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U.S. Travel to International Destinations Increased Two Percent in 2013
Strong Growth in Outbound Travel from South Atlantic and South Central States
Demographic Data Comparisons Enhanced in 2013

The U.S. resident outbound market totaled 61.9 million in 2013, up two percent from 2012. Travel to overseas countries (29.0 million) increased two percent, to Canada (12.0 million) up one percent and travel to Mexico (20.9 million), singly the largest outbound market, was up three percent.

The top five destination countries visited by U.S. residents in 2013 were: Mexico (20.9 million) and Canada (12.0 million), followed by the overseas countries of the United Kingdom (2.6 million), France (2.0 million) and Italy (1.8 million). Six of the top 10 destinations visited by U.S. travelers posted increases in 2013.

The top origin regions/states from which U.S. residents traveled to overseas destinations:

- Middle Atlantic States (New York, New Jersey and Pennsylvania), holding a 25 percent share of all U.S. regions, was down four percent compared to 2012.
- South Atlantic States (primarily Florida, Georgia, Virginia, Washington, D.C., Maryland and North Carolina) accounted for 20 percent and travel was up 13 percent.
- Pacific States (mainly California) generated 15 percent of outbound travel, but was down four percent from 2012.
- West South Central States (mainly Texas) registered an 11 percent share and was up 15 percent.
- Travel from East North Central (primarily Illinois, Ohio, Michigan) accounted for 10 percent and was flat.

U.S. Overseas Traveler Characteristics:

Select highlights from 2013:

- **Main trip purpose** for vacation/holiday estimated at 50 percent of overseas travelers was up eight percent in volume from 2012. Visiting friends and relatives (VFR) was the second-highest main trip purpose, at 27 percent, but was down in volume five percent from 2012. **Overall leisure/VFR travel was up three percent** in 2013. Business travel, as the main purpose of trip, comprised 11 percent of outbound travel; with volume down seven percent from 2012. Convention travel was three percent of travel, but the number of convention travelers declined one percent in 2013. **Overall business/convention travel was down five percent.**
- The top ten ports of departure for U.S. citizens were New York (JFK), Miami (MIA), Atlanta (ATL), Newark (EWR), Los Angeles (LAX), Chicago (ORD), Washington (IAD), San Francisco (SFO), Houston (IAH) and Philadelphia (PHL) which accounted for 77 percent of U.S. departures.

- Advance trip decision time and airline reservation time increased to an average of 98 days and 68 days prior to departure, respectively, in 2013, up two days compared to 2012.
- As an information source for trip planning, airlines were most used (49 percent), along with online travel agencies (OTA) (31 percent) and conventional travel agencies (20 percent). Although over a third of travelers booked directly through the airlines (36 percent), a majority booked via either an internet booking service (28 percent) and/or the travel agency (22 percent).
- Pre-paid package usage increased one percentage point to 13 percent of U.S. travelers.
- The average length of trip (number of nights) outside the United States decreased slightly to 18.1 nights in 2013.
- Seven percent of travelers were on their first international trip, up one point from 2012, meaning repeat travelers decreased slightly. The average number of international trips taken by U.S. travelers in the last 12 months was 2.6, down slightly from 2012.
- The number of destinations visited again averaged 1.8 in 2012. The percentage visiting only one destination held at 55 percent, and those visiting three or more destinations increased from 21 percent to 23 percent in 2013.
- The modes of inter-city transportation used by U.S. travelers between destinations overseas were airline (64 percent, down from 65 percent in 2012), bus (21 percent), and railroad (14 percent). The top modes of intra-city transit were taxicab/limo (31 percent) and subway/tram/bus (20 percent). The use of private and/or rented autos was 40 percent and 12 percent, respectively. Five percent traveled on cruise/river boat for overnight trips. Six percent took short scenic cruises or used a ferry/river taxi.
- Top leisure activities for U.S. travelers were sightseeing, shopping, visiting small town/countryside, experiencing 'fine dining' (a new category beginning in 2012), visiting historical locations, taking guided tours, visiting art galleries/museums and experiencing cultural/ethnic heritage sites.
- Average international airfare per visitor, per trip, was \$1,370 USD, down four percent from 2012, and average expenditures (travel payments) per visitor, per trip, while overseas were \$1,559, down one percent from 2012. The usage of credit cards increased to 54 percent. Cash brought from home and cash withdrawn from an ATM using credit/debit cards and purchases using debit cards comprised 46 percent.
- Airfare and convenient schedules were main factors in airline choice. Over 82 percent 'paid' for the ticket without the use of awards, upgrades or deeply discounted fares. Seventy six percent flew in coach or economy class.
- Males/Females comprised 51/49 percent, respectively, of U.S. travelers. The number of women travelers continues to increase. (In 2000 women were 39 percent of U.S. outbound.) The average age of male travelers was 45.1, up from 2012; female travelers averaged 43.6 years, about the same as in 2012.
- Average household income was \$123,000, up 16 percent from 2012. First time traveler households reported \$86,000 and repeat traveler households reported \$127,000 annual income. Seven percent of traveler households earned \$300,000 or more.

