



**November 10, 2011**

### **U.S. Travel Abroad Declined Two Percent in 2010**

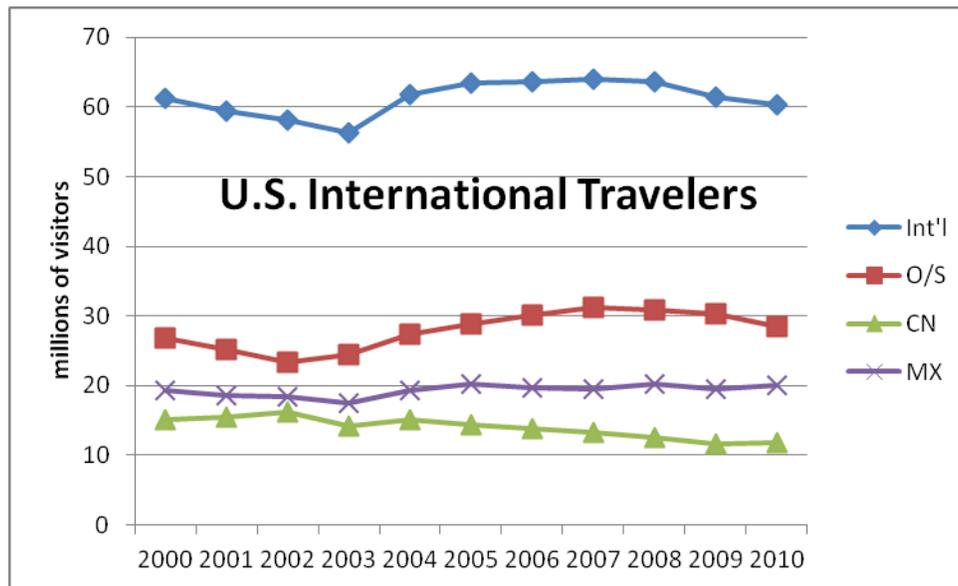
*Spending up Four Percent from 2009*

The overall U.S. outbound market totaled 60.3 million in 2010, down two percent compared to 2009. Travel to overseas regions declined\* six percent, while travel to Mexico and Canada were up four percent and one percent, respectively.

The top five countries in 2010, measured by U.S. visitation, were: Mexico (20.0 million), Canada (11.7 million), the United Kingdom (2.4 million), Dominican Republic (1.8 million), France and Italy (both 1.8 million). Six of the top 10 destinations visited by U.S. travelers posted increases in 2010.

U.S. travelers set records for travel to the Caribbean region and the countries of the Dominican Republic, Aruba, South Africa and Israel.

Spending by U.S. residents traveling abroad (imports) totaled \$102.8 billion, up four percent from 2009. Spending within foreign countries (travel payments) amounted to \$75.5 billion, up three percent, and spending on transportation, via foreign carriers (passenger fare payments), totaled \$27.3 billion in 2010, up five percent. Top countries for U.S. spending included Mexico (\$9.7 billion), the United Kingdom (\$8.0 billion), Canada (\$7.0 billion), Japan (\$4.6 billion) and Germany (\$5.2 billion).



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

## **Top Outbound Destination Markets**

### **Mexico**

Mexico was the top U.S. international destination again in 2010 with 20.0 million travelers, up three percent from 2009. Longer haul travel, by air, increased two percent from 2009. Travel to Mexico has fluctuated over the last 10 years. The strongest growth periods were in 2000, 2004, 2005 and 2008. Spending by U.S. travelers to Mexico totaled \$9.7 billion, up one percent from 2009.

### **Canada**

Canada continues to be the second most visited destination by U.S. international travelers. In 2010, 11.7 million U.S. travelers visited our northern neighbor, one percent up from 2009. Longer haul travel, by air, was up six percent. Canadian travelers to the U.S. exceeded U.S. travelers to Canada again in 2010 for the sixth successive year since 2004. The peak year for U.S. travel to Canada was in 2002 with 16.2 million U.S. outbound travelers. Since then, U.S. travel to Canada has declined six of the last nine years. Spending by U.S. travelers to Canada in 2009 totaled \$7.0 billion, up 12 percent from 2009.

### **Overseas**

In 2010, 28.5 million U.S. travelers visited overseas markets, a decrease of six percent from 2009. However, as reported in the September 27 TiNews, the \*methodology for tabulating air travelers, by citizenship, had changed with the mid-year cutover to new source data <http://tinet.ita.doc.gov/tinews/archive/tinews2011/20110927.html>

Travel was up to two of the top five overseas markets: the Dominican Republic and Germany. Other overseas destinations that experienced growth in U.S. visitation were Jamaica, People's Republic of China, Israel, Ireland, Switzerland, Austria, South Africa and Aruba.

