

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

Profile of U.S. Resident Travelers Visiting Overseas Destinations: **2013 Outbound**



Profile of U.S. Travelers Visiting Overseas Destinations: 2013

U.S. Resident Travelers to Overseas Destinations: ⁽¹⁾ Total Number of Travelers**	All U.S. Travelers
Region/State/City of Residence	29,015,000
New England	5%
Massachusetts	2%
Connecticut	2%
Middle Atlantic	25%
New York	13%
New York City	11%
Nassau	2%
New Jersey	7%
Edison-New Brunswick	2%
Newark-Union	2%
Pennsylvania	5%
Philadelphia	3%
East North Central	10%
Illinois	4%
Chicago	3%
Michigan	2%
Ohio	2%
West North Central	6%
Minnesota	2%
Minneapolis-St. Paul	2%
East South Central	3%
Tennessee	2%

Profile of U.S. Travelers Visiting Overseas Destinations: 2013

U.S. Resident Travelers to Overseas Destinations	All U.S. Travelers
Total Number of Travelers **	29,015,000
South Atlantic	20%
Florida	6%
Georgia	4%
Atlanta	4%
Virginia	3%
North Carolina	3%
Maryland	2%
Washington, D.C.	2%
West South Central	11%
Texas	8%
Houston	4%
Dallas	1%
Mountain	5%
Colorado	2%
Pacific	15%
California	12%
Los Angeles	4%
Anaheim	1%
San Francisco	1%
San Jose	1%
Oakland	1%
Washington	2%
Pacific Islands	1%
Atlantic Islands	0%

1 State and city of residence are listed if they represent at least 1% (rounded) of the U.S. travelers to overseas destinations. States are listed in declining percentages within U.S. regions. Metro areas are listed in declining percentages within states.

** NOTE: Percentages listed in this profile can be converted into estimated numbers by multiplying percentage listed above by 29,015,000 (the total U.S. Residents visiting overseas destinations), 23,851,000 (82.2% Vacation / Hoilday & Visit Friends/Relatives) and 4,875,000 (16.8% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2013

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	29,015,000	23,850,000	4,875,000
Advance Trip Decision:			
Average Number of Days	98.3	106.7	52.3
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation:			
Average Number of Days	67.5	74.4	33.9
Median Number of Days	50.0	60.0	21.0
Means of Booking Air Trip*:			
Directly with the Airline	36%	38%	29%
Internet Booking Service	28%	31%	16%
Travel Agency Office	22%	23%	15%
Company Travel Department	11%	5%	43%
Tour Operator/Travel Club	7%	7%	3%
Other	3%	3%	2%
Information Sources*:			
Airline	49%	50%	45%
Online Travel Agency	31%	33%	21%
Travel Agency Office	20%	21%	16%
Personal Recommendation	19%	21%	10%
Corporate Travel Dept.	11%	5%	43%
Tour Company/Travel Club	7%	8%	3%
Travel Guide	7%	8%	4%
National/State/City Travel Office	4%	4%	4%
Other	7%	7%	5%

* Multiple Response.

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Rounded percentages were listed for all categories reported by 1% or more of the respondents and may not sum to 100%.

Profile of U.S. Travelers Visiting Overseas Destinations: 2013

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	29,015,000	23,850,000	4,875,000
Use of Prepaid Package:			
Yes	13%	15%	5%
No	87%	85%	95%
Pre-Booked Lodging*:			
Responded - Yes	54%	53%	63%
Sources for Booking Lodging*:			
The Lodging Establishment Directly	20%	20%	20%
Internet Booking Service	14%	15%	11%
Travel Agency Office	9%	10%	4%
Corporate Travel Dept.	6%	2%	28%
Tour Operator/Travel Club	5%	6%	1%
The Airline	1%	1%	1%
Other	3%	3%	4%
Travel Companions*:			
Traveling Alone	64%	57%	83%
Spouse/Partner	23%	28%	8%
Family/Relatives	12%	15%	3%
Friends	4%	5%	1%
Business Associates	2%	0%	6%
Tour Group	1%	1%	0%
Travel Party Size: (persons)			
Adults Only	92%	91%	98%
Adults and Children	8%	9%	2%
Average Party Size	1.5	1.6	1.2
Median Party Size	1.0	1.0	1.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2013

