



# Manufacturing and Services

## Office of Travel and Tourism Industries

# Profile of U.S. Resident Travelers Visiting Overseas Destinations: 2008 Outbound



## Profile of U.S. Travelers Visiting Overseas Destinations: 2008

<b>U.S. Resident Travelers to Overseas Destinations *</b>	<b>All U.S. Travelers</b>
<b>Total Number of U.S. Travelers **</b>	<b>30,789,000</b>
<b>Region/State/City of Residence:</b>	
<b>New England</b>	<b>8%</b>
Massachusetts	3%
Connecticut	4%
<b>Middle Atlantic</b>	<b>40%</b>
New York	23%
New York City	20%
Nassau	4%
New Jersey	11%
Newark	3%
Edison-New Brunswick	2%
Pennsylvania	6%
Philadelphia	3%
<b>East North Central</b>	<b>7%</b>
Illinois	3%
Chicago	2%
Ohio	2%
<b>West North Central</b>	<b>2%</b>

\* Region/state and city estimates are only listed if they comprise at least 2 percent of the 30,789,000.

States are listed in declining percentages within U.S. regions. Metro areas are listed in declining percentages within states.

\*\* Percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 30,789,000 (total U.S.

Residents visiting overseas destinations), 25,832,000 (83.9% Leisure/Visit Friends/Relatives) and 7,389,000 (24.0% Business/Convention).

## Profile of U.S. Travelers Visiting Overseas Destinations: 2008

<b>U.S. Resident Travelers to Overseas Destinations *</b>	<b>All U.S. Travelers</b>
<b>Total Number of U.S. Travelers **</b>	<b>30,789,000</b>
<b>South Atlantic</b>	<b>17%</b>
Florida	7%
Miami	2%
D.C. Metro Area	2%
Virginia	3%
Maryland	2%
North Carolina	2%
<b>East South Central</b>	<b>1%</b>
<b>West South Central</b>	<b>5%</b>
Texas	4%
<b>Mountain</b>	<b>3%</b>
<b>Pacific</b>	<b>16%</b>
California	13%
Los Angeles	3%
San Francisco	2%
San Jose	2%
Oakland	2%
Washington	2%

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## Profile of U.S. Travelers Visiting Overseas Destinations: 2008

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
<b>Total Number of U.S. Travelers **</b>	<b>30,789,000</b>	<b>25,832,000</b>	<b>7,389,000</b>
<b>Advance Trip Decision:</b>			
Average Number of Days	96.2	104.9	53.4
Median Number of Days	60.0	75.0	30.0
<b>Advance Airline Reservation:</b>			
Average Number of Days	64.9	72.0	33.0
Median Number of Days	42.0	60.0	20.0
<b>Means of Booking Air Trip:</b>			
Personal Computer	35%	38%	23%
Travel Agent	34%	34%	35%
Airline Directly	16%	17%	14%
Company Travel Department	7%	3%	24%
Tour Operator	4%	5%	1%
<b>Information Sources*:</b>			
Personal Computer	40%	42%	30%
Travel Agency	31%	30%	33%
Airline	25%	27%	25%
Friends, Relatives	14%	15%	7%
Company Travel Dept.	6%	3%	24%
Tour Company	6%	6%	2%
Travel Guides/Timetables	4%	5%	2%
State/City Travel Office	1%	1%	1%
National Govt Tourism Office	1%	1%	1%
Newspapers/Magazines	1%	1%	1%
In-Flight Information Systems	1%	1%	1%

\* Multiple Responses.

