

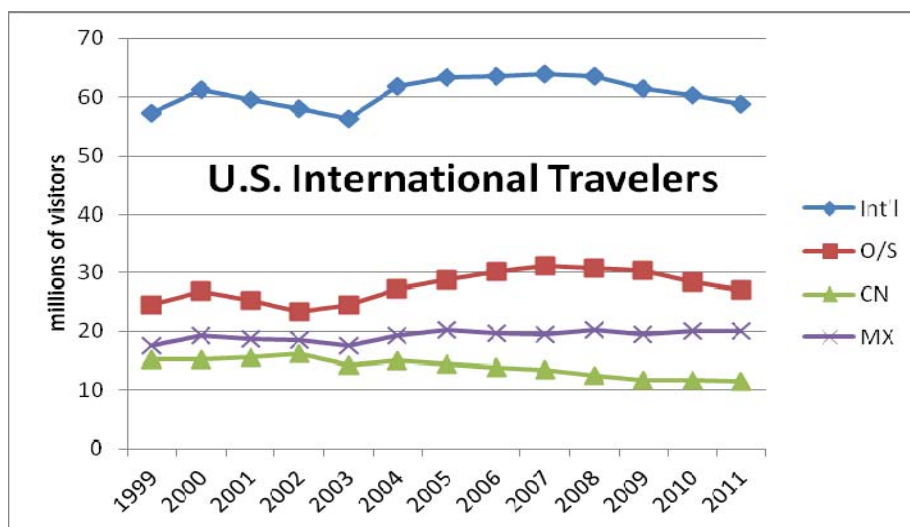
July 16, 2012

U.S. Travel to International Destinations Declined Three Percent in 2011

*Increase in Travel from non-traditional States going Overseas
Women in the Majority among U.S. Overseas Travelers to Overseas*

The U.S. resident outbound market totaled 58.7 million in 2011, down three percent from 2010. Travel to overseas regions declined* five percent, while travel to Mexico and Canada were flat and down one percent, respectively.

The top five countries visited by U.S. residents in 2011, were: Mexico (20.1 million), Canada (11.6 million), the United Kingdom (2.4 million), France (1.8 million) and Italy (1.7 million). Only three of the top 10 destinations visited by U.S. travelers posted increases in 2011.



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 2011 with 20.1 million travelers, flat when compared to 2010. Longer haul travel, by air, increased three percent from 2010. 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 \$9.3 billion, down three percent from 2010. Since 2002, spending in Mexico has increased eight times, but has been down two of the last three years.

Canada

Canada continues to be the second most visited destination by U.S. international travelers. In 2011, 11.6 million U.S. travelers visited Canada, down one percent from 2010. Longer haul travel, by air, was down slightly. (Canadian travel to the U.S. exceeded U.S. travel to Canada again in 2011 for the seventh consecutive year since 2004.) The peak year for U.S. travel to Canada was in 2002 with 16.2 million U.S. travelers. Since then, U.S. travel to Canada has declined in seven of the last nine years. Spending by U.S. travelers to Canada in 2011 totaled \$7.7 billion, up seven percent from 2010. Spending by U.S. travelers to Canada has increased in six of the last 10 years with growth the last two years.

Overseas

In 2011, 27.0 million U.S. travelers visited overseas markets, a decrease of five percent from 2010. As reported in the September 27, 2011 TiNews, the *methodology for tabulating air travelers, by citizenship, had changed with the July 2010 cutover to a new source data <http://tinet.ita.doc.gov/tinews/archive/tinews2011/20110927.html>. Therefore comparisons to 2010 will include the legacy methodology still in use during the first half of 2010.

Travel was up to two of the top five overseas markets: the United Kingdom and France. Other top overseas destinations that experienced growth in U.S. visitation were Spain, India, Aruba, Switzerland, Philippines, Turkey, and Poland. U.S. travelers set records for travel to Aruba and the Philippines.

The U.S. to Japan market suffered a 50 percent decline due to the effects of the 3/11/2011 earthquake and nuclear disaster.