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	29,015,000	23,850,000	4,875,000
Main Purpose of Trip:			
Vacation/Holiday	50%	61%	4%
Visit Friends/Relatives	27%	33%	4%
Business	11%	2%	70%
Education	5%	2%	1%
Convention/Conference/Trade Show	3%	1%	21%
Religion/Pilgrimages	2%	1%	0%
Health Treatment	1%	0%	0%
Purpose of Trip*:			
Vacation/Holiday	62%	75%	18%
Visit Friends/Relatives	38%	46%	13%
Business	13%	4%	79%
Education	7%	5%	6%
Convention/Conference/Trade Show	5%	2%	28%
Religion/Pilgrimages	3%	2%	1%
Health Treatment	1%	1%	1%
Type of Accommodations*:			
Hotel, Motel	64%	61%	81%
Average Number of Nights	10.4	8.9	10.3
Median Number of Nights	7.0	7.0	6.0
Private Home	41%	45%	22%
Average Number of Nights	21.3	19.2	19.3
Median Number of Nights	13.0	12.0	9.0
Other	7%	7%	7%
Mean Number of Nights	15.8	14.6	15.0
Median Number of Nights	7.0	7.0	8.0

Profile of U.S. Travelers Visiting Overseas Destinations: 2013

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	29,015,000	23,850,000	4,875,000
Nights Outside the U.S.:			
Average Number of Nights	18.1	16.6	15.5
Median Number of Nights	10.0	10.0	7.0
First International Trip:			
First Time Visitors	7%	7%	4%
Repeat Visitors	93%	93%	96%
Number of International Trips in the Past 12 Months:			
Mean Number of Trips	2.6	2.2	4.4
Median Number of Trips	2.0	2.0	3.0
Number of Countries Visited*:			
One Country	83%	82%	80%
Two Countries	12%	12%	15%
Three or More Countries	6%	6%	5%
Average (Countries)	1.2	1.2	1.2
Median (Countries)	1.0	1.0	1.0
Number of Destinations Visited*:			
One Destination	55%	54%	57%
Two Destinations	24%	24%	26%
Three or More Destinations	20%	22%	18%
Average (No. of Destinations)	1.8	1.9	1.7
Median (No. of Destinations)	1.0	1.0	1.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2013

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Total Number of Travelers **	29,015,000	23,850,000	4,875,000
Transportation Outside the U.S.:*			
Air Travel between Non-U.S. Cities	64%	63%	69%
Company or Private Auto	40%	40%	42%
Taxicab/Limousine	31%	29%	44%
City Subway/Tram/Bus	20%	20%	23%
Bus between Cities	21%	21%	11%
Railroad between Cities	14%	15%	15%
Rented Auto	12%	12%	11%
Ferry/River Taxi/Srt Scenic Cruise	6%	7%	4%
Cruise Ship/River Boat 1+ Nights	5%	6%	1%
Rented Bicycle/Motorcycle/Moped	2%	3%	2%
Motor Home/Camper	1%	1%	0%
Port-of-Entry:			
New York City	17%	18%	14%
Atlanta	17%	18%	13%
Newark	11%	11%	10%
Houston	8%	7%	9%
Los Angeles	8%	8%	8%
Chicago	6%	6%	7%
Miami	5%	5%	7%
Philadelphia	4%	5%	3%
Washington, D.C.	4%	4%	5%
San Francisco	4%	4%	6%
Dallas/Ft. Worth	4%	4%	5%
Boston	1%	1%	2%
Charlotte	1%	1%	1%
Detroit	1%	1%	2%
Minneapolis	1%	1%	1%
Honolulu	1%	1%	0%
Orlando	1%	1%	1%

* Multiple Response.

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Total Number of Travelers **	29,015,000	23,850,000	4,875,000
International Destinations Visited:*			
Europe	35%	35%	39%
United Kingdom	9%	9%	12%
France	7%	7%	6%
Italy	6%	7%	4%
Germany	6%	6%	9%
Spain	4%	4%	3%
Ireland	3%	3%	1%
Netherlands	2%	2%	3%
Switzerland	2%	2%	3%
Austria	2%	2%	1%
Greece	1%	2%	1%
Poland	1%	1%	1%
Caribbean	25%	27%	13%
Jamaica	6%	7%	2%
South America	7%	7%	8%
Peru	2%	2%	1%
Brazil	1%	1%	3%
Central America	7%	7%	7%
Africa	3%	3%	3%
South Africa	1%	1%	1%

* Multiple Response.

