

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 U.S. Resident Travel: Leisure/Visiting Friends & Relatives



2011 Market Profile: U.S. Residents Leisure/VFR

Trends in Departures

[in thousands]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Departures	22,373	23,922	24,752	25,888	25,832	25,876	23,889	22,321	-52
% Change	13	7	3	5	0	0	-8	-7	0

Destinations Visited

VISITATION TO DESTINATIONS ³	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
EUROPE	34.3	689	35.4	712
WESTERN EUROPE	32.1	645	33.2	668
United Kingdom	7.8	157	8.3	167
Italy	6.7	135	6.9	139
France	6.6	133	6.6	133
Germany	5.7	115	5.6	113
Spain	3.7	74	4.1	82
Ireland	2.4	48	2.2	44
Netherlands	2.4	48	2.2	44
Switzerland	1.8	36	2.0	40
Greece	1.5	30	1.5	30
Austria	1.6	32	**	**
EASTERN EUROPE				
Russia	0.9	18	0.9	18
Poland	**	**	0.8	16
CARIBBEAN	23.3	468	24.2	487
Dominican Rep.	6.6	133	**	**
Jamaica	5.6	113	6.0	121
Aruba	2.2	44	2.8	56
SOUTH AMERICA	8.1	163	7.3	147
Colombia	1.8	36	1.6	32
Peru	1.6	32	**	**
CENTRAL AMERICA	6.9	139	7.2	145
AFRICA	3.0	60	3.0	60
South Africa	1.0	20	0.8	16
Morocco	**	**	0.6	12

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Destinations Visited (continued)

VISITATION TO DESTINATIONS ³	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
MIDDLE EAST	6.2	125	6.0	121
Israel	2.3	46	2.3	46
Turkey	1.1	22	1.5	30
Egypt	1.0	20	**	**
Jordan	0.5	10	**	**
Asia	18.6	374	18.3	368
India	2.8	56	3.6	72
P. R. of China	4.0	80	3.6	72
Hong Kong	2.4	48	2.3	46
Philippines	1.4	28	2.1	42
Japan	3.7	74	1.9	38
R. of China (Taiwan)	1.7	34	1.9	38
Korea, South	1.7	34	1.5	30
Thailand	1.2	24	1.3	26
Singapore	0.5	10	**	**
OCEANIA	2.3	46	1.8	36

Information Sources Used to Plan Trip

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	44	45	0.8
Airlines Directly	27	28	1.3
Travel Agency	28	27	-0.5
Friends or Relatives	17	18	1.0

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	47	48	0.8
Visit Friends/Relatives	43	42	-0.4
Business/Professional	6	6	0.1
Study/Teaching	2	2	-0.1

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All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	66	67	1.5
Visit Friends/Relatives	56	56	-0.4
Business/Professional	10	10	0.1
Study/Teaching	4	4	-0.1
NET PURPOSES OF TRIP:			
BUSINESS & CONVENTION	11	11	-0.4
LEISURE & VFR	100	100	0.0

Transportation Used

Transportation Types Used Within Europe (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	39	39	-0.1
Airline between Cities	33	33	-0.7
Company or Private Auto	28	30	1.1
City Subway/Tram/Bus	20	19	-1.4
Rented Auto	17	17	0.3
Railroad between Cities	17	16	-0.9

Activity Participation

Activity Participation Within Europe (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	81	82	0.9
Shopping	74	73	-1.0
Visit Historical Places	54	53	-1.5
Visit Small Towns	45	47	1.6
Sightseeing in Cities	44	43	-0.9
Touring Countryside	36	37	1.4
Cultural Heritage Sites	35	35	-0.1
Water Sports/Sunbathing	27	29	2.0
Art Gallery/Museum	25	24	-0.4
Nightclubs/Dancing	21	21	-0.6

2011 Market Profile: U.S. Residents Leisure/VFR

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
MIDDLE ATLANTIC	35.3	710	29.4	591
SOUTH ATLANTIC	21.5	432	21.9	440
PACIFIC	15.1	304	13.4	269
EAST NORTH CENTRAL	5.7	115	7.7	155
WEST SOUTH CENTRAL	4.9	98	6.9	139
NEW ENGLAND	6.8	137	6.8	137
WEST NORTH CENTRAL	2.2	44	5.0	101
MOUNTAIN	4.0	80	4.8	97
EAST SOUTH CENTRAL	2.1	42	2.0	40
STATES				
New York	19.2	386	16.0	322
California	13.2	265	11.1	223
New Jersey	10.6	213	9.0	181
Florida	8.1	163	8.1	163
Texas	3.7	74	5.6	113
Pennsylvania	5.4	109	4.4	88
Virginia	3.3	66	4.4	88
Maryland	2.5	50	3.2	64
Massachusetts	2.8	56	3.2	64
Illinois	1.9	38	2.8	56
Connecticut	2.9	58	2.6	52
Georgia	3.1	62	2.4	48
Colorado	**	**	1.9	38
North Carolina	2.2	44	1.9	38
Ohio	1.5	30	1.7	34
Washington	1.3	26	1.5	30

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Residence of U.S. Travelers (Continued)

Residence of U.S. Travelers ⁴	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
CITIES				
New York City	17.3	348	14.4	290
Washington, D.C.	2.9	58	3.8	76
Los Angeles	4.7	94	3.7	74
Newark	3.1	62	2.6	52
Houston	**	**	2.4	48
Chicago	1.6	32	2.3	46
Miami	2.6	52	**	**
Nassau	3.0	60	2.2	44
Philadelphia	2.8	56	2.2	44
Atlanta	2.3	46	1.8	36
Anaheim	1.6	32	1.2	24
San Francisco	1.1	22	1.1	22
San Jose	0.8	16	0.8	16
Oakland	0.9	18	0.7	14

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	97	103	5.7 days
Advance Trip Decision Time (median days)	60	65	5.0 days
Prepaid Package	14%	14%	0.1 pts.
First International Trip from the USA	7%	8%	1.1 pts.
Length of Stay: Entire Trip (mean nights)	17.3	18.7	1.4 nights
Length of Stay: Entire Trip (median nights)	11	12	1 nights
Number of Countries Visited (% 1 country)	84%	84%	-0.4 pts.
Average Number of Destinations Visited	1.7	1.7	0.0 dest.
Hotel/Motel (% 1+ nights)	55%	56%	0.9 pts.
Average # of Nights in Hotel/Motel	8.9	9.0	0.1 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	46%	46%	0.1 pts.
Household Income (mean average)	\$103,000	\$102,700	-\$300
Household Income (median average)	\$91,800	\$92,400	\$600
Average Age: Male	46	46	0.5 years
Average Age: Female	44	45	0.7 years

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Notes:

(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.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: Estimate not shown due to sample size fewer than 400 for this year. “This profile shows only a portion of the 32 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?: OTTI sells custom reports. To learn more, go to:

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

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Survey of International Air Travelers

The Survey of International Air Travelers 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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the U.S. traveler who engaged in leisure travel/visited friends & relatives.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

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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

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