

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# **2015** U.S. Resident Travel: Leisure/Visiting Friends & Relatives



# 2015 Market Profile: U.S. Residents Leisure/VFR

## Trends in Departures (in thousands)

	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Departures	25,832	25,876	23,889	22,321	23,229	23,851	25,455	27,609	1,777
Percentage Change (%)	0	0	-8	-7	4	3	7	8	7

## Spending Trends (Imports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Travel and Tourism Imports <sup>1</sup>	-	-	-	-	-	-	-	-	-
Travel (all purposes including education)	-	-	-	-	-	-	-	-	-
Passenger Air Transportation	-	-	-	-	-	-	-	-	-
Change (%) in Total Imports	-	-	-	-	-	-	-	-	-

<sup>(1)</sup> 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>

<sup>(p)</sup> 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)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Airline	52.2	52.6	0.4
Online Travel Agency	33.9	34.5	0.6
Personal Recommendation	21.4	22.3	0.9
Travel Agency Office	19.2	17.1	-2.1
Tour Operator/Travel Club	8.2	8.2	0.0
Travel Guides	7.9	7.7	-0.2
Corporate Travel Department	4.4	4.3	-0.1
National/State/City Travel Office	4.1	4.0	-0.1
Other	5.6	6.4	0.8

# 2015 Market Profile: U.S. Residents Leisure/VFR

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Vacation/Holiday	61.4	62.6	1.2
Visit Friends/Relatives	32.5	31.9	-0.6
Education	1.9	1.7	-0.2
Business	1.8	1.6	-0.2
Convention/Conference/Trade Show	1.5	1.1	-0.4
Religion/Pilgrimage	0.6	0.7	0.1
Health Treatment	0.1	0.2	0.1
Other	0.3	0.2	-0.1

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Vacation/Holiday	75.0	75.7	0.7
Visit Friends/Relatives	44.9	44.5	-0.4
Education	4.5	4.3	-0.2
Business	3.6	3.3	-0.3
Convention/Conference/Trade Show	2.5	2.0	-0.5
Religion/Pilgrimage	2.0	1.8	-0.2
Health Treatment	0.8	0.8	0.0
Other	0.6	0.5	-0.1
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	100.0	100.0	0.0
Business & Convention	5.8	4.9	-0.9

# 2015 Market Profile: U.S. Residents Leisure/VFR

## Activity Participation While in Other Countries

Activity Participation While in Other Countries (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Sightseeing	82.0	82.3	0.3
Shopping	77.1	76.9	-0.2
Small Towns/Countryside	45.9	44.5	-1.4
Experience Fine Dining	40.5	41.6	1.1
Historical Locations	41.8	41.1	-0.7
Guided Tours	38.9	39.3	0.4
Art Galleries/Museums	33.8	33.3	-0.5
Cultural/Ethnic Heritage Sites	33.2	32.7	-0.5
National Parks/Monuments	30.7	31.5	0.8
Nightclubbing	24.1	24.9	0.8
Water Sports	22.9	23.2	0.3
Concert/Play/Musical	13.7	13.6	-0.1
Amusement/Theme Parks	10.5	10.1	-0.4
Casino/Gamble	9.6	10.1	0.5
Camping/Hiking	8.4	8.4	0.0
Environ./Eco. Excursions	8.0	8.0	0.0
Sporting Event	6.2	6.1	-0.1
Hunting/Fishing	4.1	4.0	-0.1
Golfing/Tennis	4.2	3.8	-0.4
Snow Sports	0.9	1.2	0.3
Other	0.7	0.4	-0.3



# 2015 Market Profile: U.S. Residents Leisure/VFR

## Transportation Used in Other Countries

Transportation Types Used in Other Countries (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(2)</sup>
Air Travel between Non U.S. Cities	65.1	64.1	-1.0
Auto, Company or Private	38.4	38.8	0.4
Taxicab/Limousine	29.5	28.7	-0.8
Bus between Cities	21.6	20.8	-0.8
City Subway/Tram/Bus	20.7	20.2	-0.5
Railroad between Cities	14.3	14.7	0.4
Rented Auto	11.6	12.5	0.9
Ferry/River Taxi/Short Scenic Cruise	7.2	7.1	-0.1
Cruise Ship/River Boat 1+ Nights	6.3	5.9	-0.4
Rented Bicycle/Motorcycle/Moped	2.7	2.7	0.0
Motor Home/Camper	0.4	0.5	0.1

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(2)</sup>
Advance Trip Decision Time (mean days)	106.2	108.1	1.9
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	14.9	14.0	-0.9
First International Trip Outside the U.S.	7.9	6.9	-1.0
Length of Stay Outside the U.S. (mean nights)	16.4	15.9	-0.5
Length of Stay Outside the U.S. (median nights)	10	10	0.0
Number of Countries Visited (% 1 country)	82.8	82.1	-0.7
Average Number of Countries Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	60.2	61.1	0.9
Average # of Nights in Hotel/Motel	9.0	8.7	-0.3
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	45.0	46.1	1.1
Household Income (mean average)	\$119,354	\$122,107	\$2,753
Household Income (median average)	\$95,000	\$100,000	\$5,000
Average Age: Female	44.7	44.1	-0.6
Average Age: Male	45.6	45.4	-0.2