## **Profile of the U.S. Overseas Traveler**

The Office of Travel and Tourism Industries also released a profile of U.S. travelers who visited overseas destinations (excluding Canada and Mexico). The profile provides key information on the travel patterns, traveler characteristics and spending by U.S. travelers going abroad. In addition, a breakdown is provided on leisure/visiting friends and relatives (VFR) travelers and business/convention travelers. The Survey data tables and standard national reports can assist the industry in understanding U.S. travelers going abroad. Also 48 subsets of the data are available based on 32 questions for the traveler.

Select highlights from 2010:

- The top origin markets/regions for U.S. travelers were the Middle Atlantic States (New York, New Jersey and Pennsylvania) 34 percent, followed by the South Atlantic states 22 percent and 15 percent from the Pacific states.
- The top ports of departure for U.S. citizens were New York, Miami, Los Angeles, Atlanta, Newark, and Chicago (ORD) which accounted for 60 percent of U.S. departures.
- Advance trip decision time and airline reservation time remained the same at 90 days and about 60 days prior to departure, respectively, comparing 2009 to 2010.

- The personal computer/Internet continues to grow in importance as a source of information for international trip planning. As an information source, the personal computer/Internet again surpassed the travel agent as the top information source for U.S. travelers going overseas in 2010. Also, the personal computer/Internet continued to be the primary means of booking the trip (40 percent) vs. 31 percent for travel agents.
- Pre-paid package usage grew a bit to 12 percent of U.S. travelers from 2009.
- The main purpose of the overseas trip was leisure/recreation/holiday for 39 percent of the travelers, slightly below 2009. VFR was the second highest main purpose of trip at 35 percent, down from 37 percent. Business travel comprised 17 percent of outbound travel, up 1 percentage points from 2009.
- The average length of trip (number of nights) outside the United States remained about the same at 18.6 nights in 2010.
- Six percent of travelers were on their first international trip, down one point from 2009. The average number of international trips taken by U.S. travelers in 2010 was 2.4, the same as in 2009.
- The number of destinations visited averaged 1.7 again in 2010. Although the percentage visiting only one destination increased from 64 percent to 65 percent, those visiting three or more destinations remained at 16 percent.
- The modes of inter-city transportation used by U.S. travelers between destinations were airline (34 percent), railroad (17 percent) and bus (14 percent). The top modes of intra-city transit were taxicab/limo (42 percent) and subway/tram/bus (19 percent). The use of private and/or rented autos was 28 percent and 16 percent, respectively.
- Top leisure activities for U.S. travelers, other than dining in restaurants and shopping, were visiting historical places, visiting small towns and villages, sightseeing in cities, visiting cultural heritage sites and touring the countryside.
- Average international airfare per visitor, per trip, was \$1,294 USD, up 10 percent from 2009, and average expenditures (travel payments) per visitor, per trip, while overseas were \$1,311, down one percent from 2009. The usage of credit cards increased by one percentage point to 53 percent.
- Males comprised 50 percent of U.S. travelers, down two percentage points from 2009, as the number of women travelers continues to increase. The average age of male travelers was 45.5, above that in 2009; female travelers averaged 43.4 years, also above 2009.
- Average household income was \$106,700, down two percent from 2009.

For more detail information, please go to the Outbound Overview page, which contains links to in-depth information on the outbound market at

[http://www.tinet.ita.doc.gov/outreachpages/outbound.general\\_information.outbound\\_overview.html](http://www.tinet.ita.doc.gov/outreachpages/outbound.general_information.outbound_overview.html)

- 2010 Profile of U.S. Resident Travelers Visiting Overseas Destinations. Also a profile to Europe and Asia.
- Top Destinations Visited by U.S. Resident Travelers 2009-2010
- Top 30 Ports of Departure in 2010 for U.S. Citizens
- Total International Travelers Volume to/from the United States 2000 – 2010
- U.S. Resident Travel to Canada, Mexico and Overseas (Historical 2000 – 2010)
- U.S. Travel and Tourism Balance of Trade (Receipts & Payments 2000 – 2010)
- U.S. Travel and Tourism Balance of Trade (2010, by Country)

- Monthly U.S. international non-stop air traffic figures. (While air traffic is not the same as ‘visitation’, it does provide a current indication of air traffic flows for U.S. citizen outbound travel.)

In addition to the data available on the web site, parties interested in subscribing to detailed standardized reports and/or customized data can do so by visiting the OTTI web site at <http://tinet.ita.doc.gov/research/programs/ifs/index.html>.

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