New Data Available in 2012-2013:

- Thirteen percent of respondents identified themselves as Hispanic. Sixteen percent identified as Asian, eight percent as Black, and three percent as American Indian/Alaskan Native or Hawaiian Islander. Sixty-two percent of U.S. citizens who visited Asia in 2013 identified themselves as Asian.
- Travel insurance was purchased for the trip by 28 percent of respondents
- Twelve percent visited a health care provider in advance of their trip.

Top Outbound Destination Markets

Mexico

Mexico was the top U.S. international destination again in 2013 with 20.9 million travelers which was up three percent from 2012. Longer haul travel, by air, totaled 6.2 million, up eight percent from 2012. Travel to Mexico has remained relatively stable over the last 10 years. The strongest growth periods were in 2008, 2010 and 2013 (record-setting year).

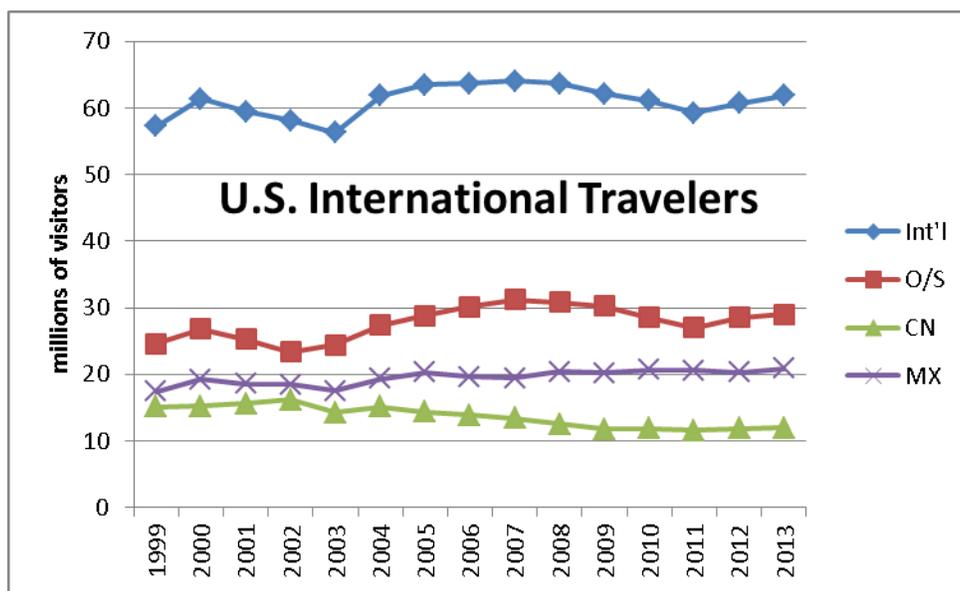
Canada

Canada continues to be the second-most visited destination by U.S. international travelers. In 2013, 12.0 million U.S. travelers visited Canada, up one percent from 2012. Longer haul travel, by air (3.8 million), was up five percent. The peak year for U.S. travel to Canada was in 2002 with 16.2 million U.S. travelers. Since then, U.S. travel to Canada has declined in six of the last 10 years.

Overseas

In 2013, 29.0 million U.S. travelers visited overseas markets, an increase of two percent from 2012.

Travel was up to five of the top ten overseas markets: the United Kingdom, Jamaica, Germany, India and Ireland. Visitation to France, Italy, PRC, Spain and Japan was down.



Source: National Travel and Tourism Office, U.S. Department of Commerce

For more detailed information, please go to the Outbound Overview page on NTTO's website, which contains links to in-depth information on the outbound market:

http://travel.trade.gov/outreachpages/outbound.general_information.outbound_overview.html

In the 2013 outbound section, interested parties will find:

- 2013 Profile of U.S. Resident Travelers Visiting Overseas Destinations.

(The profile provides key information on travel patterns, traveler characteristics and spending by U.S. travelers going abroad. Several new tables have been included since the 2012 questionnaire change. In addition, a breakdown is provided on leisure/visiting friends and relatives (VFR) travelers and business/convention travelers.)

- 2013 U.S. to Europe Profile
- 2013 U.S. to Asia Profile
- 2013 U.S. to Overseas Destinations for Business/Conventions Profile
- 2013 U.S. to Overseas Destinations for Leisure/VFR Profile
- Top Destinations Visited by U.S. Resident Travelers 2012-2013
- Top 30 Ports of Departure in 2013 for U.S. Citizens
- Total International Travelers Volume to/from the United States 2004 – 2013
- U.S. Resident Travel to Canada, Mexico and Overseas (Historical 2000 – 2013)
- 10 Year Historical Travel Import Timelines
- Monthly U.S. international non-stop air traffic figures. (While air traffic is not the same as ‘visitation,’ it does provide a current indication of air traffic flows for U.S. citizen outbound travel.)

In addition to the data available on the web site, parties interested in subscribing to detailed standardized reports and/or customized data can do so by visiting the NTTO web site at:

<http://travel.trade.gov/research/programs/ifs/index.html>

If the information needed is not on the website or in the standard reports sold by NTTO, custom tables and reports are available from the database. Go to:

<http://travel.trade.gov/research/reports/ifs/customized.html>

The Survey data tables and standard national reports can assist the industry in understanding U.S. travelers going abroad. 48 subsets of the data are also available based on 40 questions asked of U.S. outbound travelers.

For additional information or questions, please contact:

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