

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: U.S. Outbound to Overseas



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Trends in Departures (in thousands)

	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Departures	30,789	30,300	28,507	27,023	28,502	29,015	30,780	32,789	2,000
Percentage Change (%)	-1	-2	-6	-5	5	2	6	7	6

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	\$100,593	\$86,036	\$92,170	\$98,636	\$110,819	\$109,986	\$118,007	\$125,228	\$24,635
Travel (all purposes including education)	\$74,552	\$65,502	\$69,919	\$73,226	\$82,877	\$80,010	\$85,622	\$92,913	\$18,361
Of which: Education Related	\$4,709	\$4,734	\$5,051	\$5,392	\$5,680	\$6,105	\$6,563	\$6,833	\$2,124
Of which: Other Business/ Personal Travel	\$68,494	\$59,343	\$63,319	\$66,159	\$75,385	\$71,953	\$76,928	\$83,752	\$15,258
Passenger Air Transportation	\$26,041	\$20,534	\$22,251	\$25,410	\$27,942	\$29,976	\$32,385	\$32,315	\$6,274
Change (%) in Total Imports	8	-14	7	7	12	-1	7	6	24

⁽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	50.8	51.5	0.7
Online Travel Agency	31.3	32.2	0.9
Personal Recommendation	19.3	20.4	1.1
Travel Agency Office	18.3	16.7	-1.6
Corporate Travel Department	9.8	9.0	-0.8
Tour Operator/Travel Club	7.5	7.7	0.2
Travel Guides	7.0	7.0	0.0
National/State/City Travel Office	4.0	4.1	0.1
Other	5.7	6.7	1.0

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Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	50.9	52.8	1.9
Visit Friends/Relatives	27.0	26.9	-0.1
Business	10.8	9.6	-1.2
Education	4.5	4.3	-0.2
Convention/Conference/Trade Show	3.4	2.9	-0.5
Religion/Pilgrimage	2.0	2.1	0.1
Health Treatment	0.4	0.6	0.2
Other	1.1	0.7	-0.4

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	62.0	63.8	1.8
Visit Friends/Relatives	37.1	37.5	0.4
Business	13.2	11.8	-1.4
Education	7.1	6.8	-0.3
Convention/Conference/Trade Show	4.9	4.2	-0.7
Religion/Pilgrimage	3.2	3.2	0.0
Health Treatment	1.0	1.2	0.2
Other	1.4	1.0	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	82.7	84.2	1.5
Business & Convention	17.0	15.0	-2.0

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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	79.7	80.6	0.9
Shopping	74.8	75.5	0.7
Small Towns/Countryside	43.8	42.6	-1.2
Experience Fine Dining	39.2	40.0	0.8
Historical Locations	39.9	39.5	-0.4
Guided Tours	36.6	37.4	0.8
Art Galleries/Museums	32.2	32.1	-0.1
Cultural/Ethnic Heritage Sites	32.2	31.6	-0.6
National Parks/Monuments	29.0	30.3	1.3
Nightclubbing	23.1	23.9	0.8
Water Sports	20.5	21.2	0.7
Concert/Play/Musical	13.2	13.2	0.0
Amusement/Theme Parks	10.1	9.5	-0.6
Casino/Gamble	8.7	9.3	0.6
Camping/Hiking	8.0	8.2	0.2
Environ./Eco. Excursions	7.5	7.7	0.2
Sporting Event	6.5	6.3	-0.2
Hunting/Fishing	3.8	3.7	-0.1
Golfing/Tennis	4.1	3.6	-0.5
Snow Sports	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	65.7	64.5	-1.2
Auto, Company or Private	38.6	38.5	-0.1
Taxicab/Limousine	30.8	29.8	-1.0
Bus between Cities	20.9	20.2	-0.7
City Subway/Tram/Bus	20.5	20.0	-0.5
Railroad between Cities	13.9	14.1	0.2
Rented Auto	10.8	11.6	0.8
Ferry/River Taxi/Short Scenic Cruise	6.5	6.6	0.1
Cruise Ship/River Boat 1+ Nights	5.3	5.1	-0.2
Rented Bicycle/Motorcycle/Moped	2.5	2.4	-0.1
Motor Home/Camper	0.5	0.5	0.0

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽²⁾
Advance Trip Decision Time (mean days)	98.4	101.5	3.1
Advance Trip Decision Time (median days)	60	60	0.0
% Prepaid Package	13.4	12.9	-0.5
% First International Trip Outside the U.S.	7.6	7.0	-0.6
Length of Stay Outside the U.S. (mean nights)	17.7	17.2	-0.5
Length of Stay Outside the U.S. (median nights)	10	10	0.0
Number of Countries Visited (% 1 country)	83.3	82.5	-0.8
Average Number of Countries Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	62.7	63.3	0.6
Average # of Nights in Hotel/Motel	10.3	9.9	-0.4
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	49.5	49.7	0.2
Household Income (mean average)	\$123,283	\$124,633	\$1,350
Household Income (median average)	\$100,000	\$100,000	\$
Average Age: Female	44.0	43.5	-0.5
Average Age: Male	45.4	45.0	-0.4