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Total Number of U.S. Travelers **	29,015,000	23,850,000	4,875,000
International Destinations Visited:*			
Middle East	6%	6%	5%
Israel	2%	2%	1%
Turkey	1%	1%	1%
U.A.E.	1%	1%	1%
Asia	19%	17%	27%
P.R. of China	4%	3%	8%
India	4%	4%	3%
Japan	3%	2%	5%
Republic of Korea (South)	2%	2%	4%
Philippines	2%	2%	1%
Hong Kong	2%	2%	3%
Republic of China (Taiwan)	2%	2%	2%
Thailand	1%	1%	2%
Singapore	1%	1%	2%
Oceania	2%	2%	2%

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Total Number of U.S. Travelers **	29,015,000	23,850,000	4,875,000
Leisure/Recreational Activities *:			
Sightseeing	79%	81%	70%
Shopping	76%	78%	66%
Small Towns/Countryside	43%	46%	27%
Experience Fine Dining	40%	41%	41%
Historical Locations	40%	41%	28%
Guided Tours	37%	39%	21%
Art Galleries/Museums	32%	33%	26%
Cultural/Ethnic Heritage Sights	31%	33%	23%
National Parks/Monuments	28%	30%	20%
Nightclubbing/Dancing	24%	25%	19%
Water Sports	20%	22%	9%
Concert/Play/Musical	14%	14%	11%
Casino/Gamble	10%	11%	6%
Amusement/Theme Parks	9%	10%	6%
Camping/Hiking	7%	8%	4%
Environmental/Ecological Excursions	7%	7%	4%
Sporting Event	7%	6%	5%
Golfing/Tennis	4%	5%	5%
Hunting/Fishing	4%	4%	3%
Snow Sports	1%	1%	1%

* Multiple Response.

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Total Number of U.S. Travelers **	29,015,000	23,850,000	4,875,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,896	\$4,789	\$5,034
Per Visitor	\$3,127	\$2,914	\$4,016
Average International Airfare:			
Per Travel Party	\$2,060	\$1,925	\$2,599
Per Visitor	\$1,370	\$1,220	\$2,095
Average Package Price:			
Per Travel Party	\$5,849	\$5,929	-
Per Visitor	\$2,681	\$2,701	-
Average Expenditures Outside the United States:			
Per Travel Party	\$2,442	\$2,386	\$2,336
Per Visitor	\$1,559	\$1,452	\$1,863
Per Visitor Per Day	\$86	\$87	\$120
Trip Payment Method			
Purchases Using Credit Card	54%	52%	69%
Cash from Home/Travelers Checks	18%	20%	11%
Cash Adv./Withdrawal Using Credit Card	12%	12%	10%
Purchases Using Debit Card	8%	9%	4%
Cash Adv./Withdrawal Using Debit Card	8%	8%	6%

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Total Number of U.S. Travelers **	29,015,000	23,850,000	4,875,000
Main factor in Airline Choice:			
Airfare	30%	32%	23%
Convenient Schedule	21%	21%	22%
Non-Stop Flights	16%	16%	14%
Mile Bonus/Frequent Flyer Program	11%	11%	14%
Previous Good Experience	7%	7%	6%
Loyalty to Carrier	3%	3%	5%
Employer Policy	2%	1%	9%
Safety Reputation	2%	2%	1%
In-Flight Service Reputation	1%	1%	1%
On-time Reputation	1%	1%	1%
Type of Airline Ticket*:			
Paid Ticket	82%	82%	85%
Frequent Flyer Award Ticket	6%	7%	4%
Paid Upgrade	3%	3%	4%
Non-revenue	2%	3%	1%
Discount/Group Fare	2%	2%	2%
Frequent Flyer Upgrade	1%	1%	2%
Don't Know	7%	7%	6%
Seating Area on Flight:			
Economy/Tourist/Coach	76%	79%	60%
Premium Economy	14%	13%	19%
Executive/Business Class	6%	5%	16%
First Class	4%	4%	5%

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Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, "Survey of International Air Travelers," July 2014.

