

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Profile of U.S. Resident Travelers Visiting Overseas Destinations: **2010 Outbound**



Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Travelers to Overseas Destinations ⁽¹⁾	All U.S. Travelers
Total Number of Travelers ^{**}	28,507,000
Region/State/City of Residence:	
New England	7%
Connecticut	3%
Massachusetts	3%
Middle Atlantic	34%
New York	19%
New York City	17%
Nassau	3%
New Jersey	10%
Newark-Union	3%
Edison-New Brunswick	2%
Pennsylvania	5%
Philadelphia	3%
East North Central	6%
Illinois	2%
Chicago	2%
Ohio	2%
West North Central	2%
West South Central	5%
Texas	4%
Dallas	1%
Houston	1%

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Travelers to Overseas Destinations *	All U.S. Travelers
Total Number of Travelers **	28,507,000
South Atlantic	22%
Florida	8%
Miami	3%
Virginia	4%
Georgia	3%
Atlanta	3%
D.C. Metro Area	3%
Maryland	3%
North Carolina	2%
East South Central	2%
Mountain	4%
Arizona	1%
Colorado	1%
Pacific	15%
California	13%
Los Angeles	5%
Anaheim-Santa Ana	2%
San Francisco	1%
San Jose	1%
Oakland	1%
San Diego	1%
Washington	1%
Seattle	1%

1 State and city of residence are listed if 400 U.S. travelers surveyed stated they visited overseas destinations. States are listed in declining percentages within U.S. regions. Metro areas are listed in declining percentages within states.

** NOTE: Percentages listed in this profile can be converted into estimated numbers by multiplying percentage listed above by 28,507,000 (the total U.S. Residents visiting overseas destinations), 23,889,000 (83.8% Leisure/Visit Friends/Relatives) and 6,243,000 (21.9% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	28,507,000	23,889,000	6,243,000
Advance Trip Decision:			
Average Number of Days	90.2	97.2	52.7
Median Number of Days	60.0	60.0	30.0
Advance Airline Reservation:			
Average Number of Days	59.6	65.4	32.9
Median Number of Days	30.0	45.0	20.0
Means of Booking Air Trip:			
Personal Computer	40%	43%	26%
Travel Agent	31%	30%	34%
Airline Directly	15%	16%	12%
Company Travel Department	6%	3%	24%
Tour Operator	4%	4%	1%
Travel Club	1%	1%	1%
Information Sources*:			
Personal Computer	42%	44%	32%
Travel Agency	28%	28%	32%
Airline	26%	27%	24%
Friends, Relatives	15%	17%	7%
Company Travel Dept.	6%	2%	23%
Tour Company	5%	6%	2%
Travel Guides/Timetables	5%	5%	2%
State/City Travel Office	2%	2%	1%
National Govt Tourism Office	1%	1%	2%
Newspapers/Magazines	1%	1%	1%
In-Flight Information Systems	1%	1%	2%

* Multiple Response.

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Rounded percentages were listed for all categories reported by 1% or more of the respondents and may not sum to 100%.

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	28,507,000	23,889,000	6,243,000
Use of Prepaid Package:			
Yes	12%	14%	3%
No	88%	86%	97%
Pre-Booked Lodging*:			
Responded - Yes	48%	45%	64%
Sources for Booking Lodging*:			
Travel Agent	12%	12%	15%
Hotel/Motel	9%	10%	10%
Company Travel Dept.	6%	2%	22%
Friend/Relative	5%	6%	3%
Tour Operator	5%	6%	1%
Business Associate	2%	1%	9%
Airline Staff	1%	1%	0%
Travel Companions*:			
Traveling Alone	43%	39%	63%
Spouse	27%	31%	13%
Family/Relatives	25%	29%	10%
Friends	10%	11%	4%
Business Associates	4%	1%	15%
Tour Group	3%	2%	1%
Travel Party Size: (persons)			
Adults Only	92%	91%	98%
Adults and Children	8%	9%	3%
Average Party Size	1.5	1.6	1.3
Median Party Size	1.0	1.0	1.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	28,507,000	23,889,000	6,243,000
Main Purpose of Trip:			
Leisure/Recreation/Holidays	39%	47%	6%
Visit Friends/Relatives	35%	43%	7%
Business	17%	6%	77%
Study/Teaching	4%	2%	1%
Convention/Conference	2%	1%	8%
Religion/Pilgrimages	2%	1%	0%
Health Treatment	1%	0%	0%
Purpose of Trip*:			
Leisure/Recreation/Holidays	55%	66%	25%
Visit Friends/Relatives	47%	56%	23%
Business	20%	10%	92%
Study/Teaching	6%	4%	5%
Convention/Conference	3%	2%	14%
Religion/Pilgrimages	3%	2%	1%
Health Treatment	1%	1%	1%
Type of Accommodations*:			
Hotel, Motel	58%	55%	75%
Average Number of Nights	9.1	8.9	8.7
Median Number of Nights	7.0	7.0	6.0
Private Home	47%	51%	30%
Average Number of Nights	20.7	18.8	24.3
Median Number of Nights	13.0	13.0	11.0
Other	7%	7%	7%
Mean Number of Nights	21.8	17.6	34.0
Median Number of Nights	8.0	7.0	9.0

