

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 U.S. Resident Travel: **Leisure/Visiting Friends & Relatives**



2014 Market Profile: U.S. Residents Leisure/VFR

Trends in Departures (in thousands)

	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Departures	25,888	25,832	25,876	23,889	22,321	23,229	23,851	25,455	-433
Percentage Change (%)	5	0	0	-8	-7	4	3	7	-2

Spending Trends (Imports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Imports ¹	n/a	n/a							
Travel (all purposes including education)	n/a	n/a							
Of which: Education Related	n/a	n/a							
Of which: Other Business/ Personal Travel	n/a	n/a							
Passenger Air Transportation	n/a	n/a							
Change (%) in Total Imports	n/a	n/a							

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airline	50.3	52.2	1.9
Online Travel Agency	33.4	33.9	0.5
Personal Recommendation	21.3	21.4	0.1
Travel Agency Office	21.0	19.2	-1.8
Tour Operator/Travel Club	7.8	8.2	0.4
Travel Guides	7.8	7.9	0.1
Corporate Travel Department	4.8	4.4	-0.4
National/State/City Travel Office	4.1	4.1	0.0
Other	6.6	5.6	-1.0

2014 Market Profile: U.S. Residents Leisure/VFR

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	60.8	61.4	0.6
Visit Friends/Relatives	32.8	32.5	-0.3
Education	2.1	1.9	-0.2
Business	2.0	1.8	-0.2
Convention/Conference/Trade Show	1.2	1.5	0.3
Religion/Pilgrimage	0.6	0.6	0.0
Health Treatment	0.2	0.1	-0.1
Other	0.3	0.3	0.0

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	74.8	75.0	0.2
Visit Friends/Relatives	46.0	44.9	-1.1
Education	4.8	4.5	-0.3
Business	3.8	3.6	-0.2
Convention/Conference/Trade Show	2.2	2.5	0.3
Religion/Pilgrimage	2.0	2.0	0.0
Health Treatment	0.9	0.8	-0.1
Other	0.7	0.6	-0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	100.0	100.0	0.0
Business & Convention	5.6	5.8	0.2

Activity Participation While in Other Countries

Activity Participation While in Other Countries (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Sightseeing	80.7	82.0	1.3
Shopping	77.7	77.1	-0.6
Small Towns/Countryside	45.6	45.9	0.3
Historical Locations	41.3	41.8	0.5
Experience Fine Dining	41.0	40.5	-0.5
Guided Tours	39.2	38.9	-0.3
Art Galleries/Museums	33.3	33.8	0.5
Cultural/Ethnic Heritage Sites	32.6	33.2	0.6
National Parks/Monuments	29.6	30.7	1.1
Nightclubbing	24.8	24.1	-0.7
Water Sports	21.8	22.9	1.1
Concert/Play/Musical	14.3	13.7	-0.6
Amusement/Theme Parks	9.8	10.5	0.7
Casino/Gamble	11.3	9.6	-1.7
Camping/Hiking	7.6	8.4	0.8
Environ./Eco. Excursions	7.2	8.0	0.8
Sporting Event	6.2	6.2	0.0
Golfing/Tennis	4.5	4.2	-0.3
Hunting/Fishing	4.2	4.1	-0.1
Snow Sports	1.0	0.9	-0.1
Other	0.3	0.7	0.4



Transportation Used in Other Countries

Transportation Types Used in Other Countries (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between Non U.S. Cities	63.0	65.1	2.1
Auto, Company or Private	40.1	38.4	-1.7
Taxicab/Limousine	29.1	29.5	0.4
Bus between Cities	21.2	21.6	0.4
City Subway/Tram/Bus	20.3	20.7	0.4
Railroad between Cities	14.6	14.3	-0.3
Rented Auto	12.4	11.6	-0.8
Ferry/River Taxi/Srt Scenic Cruise	6.8	7.2	0.4
Cruise Ship/River Boat 1+ Nights	6.2	6.3	0.1
Rented Bicycle/Motorcycle/Moped	2.5	2.7	0.2
Motor Home/Camper	0.6	0.4	-0.2

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	106.7	106.2	-0.5
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	14.8	14.9	-0.1
First International Trip Outside the U.S.	7.2	7.9	0.7
Length of Stay Outside the U.S. (mean nights)	16.6	16.4	-0.2
Length of Stay Outside the U.S. (median nights)	10	10	0.0
Number of Countries Visited (% 1 country)	82.0	82.8	0.8
Average Number of Countries Visited	1.2	1.3	0.1
Hotel/Motel (% 1+ nights)	60.6	60.2	-0.4
Average # of Nights in Hotel/Motel	8.9	9.0	0.1
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	45.5	45.0	-0.5
Household Income (mean average)	\$118,706	\$119,354	\$648
Household Income (median average)	\$93,000	\$95,000	\$2,000
Average Age: Female	44.2	44.7	0.5
Average Age: Male	45.3	45.6	0.3