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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	19.9	6,125	23.3	7,640
MIDDLE ATLANTIC	23.5	7,233	20.3	6,656
PACIFIC	16.1	4,956	14.5	4,754
WEST SOUTH CENTRAL	10.4	3,201	11.5	3,771
EAST NORTH CENTRAL	10.4	3,201	10.4	3,410
NEW ENGLAND	6.9	2,124	6.9	2,262
MOUNTAIN	4.9	1,508	5.1	1,672
WEST NORTH CENTRAL	4.6	1,416	4.3	1,410
EAST SOUTH CENTRAL	2.7	831	2.7	885
STATES				
California	12.7	3,909	11.1	3,640
New York	14.1	4,340	9.7	3,181
Texas	8.4	2,586	9.3	3,049
Florida	7.4	2,278	7.9	2,590
Pennsylvania	3.9	1,200	5.3	1,738
New Jersey	5.6	1,724	5.2	1,705
Massachusetts	3.6	1,108	3.9	1,279
Georgia	2.8	862	3.4	1,115
Virginia	3.3	1,016	3.3	1,082
North Carolina	2.1	646	3.1	1,016
Maryland	2.1	646	3.0	984
Michigan	3.4	1,047	3.0	984
Illinois	3.1	954	2.8	918
Ohio	2.0	616	2.2	721
Washington	2.3	708	2.2	721
Colorado	1.7	523	1.7	557
Minnesota	1.7	523	1.6	525
Connecticut	2.0	616	1.4	459
Arizona	1.2	369	1.3	426
Indiana	**	**	1.2	393
South Carolina	**	**	1.2	393
Wisconsin	1.1	339	1.2	393

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Residence of U.S. Travelers (continued)

Residence of U.S. Travelers ⁴	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
CITIES				
New York City	11.4	3,509	7.6	2,492
Los Angeles	4.2	1,293	3.2	1,049
Houston	2.6	800	3.1	1,016
Washington, D.C.	2.9	893	2.9	951
Philadelphia	1.7	523	2.7	885
Atlanta	2.2	677	2.6	853
Dallas	2.2	677	2.5	820
Miami	2.5	770	2.4	787
Chicago	2.1	646	2.1	689
Boston	1.5	462	1.6	525
Detroit	1.7	523	1.6	525
Ft. Lauderdale	1.2	369	1.5	492
Seattle	1.6	492	1.5	492
Edison-New Brunswick	1.4	431	1.4	459
Baltimore	**	**	1.3	426
Minn./St. Paul	1.3	400	1.3	426
Anaheim	1.4	431	1.2	393
San Diego	1.2	369	1.2	393
Nassau	2.0	616	1.1	361
San Francisco	1.2	369	1.1	361
Bethesda	**	**	1.0	328
Cambridge	**	**	1.0	328
Newark	1.4	431	1.0	328
Oakland	**	**	1.0	328
San Jose	0.9	277	0.8	262

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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	35.1	10,804	34.7	11,378
United Kingdom	9.2	2,832	8.8	2,885
France	6.9	2,124	7.2	2,361
Italy	6.2	1,908	6.2	2,033
Germany	6.1	1,878	5.4	1,771
Spain	3.8	1,170	4.0	1,312
Netherlands	2.3	708	2.5	820
Ireland	2.3	708	2.4	787
Switzerland	1.8	554	1.7	557
Austria	1.6	492	1.4	459
Greece	1.4	431	1.3	426
Czech Republic	1.1	339	1.0	328
Hungary	1.1	339	1.0	328
Poland	**	**	0.6	197
CARIBBEAN	24.0	7,387	23.9	7,837
Dominican Rep.	8.8	2,709	8.5	2,787
Jamaica	4.5	1,385	4.6	1,508
Bahamas	3.6	1,108	3.4	1,115
Aruba	**	**	2.1	689
SOUTH AMERICA	7.4	2,278	7.2	2,361
Argentina	0.7	215	0.8	262
Brazil	1.4	431	1.2	393
Colombia	2.0	616	2.1	689
Ecuador	1.0	308	**	**
Peru	1.6	492	1.5	492
CENTRAL AMERICA	7.7	2,370	7.9	2,590
Costa Rica	2.8	862	3.0	984
AFRICA	2.9	893	2.9	951
South Africa	0.8	246	0.7	230
Morocco	**	**	0.5	164

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Destinations Visited (continued)

Visitation to Destinations ⁽⁹⁾	Market Share 2014 (Percent)	Volume 2014 (000)	Market Share 2015 (Percent)	Volume 2015 (000)
MIDDLE EAST	5.6	1,724	5.8	1,902
Israel	1.8	554	1.7	557
Turkey	1.3	400	1.3	426
United Arab Emirates	1.2	369	1.3	426
ASIA	18.5	5,694	18.5	6,066
P. R. of China	3.7	1,139	3.7	1,213
India	3.5	1,077	3.3	1,082
Japan	2.6	800	2.7	885
Philippines	2.3	708	2.5	820
Hong Kong	1.7	523	1.7	557
R. of China Taiwan	1.6	492	1.7	557
Korea, South	1.7	523	1.5	492
Thailand	1.1	339	1.4	459
Vietnam	0.8	246	1.0	328
Singapore	0.7	215	0.7	230
Pakistan				
OCEANIA	1.9	585	2.0	656
Australia	1.4	431	1.5	492
New Zealand	**	**	0.9	295



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- (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

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

<http://travel.trade.gov>