# 2015 Market Profile: U.S. Residents Leisure/VFR

## Residence of U.S. Travelers

Residence of U.S. Travelers <sup>4</sup>	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
<b>REGIONS</b>				
SOUTH ATLANTIC	19.1	4,862	23.1	6,378
MIDDLE ATLANTIC	24.6	6,262	21.1	5,825
PACIFIC	16.2	4,124	14.4	3,976
WEST SOUTH CENTRAL	10.1	2,571	11.1	3,065
EAST NORTH CENTRAL	10.2	2,596	10.1	2,789
NEW ENGLAND	7.0	1,782	7.1	1,960
MOUNTAIN	5.1	1,298	5.3	1,463
WEST NORTH CENTRAL	4.6	1,171	4.3	1,187
EAST SOUTH CENTRAL	2.6	662	2.5	690
<b>STATES</b>				
California	12.8	3,258	11.1	3,065
New York	14.7	3,742	10.2	2,816
Texas	8.2	2,087	9.1	2,512
Florida	6.9	1,756	7.7	2,126
Pennsylvania	4.1	1,044	5.5	1,518
New Jersey	5.9	1,502	5.4	1,491
Massachusetts	3.6	916	4.0	1,104
Virginia	3.3	840	3.4	939
Georgia	2.9	738	3.3	911
Maryland	2.0	509	3.2	883
North Carolina	1.9	484	2.9	801
Michigan	3.1	789	2.8	773
Illinois	3.2	815	2.7	745
Ohio	2.0	509	2.2	607
Washington	2.4	611	2.1	580
Colorado	1.7	433	1.8	497
Connecticut	2.0	509	1.5	414
Minnesota	1.6	407	1.5	414

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# 2015 Market Profile: U.S. Residents Leisure/VFR

## Residence of U.S. Travelers (continued)

Residence of U.S. Travelers <sup>4</sup>	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
<b>Cities</b>				
New York City	11.9	3,029	7.8	2,154
Los Angeles	4.2	1,069	3.2	883
Washington, D.C.	2.9	738	3.0	828
Houston	2.5	636	3.0	828
Philadelphia	1.8	458	2.8	773
Atlanta	2.2	560	2.5	690
Dallas	**	**	2.5	690
Miami	2.1	535	2.2	607
Chicago	2.2	560	2.1	580
Boston	1.5	382	1.6	442
Edison-New Brunswick	1.4	356	1.5	414
Ft. Lauderdale	**	**	1.5	414
Seattle	1.6	407	1.4	387
Minn./St. Paul	1.2	305	1.2	331
Nassau	2.2	560	1.1	304
San Francisco	1.2	305	1.0	276
Newark	1.5	382	**	**
Anaheim	1.4	356	**	**



# 2015 Market Profile: U.S. Residents Leisure/VFR

## Destinations Visited

Visitation to Destinations <sup>(9)</sup>	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
<b>EUROPE</b>	<b>35.5</b>	<b>9,037</b>	<b>34.7</b>	<b>9,580</b>
United Kingdom	9.3	2,367	8.9	2,457
France	7.3	1,858	7.5	2,071
Italy	6.8	1,731	6.7	1,850
Germany	5.9	1,502	5.0	1,380
Spain	4.0	1,018	4.0	1,104
Ireland	2.5	636	2.6	718
Netherlands	2.2	560	2.5	690
Switzerland	1.7	433	1.8	497
Austria	1.7	433	1.4	387
Greece	1.5	382	1.4	387
Czech Republic	1.3	331	1.1	304
Hungary	1.3	331	1.1	304
<b>CARIBBEAN</b>	<b>26.1</b>	<b>6,644</b>	<b>26.5</b>	<b>7,316</b>
Dominican Rep.	9.5	2,418	9.6	2,650
Jamaica	5.0	1,273	5.2	1,436
Bahamas	4.0	1,018	3.8	1,049
<b>SOUTH AMERICA</b>	<b>7.2</b>	<b>1,833</b>	<b>7.1</b>	<b>1,960</b>
Colombia	2.0	509	2.0	552
Peru	1.6	407	1.5	414
Brazil	1.3	331	1.1	304
<b>CENTRAL AMERICA</b>	<b>7.7</b>	<b>1,960</b>	<b>7.6</b>	<b>2,098</b>
Costa Rica	3.0	764	**	**
<b>AFRICA</b>	<b>2.5</b>	<b>636</b>	<b>2.6</b>	<b>718</b>
South Africa	**	**	0.7	193
Morocco	**	**	0.5	138
<b>MIDDLE EAST</b>	<b>5.1</b>	<b>1,298</b>	<b>5.3</b>	<b>1,463</b>
Turkey	1.4	356	1.4	387
United Arab Emirates	1.0	255	1.2	331

# 2015 Market Profile: U.S. Residents Leisure/VFR

## Destinations Visited (continued)

Visitation to Destinations <sup>(3)</sup>	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
<b>ASIA</b>	<b>17.0</b>	<b>4,327</b>	<b>17.2</b>	<b>4,749</b>
India	3.6	916	3.4	939
P. R. of China	2.7	687	2.9	801
Philippines	2.4	611	2.5	690
Japan	2.1	535	2.4	663
R. of China Taiwan	1.5	382	1.6	442
Thailand	1.2	305	1.4	387
Korea, South	1.4	356	1.3	359
Vietnam	**	**	1.1	304
<b>OCEANIA</b>	<b>1.9</b>	<b>484</b>	<b>2.0</b>	<b>552</b>

- (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.
- (-) No estimate available.

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](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/programs/ifs/customized.html>

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

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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

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

International Trade Administration  
Industry & Analysis  
National Travel and Tourism Office  
1401 Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[ntto@trade.gov](mailto:ntto@trade.gov)

# <http://travel.trade.gov>