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U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
<b>Total Number of U.S. Travelers **</b>	<b>30,789,000</b>	<b>25,832,000</b>	<b>7,389,000</b>
<b>Use of Prepaid Package:</b>			
Yes	13%	15%	3%
No	87%	85%	97%
<b>Pre-Booked Lodging*:</b>			
Responded - Yes	49%	46%	67%
<b>Sources for Booking Lodging*:</b>			
Travel Agent	14%	14%	15%
Hotel/Motel	9%	10%	10%
Company Travel Dept.	6%	3%	22%
Tour Operator	5%	6%	2%
Friend/Relative	4%	5%	3%
Business Associate	3%	1%	11%
Airline Staff	1%	1%	1%
<b>Travel Companions*:</b>			
Traveling Alone	42%	37%	64%
Spouse	29%	33%	14%
Family/Relatives	26%	30%	9%
Friends	11%	12%	4%
Business Associates	4%	1%	14%
Tour Group	3%	3%	1%
<b>Travel Party Size (persons):</b>			
Adults Only	92%	90%	98%
Adults and Children	8%	10%	3%
Average Party Size	1.5	1.6	1.2
Median Party Size	1.0	1.0	1.0

\* Multiple Response.

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<b>Total Number of U.S. Travelers **</b>	<b>30,789,000</b>	<b>25,832,000</b>	<b>7,389,000</b>
<b>Main Purpose of Trip:</b>			
Leisure/Recreation/Holidays	40%	48%	7%
Visit Friends/Relatives	34%	41%	8%
Business	18%	7%	77%
Study/Teaching	3%	2%	1%
Convention/Conference	2%	1%	7%
Religion/Pilgrimages	1%	1%	0%
Health Treatment	1%	0%	0%
<b>Purpose of Trip*:</b>			
Leisure/Recreation/Holidays	56%	67%	27%
Visit Friends/Relatives	47%	56%	24%
Business	22%	12%	94%
Study/Teaching	6%	4%	5%
Convention/Conference	3%	2%	13%
Religion/Pilgrimages	3%	2%	2%
Health Treatment	1%	1%	1%
<b>Type of Accommodations*:</b>			
Hotel, Motel	62%	58%	79%
Average Number of Nights	9.4	9.2	9.0
Median Number of Nights	7.0	7.0	6.0
Private Home	45%	51%	29%
Average Number of Nights	19.4	18.2	20.0
Median Number of Nights	12.0	12.0	10.0
Other	6%	6%	5%
Mean Number of Nights	22.0	16.7	21.8
Median Number of Nights	8.0	7.0	8.0

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<b>Total Number of U.S. Travelers **</b>	<b>30,789,000</b>	<b>25,832,000</b>	<b>7,389,000</b>
<b>Nights Outside the U.S.:</b>			
Average Number of Nights	18.0	17.4	16.5
Median Number of Nights	10.0	11.0	8.0
<b>First International Trip:</b>			
First Time Visitors	6%	6%	3%
Repeat Visitors	94%	94%	97%
<b>Number of International Trips in the Past 12 Months:</b>			
Mean Number of Trips	2.7	2.3	4.6
Median Number of Trips	2.0	2.0	3.0
<b>Number of International Trips in the Past 5 Years:</b>			
Mean Number of Trips	10.5	8.5	19.5
Median Number of Trips	6.0	5.0	12.0
<b>Number of Countries Visited*:</b>			
One Country	82%	82%	76%
Two Countries	12%	12%	16%
Three or More Countries	6%	6%	8%
Average (Countries)	1.3	1.3	1.3
Median (Countries)	1.0	1.0	1.0

\* Multiple Response.

