,000</b>	<b>22,321,000</b>	<b>5,972,000</b>
<b>Gender and Age of Traveler:</b>			
Male Adults	49%	46%	69%
Female Adults	51%	54%	31%
Average Age of Male (years)	45.9	46.2	45.8
Average Age of Female (years)	44.2	44.5	43.2
<b>Occupation:</b>			
Professional/Technical	37%	36%	43%
Manager/Executive	21%	18%	40%
Retired	14%	16%	3%
Student	11%	11%	4%
Homemaker	6%	6%	1%
Clerical/Sales	4%	5%	3%
Craftsman/Factory Worker	3%	3%	2%
Government/Military	3%	3%	3%
<b>Annual Household Income:</b>			
Average	\$106,300	\$102,700	\$128,900
Median	\$96,500	\$92,400	\$123,000

\* Multiple Response.

\*\* NOTE: Percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 27,023,000 (total U.S. Residents visiting overseas destinations), to yield 22,321,000 (82.6% Leisure/Visit Friends/Relatives) and 5,972,000 (22.1% Business/Convention).

Percentages are listed for all categories reported by 1% or more of the respondents, except for destination and residence categories, which are listed for only for those in which at least 400 respondents were surveyed in 2011.

Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, "Survey of International Air Travelers," July 2012.

# Survey of International Air Travelers

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

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

Table 1	State/City of Residence	Table 17	Number of Countries Visited
Table 2	Advance Trip Decision	Table 18	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 19	Transportation Outside the U.S.
Table 4	Means of Booking Air Trip	Table 20	Port of Entry
Table 5	Information Sources	Table 21	Main Destination
Table 6	Use of Prepaid Package	Table 22	International Destinations
Table 7	Use of Pre-booked Lodging	Table 23	Leisure Activities
Table 8	Travel Companions	Table 24	Total Trip Expenditures
Table 9	Travel Party Size	Table 25	Trip Payment Method
Table 10	Main Purpose of Trip	Table 26	Main Factor in Airline Choice
Table 11	Purpose of Trip	Table 27	Factors in Airline Choice
Table 12	Type of Accommodation	Table 28	Type of Airline Ticket
Table 13	Nights Outside the U.S.	Table 29	Seating Area
Table 14	First Int'l Trip from the U.S.	Table 30	Gender & Age of Traveler
Table 15	Int'l Trips Last 12 Months	Table 31	Occupation
Table 16	Int'l Trips Last 5 Years	Table 32	Annual Household Income



# Interested in obtaining data for your organization?

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

To learn more, you are encouraged to visit:

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

## For OTTI programs of interest visit:

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

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

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

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

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