

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2012 U.S. Resident Travel: **Leisure/Visiting Friends & Relatives**



2012 Market Profile: U.S. Residents Leisure/VFR

Trends in Departures

[in thousands]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Departures	23,922	24,752	25,888	25,832	25,876	23,889	22,321	23,229	-693
% Change	7	3	5	0	0	-8	-7	4	-3

Destinations Visited

VISITATION TO DESTINATIONS ³	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
EUROPE	35.4	7,902	35.4	8,223
United Kingdom	8.3	1,853	8.3	1,928
Italy	6.9	1,540	7.6	1,765
France	6.6	1,473	7.4	1,719
Germany	5.6	1,250	5.9	1,371
Spain	4.1	915	4.0	929
Ireland	2.2	491	2.6	604
Netherlands	2.2	491	2.3	534
Switzerland	2.0	446	2.0	465
Austria	**	**	1.9	441
Greece	1.5	335	**	**
Russia	0.9	201	0.9	209
Poland	0.8	179	**	**
CARIBBEAN	24.2	5,402	26.3	6,109
Dominican Rep.	**	**	8.8	2,044
Jamaica	6.0	1,339	6.3	1,463
Aruba	2.8	625	**	**
SOUTH AMERICA	7.3	1,629	6.8	1,580
Colombia	1.6	357	1.8	418
Peru	**	**	1.5	348
CENTRAL AMERICA	7.2	1,607	7.2	1,672
AFRICA	3.0	670	2.7	627
South Africa	0.8	179	0.8	186
Morocco	0.6	134	**	**

2012 Market Profile: U.S. Residents Leisure/VFR

Destinations Visited (continued)

VISITATION TO DESTINATIONS ³	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
Middle East	6.0	1,339	5.6	1,301
Israel	2.3	513	2.0	465
Turkey	1.5	335	1.5	348
Asia	18.3	4,085	17.5	4,065
P. R. of China	3.6	804	3.4	790
India	3.6	804	3.3	767
Japan	1.9	424	2.5	581
Philippines	2.1	469	2.1	488
Hong Kong	2.3	513	**	**
Korea, South	1.5	335	1.6	372
R. of China (Taiwan)	1.9	424	1.5	348
Thailand	1.3	290	1.3	302
Singapore	**	**	0.6	139
Oceania	1.8	402	**	**

Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	0.7	1.1	0.4
	Visit Friends/Relatives	42.1	35.2	-6.9
	Health Treatment	0.4	0.2	-0.2
	Religion/Pilgrimages	0.8	0.6	-0.2
2012	Business		2.3	
2011	Business/Professional	5.7		
2012	Vacation/Holiday		58.1	
2011	Leisure/Rec./Holidays/Sight	48.0		
2012	Education		2.2	
2011	Study/Teaching	2.0		
	Other	0.3	0.3	0.0

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All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	1.2	1.9	0.7
	Visit Friends/Relatives	55.9	48.4	-7.5
	Health Treatment	1.1	1.1	0.0
	Religion/Pilgrimages	1.8	2.1	0.3
2012	Business		4.2	
2011	Business/Professional	9.8		
2012	Vacation/Holiday		72.9	
2011	Leisure/Rec./Holidays/Sight	67.1		
2012	Education		5.1	
2011	Study/Teaching	3.8		
	Other	1.3	0.5	-0.8
	NET PURPOSES OF TRIP:			
	Leisure & VFR	100.0	100.0	0.0
	Business & Convention	10.6	5.7	-4.9

Information Sources Used to Plan Trip

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	28.0	50.9	22.9
	Corporate Travel Dept.	2.2	4.3	2.1
	Travel Guide(s)	5.3	7.6	2.3
2012	Personal Recommendation (Friends/Rel)		21.4	
2011	Friends/Relatives	17.6		
2012	National/State/City Travel Office		4.2	
2011	Nat'l Govt. Tourist Ofc.	1.3		
2011	State/City Travel Ofc.	1.7		
2012	Tour Operator/Travel Club		7.6	
2011	Tour Company	5.4		
2012	Online Travel Agency (OTA)		33.9	
2012	Travel Agency Office		20.6	
2011	Travel Agency	27.0		
2012	Other		6.0	
2011	TV/Radio	0.5		
2011	Personal Computer	45.1		
2011	In-flight Info. Systems	1.4		
2011	Newspapers/Magazines	1.0		

2012 Market Profile: U.S. Residents Leisure/VFR

Activity Participation While in Other Countries

	Activity Participation	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	12.6	10.8	-1.8
	Art Gallery/Museum	24.3	34.9	10.6
	Sporting Event	3.9	6.9	3.0
	Camping/Hiking	7.0	8.3	1.3
	Casino/Gambling	7.8	10.4	2.6
	Concert/Play/Musical	11.6	14.5	2.9
	Cultural Heritage Sites	34.9		
	Environ./Eco. Excursions	6.9	7.5	0.6
	Golfing/Tennis	4.0	4.0	0.0
	Guided Tours	18.9	37.2	18.3
	Hunting/Fishing	3.4	3.4	0.0
	Nightclubs/Dancing	20.6	27.3	6.7
	Shopping	73.0	78.4	5.4
2012	Cultural / Ethnic Heritage Sites		33.2	
2011	Ethnic Heritage Sites	13.8		
2012	Experience Fine Dining		41.6	
2011	Dining in Restaurants	82.3		
2012	Sightseeing		80.6	
2011	Sightseeing in Cities	42.6		
2012	Snow Sports		1.2	
2011	Snow Skiing	1.0		
2012	Small Towns/Countryside		46.2	
2011	Visit Small Towns/Villages	47.0		
2011	Touring Countryside	36.9		
2012	National Parks/Monuments		29.6	
2011	Visit National Parks	12.6		
2012	Water Sports		20.8	
2011	Water Sports/Sunbathing	28.6		
2012	Visit Historical Locations		41.9	
2011	Visit Historical Places	52.6		
2011	Cruises	6.5		
2011	Ranch Vacations	2.0		
2012	Other		0.8	