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<b>Number of Destinations Visited*:</b>			
One Destination	62%	61%	57%
Two Destinations	21%	21%	26%
Three or More Destinations	18%	18%	17%
Average (No. of Destinations)	1.7	1.7	1.7
Median (No. of Destinations)	1.0	1.0	1.0
<b>Transportation Outside the U.S.:*</b>			
Taxi/Cab/Limousine	44%	41%	57%
Airline between Cities	35%	33%	41%
Company or Private Auto	28%	29%	28%
City Subway/Tram/Bus	20%	21%	22%
Railroad between Cities	19%	19%	21%
Rented Auto	17%	18%	15%
Bus between Cities	14%	15%	9%
Motor Home/Camper	1%	1%	0%
<b>Port-of-Entry:</b>			
New York City	27%	29%	22%
Newark	13%	13%	12%
San Francisco	7%	6%	11%
Los Angeles	7%	6%	10%
Miami	7%	7%	5%
Philadelphia	6%	6%	5%
Chicago	4%	4%	6%
Washington, D.C.	3%	3%	4%
Houston	3%	3%	3%
Dallas/Ft. Worth	2%	2%	2%
Boston	2%	2%	3%
Atlanta	2%	2%	2%
Seattle	2%	1%	2%
Charlotte	1%	1%	1%
Detroit	1%	1%	1%
Orlando	1%	1%	0%



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<b>International Destinations Visited:*</b>			
<b>Europe</b>	<b>37%</b>	<b>36%</b>	<b>41%</b>
<b>Western Europe</b>	<b>34%</b>	<b>34%</b>	<b>39%</b>
United Kingdom	9%	9%	13%
France	7%	7%	7%
Italy	6%	7%	4%
Germany	5%	5%	8%
Spain	4%	4%	3%
Netherlands	3%	3%	5%
Ireland	2%	2%	2%
Switzerland	2%	2%	4%
Greece	2%	2%	1%
<b>Eastern Europe</b>	<b>4%</b>	<b>4%</b>	<b>4%</b>
<b>Caribbean</b>	<b>19%</b>	<b>22%</b>	<b>9%</b>
Jamaica	5%	5%	2%
<b>South America</b>	<b>10%</b>	<b>10%</b>	<b>7%</b>
Colombia	2%	2%	2%

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<b>International Destinations Visited:*</b>			
<b>Central America</b>	7%	7%	4%
<b>Africa</b>	3%	3%	3%
<b>Middle East</b>	6%	5%	6%
Israel	2%	2%	2%
<b>Asia</b>	21%	19%	33%
Japan	5%	4%	10%
P.R. of China	4%	3%	8%
India	3%	3%	4%
Hong Kong	3%	3%	6%
Republic of China (Taiwan)	2%	2%	4%
Republic of Korea (South)	2%	2%	3%
<b>Oceania</b>	3%	3%	3%
Australia	2%	2%	3%

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<b>Leisure/Recreational Activities *:</b>			
Dining in Restaurants	83%	83%	88%
Shopping	71%	73%	63%
Visit Historical Places	51%	54%	39%
Visit Small Towns/Villages	42%	46%	26%
Sightseeing in Cities	40%	43%	32%
Touring the Countryside	32%	36%	19%
Cultural Heritage Sights	32%	34%	22%
Art Gallery, Museum	25%	27%	19%
Water Sports/Sunbathing	24%	27%	11%
Nightclub/ Dancing	21%	22%	17%
Guided Tours	17%	19%	8%
Ethnic Heritage Sites	13%	14%	8%
Concert, Play, Musical	12%	12%	9%
Amusement/Theme Parks	11%	12%	6%
Visit National Parks	11%	12%	6%
Casinos/Gambling	7%	8%	4%
Cruises, 1 or More Nights	7%	7%	3%
Environmental/Ecological Sights	6%	6%	3%
Camping, Hiking	5%	6%	3%
Golf/Tennis	5%	5%	6%
Attend Sporting Events	4%	5%	3%
Hunting/Fishing	3%	3%	2%
Ranch Vacations	1%	2%	1%
Snow Skiing	1%	1%	1%