2014 Market Profile: U.S. Residents Leisure/VFR

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
REGIONS				
MIDDLE ATLANTIC	25.4	6,058	24.6	6,262
SOUTH ATLANTIC	19.4	4,627	19.1	4,862
PACIFIC	14.6	3,482	16.2	4,124
EAST NORTH CENTRAL	10.2	2,433	10.2	2,596
WEST SOUTH CENTRAL	10.6	2,528	10.1	2,571
NEW ENGLAND	5.0	1,193	7.0	1,782
MOUNTAIN	5.3	1,264	5.1	1,298
WEST NORTH CENTRAL	5.6	1,336	4.6	1,171
EAST SOUTH CENTRAL	3.2	763	2.6	662
STATES				
New York	12.9	3,077	14.7	3,742
California	12.3	2,934	12.8	3,258
Texas	7.9	1,884	8.2	2,087
Florida	5.3	1,264	6.9	1,756
New Jersey	7.5	1,789	5.9	1,502
Pennsylvania	4.9	1,169	4.1	1,044
Massachusetts	2.0	477	3.6	916
Virginia	2.7	644	3.3	840
Illinois	3.7	882	3.2	815
Michigan	2.3	549	3.1	789
Georgia	4.5	1,073	2.9	738
Washington	**	**	2.4	611
Connecticut	2.0	477	2.0	509
Maryland	2.2	525	2.0	509
Ohio	1.9	453	2.0	509
North Carolina	2.5	596	1.9	484
Colorado	1.6	382	1.7	433
Minnesota	**	**	1.6	407

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2014 Market Profile: U.S. Residents Leisure/VFR

Residence of U.S. Travelers (continued)

Residence of U.S. Travelers ⁴	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Cities				
New York City	11.3	2,695	11.9	3,029
Los Angeles	3.6	859	4.2	1,069
Washington, D.C.	2.1	501	2.9	738
Houston	3.2	763	2.5	636
Atlanta	3.6	859	2.2	560
Chicago	2.6	620	2.2	560
Nassau	1.6	382	2.2	560
Miami	**	**	2.1	535
Philadelphia	2.5	596	1.8	458
Seattle	**	**	1.6	407
Boston	**	**	1.5	382
Newark	**	**	1.5	382
Anaheim	**	**	1.4	356
Edison-New Brunswick	1.9	453	1.4	356
Minn./St. Paul	**	**	1.2	305
San Francisco	1.2	286	1.2	305



2014 Market Profile: U.S. Residents Leisure/VFR

Destinations Visited

Visitation to Destinations ⁽⁹⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
EUROPE	34.7	8,276	35.5	9,037
United Kingdom	9.0	2,147	9.3	2,367
France	7.3	1,741	7.3	1,858
Italy	6.7	1,598	6.8	1,731
Germany	5.7	1,360	5.9	1,502
Spain	3.8	906	4.0	1,018
Ireland	**	**	2.5	636
Netherlands	2.1	501	2.2	560
Austria	1.6	382	1.7	433
Switzerland	1.7	405	1.7	433
Greece	**	**	1.5	382
Czech Republic	**	**	1.3	331
Hungary	**	**	1.3	331
CARIBBEAN	27.4	6,535	26.1	6,644
Dominican Rep.	**	**	9.5	2,418
Jamaica	7.1	1,693	5.0	1,273
Bahamas	**	**	4.0	1,018
SOUTH AMERICA	7.0	1,670	7.2	1,833
Colombia	**	**	2.0	509
Peru	**	**	1.6	407
Brazil	1.2	286	1.3	331
CENTRAL AMERICA	6.5	1,550	7.7	1,960
Costa Rica	**	**	3.0	764
AFRICA	2.8	668	2.5	636
MIDDLE EAST	5.5	1,312	5.1	1,298
Israel	2.0	477	**	**
Turkey	1.3	310	1.4	356
United Arab Emirates	**	**	1.0	255

2014 Market Profile: U.S. Residents Leisure/VFR

Destinations Visited (continued)

Visitation to Destinations ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
ASIA	17.4	4,150	17.0	4,327
India	3.7	882	3.6	916
P. R. of China	3.1	739	2.7	687
Philippines	2.0	477	2.4	611
Japan	2.3	549	2.1	535
R. of China Taiwan	1.5	358	1.5	382
Korea, South	1.5	358	1.4	356
Thailand	1.2	286	1.2	305
Pakistan	0.4	95	**	**
OCEANIA	**	**	1.9	484

(1) Total Travel & Tourism Imports = travel payments (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare payments (fares paid to foreign air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only country and world region destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(4) Only U.S. origin areas having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(n/a) Estimate not yet available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 40 travel characteristics data reported on international travel from the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html

Interested in data for your destination?: NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/reports/ifs/customized.html>

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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

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