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	28,507,000	23,889,000	6,243,000
Nights Outside the U.S.:			
Average Number of Nights	18.6	17.3	19.4
Median Number of Nights	10.0	11.0	8.0
First International Trip:			
First Time Visitors	6%	7%	3%
Repeat Visitors	94%	94%	97%
Number of International Trips in the Past 12 Months:			
Mean Number of Trips	2.4	2.1	3.8
Median Number of Trips	1.0	1.0	3.0
Number of International Trips in the Past 5 Years:			
Mean Number of Trips	9.0	7.6	15.9
Median Number of Trips	5.0	5.0	10.0
Number of Countries Visited*:			
One Country	84%	84%	81%
Two Countries	11%	11%	14%
Three or More Countries	5%	6%	5%
Average (Countries)	1.2	1.3	1.3
Median (Countries)	1.0	1.0	1.0

* Multiple Response.

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Rounded percentages were listed for all categories reported by 1% or more of the respondents and may not sum to 100%.

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	28,507,000	23,889,000	6,243,000
Number of Destinations Visited*:			
One Destination	65%	64%	64%
Two Destinations	19%	19%	22%
Three or More Destinations	16%	17%	14%
Average (No. of Destinations)	1.7	1.7	1.6
Median (No. of Destinations)	1.0	1.0	1.0
Transportation Outside the U.S.:*			
Taxi/Cab/Limousine	42%	39%	54%
Airline between Cities	34%	33%	38%
Company or Private Auto	28%	28%	28%
City Subway/Tram/Bus	19%	20%	20%
Railroad between Cities	17%	17%	17%
Rented Auto	16%	17%	13%
Bus between Cities	14%	15%	9%
Motor Home/Camper	1%	1%	1%
Port-of-Entry:			
New York City	22%	23%	20%
Newark	12%	12%	9%
Los Angeles	9%	9%	11%
Miami	7%	7%	6%
Atlanta	7%	7%	8%
Washington, D.C.	5%	5%	7%
Philadelphia	4%	4%	4%
Chicago	3%	3%	4%
San Francisco	3%	3%	5%
Dallas/Ft. Worth	2%	2%	2%
Houston	2%	2%	2%
Boston	1%	1%	2%
Charlotte	1%	1%	1%
Seattle	1%	1%	1%

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	28,507,000	23,889,000	6,243,000
International Destinations Visited:*			
Europe	34%	34%	38%
Western Europe	32%	32%	36%
United Kingdom	8%	8%	12%
Italy	6%	7%	4%
Germany	6%	6%	8%
France	6%	7%	5%
Spain	3%	4%	2%
Ireland	2%	2%	1%
Switzerland	2%	2%	2%
Austria	2%	2%	1%
Netherlands	2%	2%	3%
Greece	1%	2%	1%
Eastern Europe	4%	4%	3%
Poland	1%	1%	0%
Russia	1%	1%	1%
Caribbean	22%	23%	12%
Dominican Republic	6%	7%	3%
Jamaica	5%	6%	3%
Aruba	2%	2%	0%
South America	8%	8%	8%
Brazil	2%	2%	3%
Columbia	2%	2%	2%
Peru	2%	2%	1%
Argentina	1%	1%	1%

* Multiple Response.

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Percentages are listed for all categories reported by 1% (rounded) or more of the respondents, except for destination and residence categories, which are listed only if 400 travelers were surveyed.

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	28,507,000	23,889,000	6,243,000
International Destinations Visited:*			
Central America	7%	7%	5%
Africa	3%	3%	5%
South Africa	1%	1%	1%
Middle East	6%	6%	6%
Israel	2%	2%	1%
Egypt	1%	1%	0%
Jordan	1%	1%	0%
Turkey	1%	1%	1%
Asia	20%	19%	29%
Japan	4%	4%	8%
P.R. of China	4%	4%	8%
India	3%	3%	3%
Hong Kong	3%	2%	4%
Republic of Korea (South)	2%	2%	4%
Republic of China (Taiwan)	2%	2%	3%
Philippines	1%	1%	1%
Singapore	1%	1%	2%
Thailand	1%	1%	1%
Oceania	2%	2%	2%
Australia	2%	2%	1%
New Zealand	1%	1%	1%