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 2011:

- The top origin market/region for U.S. travelers was the Middle Atlantic States (New York, New Jersey and Pennsylvania) 27 percent; however travel was down from 34 percent in 2010. The South Atlantic states accounted for 23 percent and the Pacific states for 13 percent. Travel increased out of the East North Central and West South Central Census Regions both registered eight percent of the U.S. to overseas total.
- The top ports of departure for U.S. citizens were New York (JFK), Miami (MIA), Atlanta (ATL), Newark (EWR), Los Angeles (LAX) and Chicago (ORD) which accounted for almost 60 percent of U.S. departures.
- Advance trip decision time and airline reservation time increased to an average of 95 days and 63 days prior to departure, respectively in 2011, up slightly when compared 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 2011. Also, the personal computer/Internet continued to be the primary means of booking the trip (40 percent) vs. 29 percent for travel agents.
- Pre-paid package usage grew slightly to 13 percent of U.S. travelers compared to 2010.
- The main purpose of the overseas trip was leisure/recreation/holiday for 39 percent of the travelers, the same as in 2010. VFR was the second highest main purpose of trip at 35 percent, also the same as in 2010. Business travel comprised 18 percent of outbound travel, up 1 percentage points from 2010.
- The average length of trip (number of nights) outside the United States increased to 19.6 nights in 2010, up one night.
- Seven percent of travelers were on their first international trip, up one point from 2010. The average number of international trips taken by U.S. travelers in the last 12 months was 2.4, the same as in 2010.
- The number of destinations visited averaged 1.7 again in 2011. The percentage visiting only one destination remained at 65 percent, and 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 (33 percent), railroad (16 percent) and bus (14 percent). The top modes of intra-city transit were taxicab/limo (41 percent) and subway/tram/bus (18 percent). The use of private and/or rented autos was 29 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, touring the countryside, and visiting cultural heritage sites.
- Average international airfare per visitor, per trip, was \$1,351 USD, up four percent from 2010, and average expenditures (travel payments) per visitor, per trip, while overseas were \$1,320, up slightly from 2010. The usage of credit cards remained at 53 percent.
- **Females comprised 51 percent of U.S. travelers**, up one percentage point from 2010, as the number of women travelers continues to increase. (In 2000 women were 39 percent of U.S. outbound.) The average age of male travelers was 45.9, above that in 2010; female travelers averaged 44.2 years, also above 2010.
- Average household income was \$106,300, down slightly from 2010.

Spending by U.S. residents traveling abroad (imports) totaled \$109.8 billion, up seven percent from 2010. Spending within foreign countries (travel payments) amounted to \$78.7 billion, up three percent, and spending on transportation, via foreign carriers (passenger fare payments), totaled \$31.1 billion in 2011, up five percent. Top countries for U.S. spending included Mexico (\$9.3 billion), the United Kingdom (\$8.7 billion), Canada (\$7.7 billion), Germany (\$5.6 billion), and Japan (\$5.0 billion).

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

http://tinet.ita.doc.gov/outreachpages/outbound.general_information.outbound_overview.html

On the 2011 outbound section, users will find:

- 2011 Profile of U.S. Resident Travelers Visiting Overseas Destinations. Also there are profiles to Europe and Asia.
- 2011 U.S. to Europe Profile
- 2011 U.S. to Asia Profile
- 2011 U.S. to Overseas Destinations for Business/Conventions Profile
- 2011 U.S. to Overseas Destinations for leisure/VFR Profile
- Top Destinations Visited by U.S. Resident Travelers 2010-2011
- Top 30 Ports of Departure in 2011 for U.S. Citizens
- Total International Travelers Volume to/from the United States 2002 – 2011
- U.S. Resident Travel to Canada, Mexico and Overseas (Historical 2002 – 2011)
- U.S. Travel and Tourism Balance of Trade (Receipts & Payments 2000 – 2011)
- U.S. Travel and Tourism Balance of Trade (2011, by Country)
- 10 Year Historical Travel Import Timelines
- 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>.

If you do not find the information you need on the website or in the standard reports we sell, custom tables and reports are available from the database. Go to: <http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

For additional information or questions, please contact:

U.S. Department of Commerce
International Trade Administration/MAS/Services
Office of Travel and Tourism Industries (OTTI)
1401 Constitution Avenue NW, Room 1003
Washington, D.C. 20230
Phone:(202) 482-0140
Fax: (202) 482-2887
Website: <www.tinet.ita.doc.gov>
Email: otti@trade.gov