

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 U.S. Resident Travel to Europe



2015 Market Profile: U.S. Residents to Europe

Trends in Departures (in thousands)

	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Departures	11,238	10,635	9,806	9,674	10,204	10,039	10,804	11,378	140
Percentage Change (%)	-9	-5	-8	-1	5	-2	8	5	1

Spending Trends (Imports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015 ^p	Change 2015/2008
Total Travel and Tourism Imports ¹	\$45,352	\$36,636	\$39,268	\$43,157	\$47,631	\$46,716	\$50,348	\$52,720	\$7,368
Travel (all purposes including education)	\$32,379	\$26,995	\$28,827	\$31,347	\$34,781	\$32,828	\$35,159	\$38,051	\$5,672
Of which: Education Related	\$2,997	\$2,878	\$3,042	\$3,281	\$3,406	\$3,680	\$3,968	\$4,112	\$1,115
Of which: Other Business/ Personal Travel	\$28,982	\$23,707	\$25,352	\$27,606	\$30,889	\$28,631	\$30,638	\$33,347	\$4,365
Passenger Air Transportation	\$12,973	\$9,641	\$10,441	\$11,810	\$12,850	\$13,888	\$15,189	\$14,669	\$1,696
Change (%) in Total Imports	3	-19	7	10	10	-2	8	5	16

⁽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)	2014 (Percent)	2015 (Percent)	Point Change ⁽²⁾
Airline	51.9	52.9	1.0
Online Travel Agency	31.7	31.8	0.1
Personal Recommendation	19.0	20.6	1.6
Travel Agency Office	16.1	13.9	-2.2
Tour Operator/Travel Club	10.6	10.8	0.2
Corporate Travel Department	10.1	9.4	-0.7
Travel Guides	9.2	9.3	0.1
National/State/City Travel Office	3.5	3.5	0.0
Other	6.5	6.3	-0.2

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Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	51.3	52.8	1.5
Visit Friends/Relatives	24.4	24.3	-0.1
Business	10.4	10.1	-0.3
Education	6.9	6.6	-0.3
Convention/Conference/Trade Show	4.6	3.8	-0.8
Religion/Pilgrimage	1.4	1.6	0.2
Health Treatment	0.2	0.2	0.0
Other	0.8	0.6	-0.2

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	65.2	65.7	0.5
Visit Friends/Relatives	35.8	36.5	0.7
Business	12.7	12.2	-0.5
Education	10.3	10.1	-0.2
Convention/Conference/Trade Show	6.4	5.2	-1.2
Religion/Pilgrimage	2.8	2.7	-0.1
Health Treatment	0.6	0.6	0.0
Other	1.1	1.0	-0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	82.7	83.4	0.7
Business & Convention	17.7	16.4	-1.3

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Activity Participation While in Other Countries

Activity Participation While in Other Countries (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽²⁾
Sightseeing	87.6	88.1	0.5
Shopping	80.3	81.0	0.7
Historical Locations	60.7	60.7	0.0
Art Galleries/Museums	57.6	58.1	0.5
Small Towns/Countryside	57.7	57.2	-0.5
Guided Tours	45.5	45.5	0.0
Experience Fine Dining	45.9	45.3	-0.6
Cultural/Ethnic Heritage Sites	43.7	42.8	-0.9
National Parks/Monuments	36.2	38.4	2.2
Concert/Play/Musical	21.1	20.9	-0.2
Nightclubbing	19.8	20.8	1.0
Amusement/Theme Parks	9.6	9.0	-0.6
Camping/Hiking	7.5	8.6	1.1
Sporting Event	7.6	8.6	1.0
Water Sports	4.4	5.0	0.6
Environ./Eco. Excursions	3.5	4.3	0.8
Casino/Gamble	3.7	3.3	-0.4
Golfing/Tennis	1.9	1.9	0.0
Snow Sports	1.8	1.8	0.0
Hunting/Fishing	1.1	1.2	0.1
Other	0.7	0.4	-0.3



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Transportation Used in Other Countries