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<b>Average Total Trip Expenditures:</b>			
Per Travel Party	\$5,024	\$4,586	\$6,157
Per Visitor	\$3,315	\$2,888	\$4,956
<b>Average International Airfare:</b>			
Per Travel Party	\$2,203	\$1,841	\$3,093
Per Visitor	\$1,520	\$1,211	\$2,517
<b>Average Package Price:</b>			
Per Travel Party	\$5,997	\$5,915	-
Per Visitor	\$2,683	\$2,643	-
<b>Average Expenditures Outside the United States:</b>			
Per Travel Party	\$2,334	\$2,200	\$2,756
Per Visitor	\$1,540	\$1,386	\$2,219
Per Visitor Per Day	\$85	\$79	\$134
<b>Trip Payment Method</b>			
Credit Cards	53%	50%	69%
Cash	36%	38%	24%
Debit Cards	10%	10%	6%
Travelers Checks	2%	2%	1%

\* Multiple Response.

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<b>Main factor in Airline Choice:</b>			
Airfare	28%	29%	20%
Convenient Schedule	17%	16%	21%
Non-Stop Flight	19%	19%	16%
Mile Bonus/Frequent Flyer Program	12%	12%	13%
Previous Good Experience	8%	8%	9%
Loyalty to Carrier	4%	4%	5%
Safety Reputation	2%	3%	2%
Employer Policy	2%	1%	7%
In-Flight Service Reputation	2%	2%	2%
On-time Reputation	1%	1%	1%
<b>Type of Airline Ticket*:</b>			
Economy/Tourist/Coach	77%	80%	64%
Executive/Business	11%	7%	26%
Frequent Flyer Award	7%	8%	4%
Frequent Flyer Upgrade	2%	2%	4%
First Class	3%	3%	4%
Discount/Group Fare	1%	1%	1%
Non-Revenue	1%	1%	1%
<b>Seating Area on Flight:</b>			
Economy/Tourist/Coach	84%	87%	65%
Executive/Business	13%	9%	28%
First Class	4%	4%	7%

\* Multiple Response.

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<b>Gender and Age of Traveler:</b>			
Male Adults	53%	49%	74%
Female Adults	47%	51%	26%
Average Age of Male (years)	45.7	45.9	45.9
Average Age of Female (years)	43.4	43.8	42.5
<b>Occupation:</b>			
Professional/Technical	38%	37%	43%
Manager/Executive	25%	21%	46%
Retired	11%	13%	3%
Student	9%	9%	3%
Homemaker	6%	7%	1%
Clerical/Sales	4%	5%	1%
Craftsman/Factory Worker	3%	4%	1%
Government/Military	2%	3%	1%
<b>Annual Household Income:</b>			
Average	\$115,500	\$110,400	\$141,200
Median	\$107,200	\$101,000	\$141,300

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Source: Survey of International Air Travelers, 2008; U.S. Department of Commerce, Office of Travel and Tourism Industries.

# Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-two tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about U.S. resident travelers who visits overseas destinations.

**Survey of International Air Travelers: Table Number and Description**

Table 1	State/City of Residence	Table 17	Number of Countries Visited
Table 2	Advance Trip Decision	Table 18	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 19	Transportation Outside the U.S.
Table 4	Means of Booking Air Trip	Table 20	Port of Entry
Table 5	Information Sources	Table 21	Main Destination
Table 6	Use of Prepaid Package	Table 22	International Destinations
Table 7	Use of Pre-booked Lodging	Table 23	Leisure Activities
Table 8	Travel Companions	Table 24	Total Trip Expenditures
Table 9	Travel Party Size	Table 25	Trip Payment Method
Table 10	Main Purpose of Trip	Table 26	Main Factor in Airline Choice
Table 11	Purpose of Trip	Table 27	Factors in Airline Choice
Table 12	Type of Accommodation	Table 28	Type of Airline Ticket
Table 13	Nights Outside the U.S.	Table 29	Seating Area
Table 14	First Int'l Trip from the U.S.	Table 30	Gender & Age of Traveler
Table 15	Int'l Trips Last 12 Months	Table 31	Occupation
Table 16	Int'l Trips Last 5 Years	Table 32	Annual Household Income



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- Canadian Statistics
- Travel Barometer

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