Profile of U.S. Travelers Visiting Overseas Destinations: 2013

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of U.S. Travelers **	29,015,000	23,850,000	4,875,000
Gender and Age of Traveler:			
Male Adults	51%	46%	71%
Female Adults	49%	55%	29%
Average Age of Male (years)	45.1	45.3	45.5
Average Age of Female (years)	43.6	44.2	43.7
Occupation:			
Mgmt., Business, Science, & Arts	43%	40%	68%
Retired	15%	17%	3%
Service Occupations	11%	12%	9%
Student	11%	10%	3%
Sales and Office	6%	6%	7%
Homemaker	6%	7%	2%
Military/Government	3%	3%	1%
Nat. Res., Const., & Maintenance	2%	2%	3%
Prod., Trans., & Material Moving	2%	2%	3%
Annual Household Income:			
Average	\$122,978	\$118,706	\$155,935
Median	\$100,000	\$93,000	\$125,000

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Total Number of U.S. Travelers **	29,015,000	23,850,000	4,875,000
Ethnicity			
Hispanic	13%	13%	12%
Non-Hispanic	87%	87%	88%
Race*			
American Indian/Alaskan Native	2%	2%	2%
Asian	16%	17%	14%
Hawaiian/Pacific Islander	1%	1%	1%
Black	8%	9%	6%
White	76%	75%	81%
Health Care Pre-Trip (Vaccinations, etc)			
Yes	12%	11%	11%
No	88%	89%	89%
Travel Insurance Purchased			
Yes	28%	30%	14%
No	72%	70%	86%

* Multiple Response.

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Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office (NTTO), July 2014

Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a. Where do you live (State/City of Residence)?** (%)
TABLE 2 - Q6a. How did you obtain the information used for planning this trip?*** (%)
TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%)
TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%)
TABLE 5 - Q9. How were airline reservations made for this trip?*** (%)
TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)
TABLE 7 - Q8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip? (%)
TABLE 8 - Q8b. How many days in advance of this trip did you visit a health care provider? (%)
TABLE 9 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?*** (%)
TABLE 10 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?*** (%)
TABLE 11 - Q11. Was travel insurance purchased for this trip? (%)
TABLE 12 - Q14. With whom are you traveling now?*** (%)
TABLE 13 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 14 - Q13a. What is the main purpose of your trip? (%)
TABLE 15 - Q13a./b. All purpose(s) of trip.*** (%)
TABLE 16 - Q17. Type of accommodation outside the U.S. and number of nights stayed.** (%)
TABLE 17 - Q16b. How many nights outside of the U.S.A. will you spend on this trip? (%)
TABLE 18 - Q16c. How many total nights away from home will you spend on this trip? (%)
TABLE 19 - Q30a. Is this your first trip by air from the United States? (%)
TABLE 20 - Q30b. How many round trips by air have you made from the U.S. in the past 12 months? (%)
TABLE 21 - Q3b./Q17. Number of countries visited.** (%)
TABLE 22 - Q3b./Q17. Number of destinations visited.** (%)
TABLE 23 - Q21. What types of transportation will be used on this trip?*** (%)
TABLE 24 - Q5a. What city or airport will you pass through U.S. Customs and Passport Control (Port of Entry)** (%)
TABLE 25 - Q3b. What will be your main destination on this trip? (%)
TABLE 26 - Q3b./Q17. What international destinations will you visit (includes main destination)?** (%)
TABLE 27 - Q22. Will anyone engage in any of the following leisure activities?*** (%)
TABLE 28 - Q18d./Q19. How much total money will be spent outside the U.S.? (\$)
TABLE 29 - Q20. Expenses Payment Methods.** (%)
TABLE 30 - Q20. Travelers Use of Payment Methods.*** (%)
TABLE 31 - Q20. Share of Total Trip Expenditures by Payment Methods.**** (%)
TABLE 32 - Q25. What were your three main reasons for flying on this airline?*** (%)
TABLE 33 - Q25. What was the most important reason for flying on this airline? (%)
TABLE 34 - Q26a. Where will you sit in the aircraft today? (%)
TABLE 35 - Q26b. What type of airline ticket do you have?*** (%)
TABLE 36 - Q31bc. What is your age and what is your gender? (%)
TABLE 37 - Q31a. What is your occupation? (%)
TABLE 38 - Q32. What is your total combined annual household income? (%)
TABLE 39 - Q33a. What is your ethnicity? (%)
TABLE 40 - Q33b. What is your race?*** (%)

Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

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

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

International Trade Administration

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