Transportation Types Used in Other Countries (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽²⁾
Air Travel between Non U.S. Cities	63.2	63.4	0.2
Auto, Company or Private	36.0	35.4	-0.6
City Subway/Tram/Bus	34.4	33.2	-1.2
Taxicab/Limousine	30.0	28.8	-1.2
Railroad between Cities	27.2	28.1	0.9
Bus between Cities	25.9	24.2	-1.7
Rented Auto	15.3	15.6	0.3
Cruise Ship/River Boat 1+ Nights	11.1	10.1	-1.0
Ferry/River Taxi/Short Scenic Cruise	9.5	9.0	-0.5
Rented Bicycle/Motorcycle/Moped	2.8	2.8	0.0
Motor Home/Camper	0.4	0.4	0.0

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽²⁾
Advance Trip Decision Time (mean days)	118.9	117.2	-1.7
Advance Trip Decision Time (median days)	90	90	0.0
% Prepaid Package	12.5	12.1	-0.4
% First International Trip Outside the U.S.	7.1	6.5	-0.6
Length of Stay Outside the U.S. (mean nights)	19.3	18.4	-0.9
Length of Stay Outside the U.S. (median nights)	12	12	0.0
Number of Countries Visited (% 1 country)	67.7	66.5	-1.2
Average Number of Countries Visited	1.6	1.6	0.0
Hotel/Motel (% 1+ nights)	67.7	66.7	-1.0
Average # of Nights in Hotel/Motel	11.2	10.8	-0.4
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	44.7	44.5	-0.2
Household Income (mean average)	\$131,869	\$135,682	\$3,813
Household Income (median average)	\$100,000	\$100,000	\$
Average Age: Female	46.2	45.2	-1.0
Average Age: Male	47.7	46.7	-1.0

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Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
REGIONS				
SOUTH ATLANTIC	19.6	2,118	21.6	2,458
MIDDLE ATLANTIC	20.0	2,161	20.0	2,276
PACIFIC	17.9	1,934	15.2	1,729
EAST NORTH CENTRAL	11.3	1,221	10.5	1,195
WEST SOUTH CENTRAL	9.4	1,016	10.1	1,149
NEW ENGLAND	8.4	908	9.0	1,024
MOUNTAIN	5.7	616	5.7	649
WEST NORTH CENTRAL	4.7	508	4.7	535
STATES & CITIES				
California	14.0	1,513	12.3	1,399
New York	11.0	1,188	10.9	1,240
Texas	7.5	810	8.4	956
New York City	8.2	886	7.9	899
Florida	6.2	670	7.5	853
Massachusetts	4.8	519	5.1	580
Pennsylvania	5.1	551	4.9	558
New Jersey	3.8	411	4.2	478
Los Angeles	4.5	486	3.4	387
Illinois	3.1	335	3.3	375
Virginia	3.5	378	3.3	375
Georgia	**	**	3.1	353
Washington, D.C.	3.2	346	2.8	319
Maryland	2.6	281	2.7	307
Houston	2.8	303	2.7	307
Chicago	**	**	2.5	284
Atlanta	**	**	2.3	262
Minnesota	**	**	2.0	228
Michigan	3.8	411	**	**
Portland, OR	0.6	65	**	**

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Destinations Visited

Visitation to Destinations ⁽³⁾	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
EUROPE	100.0	10,804	100.0	11,378
United Kingdom	26.1	2,820	25.4	2,890
France	19.5	2,107	20.8	2,367
Italy	17.7	1,912	17.8	2,025
Germany	17.3	1,869	15.5	1,764
Spain	10.7	1,156	11.5	1,308
Netherlands	6.4	691	7.1	808
Ireland	6.5	702	7.0	796
Switzerland	5.1	551	4.9	558
Austria	4.4	475	4.1	466
Greece	3.9	421	3.7	421
Czech Republic	3.2	346	3.0	341
Hungary	3.1	335	2.8	319
Poland	**	**	1.9	216
Russia	1.9	205	**	**

- (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

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

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