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Profile of U.S. Travelers Visiting Overseas Destinations: 2010

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Total Number of U.S. Travelers **	28,507,000	23,889,000	6,243,000
Leisure/Recreational Activities *:			
Dining in Restaurants	81%	81%	86%
Shopping	71%	74%	63%
Visit Historical Places	51%	54%	39%
Visit Small Towns/Villages	42%	45%	24%
Sightseeing in Cities	40%	44%	31%
Cultural Heritage Sights	33%	35%	24%
Touring the Countryside	32%	36%	18%
Water Sports/Sunbathing	24%	27%	11%
Art Gallery, Museum	23%	25%	17%
Nightclub/ Dancing	20%	21%	14%
Guided Tours	18%	20%	9%
Ethnic Heritage Sites	13%	14%	8%
Amusement/Theme Parks	12%	13%	6%
Concert, Play, Musical	11%	12%	10%
Visit National Parks	11%	12%	7%
Casinos/Gambling	7%	8%	4%
Camping, Hiking	7%	7%	4%
Cruises, 1 or More Nights	6%	7%	2%
Environmental/Ecological Sights	6%	6%	3%
Attend Sporting Events	4%	4%	4%
Golf/Tennis	4%	4%	4%
Hunting/Fishing	3%	3%	2%
Ranch Vacations	2%	2%	1%
Snow Skiing	1%	1%	1%

Profile of U.S. Travelers Visiting Overseas Destinations: 2010

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	28,507,000	23,889,000	6,243,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,327	\$4,076	\$5,176
Per Visitor	\$2,870	\$2,600	\$4,098
Average International Airfare:			
Per Travel Party	\$1,877	\$1,677	\$2,550
Per Visitor	\$1,294	\$1,112	\$2,038
Average Package Price:			
Per Travel Party	\$5,682	\$5,667	-
Per Visitor	\$2,607	\$2,608	-
Average Expenditures Outside the United States:			
Per Travel Party	\$1,977	\$1,864	\$2,329
Per Visitor	\$1,311	\$1,189	\$1,844
Per Visitor Per Day	\$71	\$69	\$95
Trip Payment Method			
Credit Cards	53%	49%	68%
Cash	36%	38%	25%
Debit Cards	11%	12%	7%
Travelers Checks	1%	1%	1%

* Multiple Response.

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Total Number of U.S. Travelers **	28,507,000	23,889,000	6,243,000
Main factor in Airline Choice:			
Airfare	31%	33%	24%
Convenient Schedule	19%	18%	22%
Non-Stop Flight	16%	16%	13%
Mile Bonus/Frequent Flyer Program	10%	10%	12%
Previous Good Experience	7%	7%	7%
Loyalty to Carrier	3%	3%	3%
Safety Reputation	3%	3%	3%
Employer Policy	2%	1%	8%
In-Flight Service Reputation	2%	2%	2%
On-time Reputation	1%	1%	1%
Type of Airline Ticket*:			
Economy/Tourist/Coach	78%	79%	68%
Executive/Business	8%	6%	20%
Frequent Flyer Award	5%	6%	3%
First Class	2%	2%	4%
Discount/Group Fare	2%	2%	2%
Frequent Flyer Upgrade	2%	2%	3%
Non-Revenue	2%	2%	1%
Seating Area on Flight:			
Economy/Tourist/Coach	88%	90%	75%
Executive/Business	9%	7%	21%
First Class	3%	3%	4%

* Multiple Response.

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Total Number of U.S. Travelers **	28,507,000	23,889,000	6,243,000
Gender and Age of Traveler:			
Male Adults	50%	46%	72%
Female Adults	50%	54%	28%
Average Age of Male (years)	45.5	45.7	45.4
Average Age of Female (years)	43.4	43.8	42.2
Occupation:			
Professional/Technical	36%	35%	42%
Manager/Executive	22%	19%	41%
Retired	13%	14%	3%
Student	11%	11%	5%
Homemaker	6%	7%	1%
Clerical/Sales	5%	5%	3%
Craftsman/Factory Worker	3%	4%	2%
Government/Military	3%	3%	2%
Annual Household Income:			
Average	\$106,700	\$103,000	\$130,100
Median	\$96,100	\$91,800	\$125,000

* Multiple Response.

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Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, "Survey of International Air Travelers," November 2011.

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. 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
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Table 3	Advance Airline Reservation	Table 19	Transportation Outside the U.S.
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Table 6	Use of Prepaid Package	Table 22	International Destinations
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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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- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

U.S. Department of Commerce

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