2012 Market Profile: U.S. Residents Leisure/VFR

Transportation Used

	Transportation Types Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines between Cities	32.7	63.7	31.0
	Bus between Cities	14.5	21.1	6.6
	City Subway/Tram/Bus	18.9	21.3	2.4
	Company or Private Auto	29.5	40.4	10.9
	Railroad between Cities	16.3	15.6	-0.7
	Motor Home/Camper	1.3	0.5	-0.8
	Rented Auto	16.9	11.7	-5.2
	Taxi/Cab/Limousine	39.2	30.4	-8.8
2012	Cruise Ship/River Boat 1+ Nights		6.5	
2012	Ferry/River Taxi/Srt Scenic Cruise		6.9	
2012	Rented Bicycle/Motorcycle/Moped		3.0	

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	102.9	105.1	2.2
Advance Trip Decision Time (median days)	65.0	90.0	25.0
Prepaid Package	14.1	13.4	-0.7
First International Trip Outside the U.S.	7.6	6.6	-1.0
Length of Stay Outside the U.S. (mean nights)	18.7	16.9	-1.8
Length of Stay Outside the U.S. (median nights)	12.0	11.0	-1.0
Number of Countries Visited (% 1 country)	83.5	81.6	-1.9
Average Number of Countries Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	55.7	59.2	3.5
Average # of Nights in Hotel/Motel	9.0	9.1	0.1
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	46.1	45.2	-0.9
Household Income (mean average)	\$102,700	\$119,468	\$16,768
Household Income (median average)	\$92,400	\$95,000	\$2,600
Average Age: Female	44.5	44.1	-0.4
Average Age: Male	46.2	45.7	-0.5

2012 Market Profile: U.S. Residents Leisure/VFR

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
Middle Atlantic	29.4	6,562	27.0	6,272
South Atlantic	21.9	4,888	17.6	4,088
Pacific	13.4	2,991	15.2	3,531
East North Central	7.7	1,719	10.4	2,416
West South Central	6.9	1,540	9.3	2,160
New England	6.8	1,518	5.5	1,278
West North Central	5.0	1,116	5.5	1,278
Mountain	4.8	1,071	5.1	1,185
East South Central	2.0	446	2.4	557
STATES				
New York	16.0	3,571	13.5	3,136
California	11.1	2,478	12.9	2,997
New Jersey	9.0	2,009	9.1	2,114
Texas	5.6	1,250	7.4	1,719
Florida	8.1	1,808	5.7	1,324
Pennsylvania	4.4	982	4.4	1,022
Illinois	2.8	625	4.0	929
Georgia	2.4	536	3.5	813
Virginia	4.4	982	2.9	674
Massachusetts	3.2	714	2.7	627
Maryland	3.2	714	2.3	534
Connecticut	2.6	580	1.9	441
Ohio	1.7	379	1.8	418
Colorado	1.9	424	**	**
North Carolina	1.9	424	1.4	325
Washington	1.5	335	1.4	325

2012 Market Profile: U.S. Residents Leisure/VFR

Residence of U.S. Travelers (Continued)

Residence of U.S. Travelers ⁴	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
CITIES				
New York City	14.4	3,214	12.5	2,904
Los Angeles	3.7	826	3.3	767
Chicago	2.3	513	3.0	697
Atlanta	1.8	402	2.8	650
Newark	2.6	580	2.7	627
Washington, DC	3.8	848	2.5	581
Houston	2.4	536	2.5	581
Philadelphia	2.2	491	2.1	488
Edison-New Brunswick, NJ	**	**	2.0	465
San Francisco	1.1	246	1.9	441
Nassau	2.2	491	1.7	395
Anaheim	1.2	268	**	**
Oakland	0.7	156	**	**
San Jose	0.8	179	1.1	256

- (1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.
 (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.
 (4) Only U.S. origin areas having a sample size of 400 or more are displayed.
 (-) No estimate available.
 (n/a) Estimate not yet available.
 (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 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://travel.trade.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinnet.ita.gov/outreachpages/census_regions.html

Interested in data for your destination?: NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, Industry & Analysis, National Travel and Tourism Office; Bureau of Economic Analysis

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Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a. Where do you live (State/City of Residence)?** (%)
TABLE 2 - Q6a. How did you obtain the information used for planning this trip?*** (%)
TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%)
TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%)
TABLE 5 - Q9. How were airline reservations made for this trip?*** (%)
TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)
TABLE 7 - Q8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip? (%)
TABLE 8 - Q8b. How many days in advance of this trip did you visit a health care provider? (%)
TABLE 9 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?*** (%)
TABLE 10 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?*** (%)
TABLE 11 - Q11. Was travel insurance purchased for this trip? (%)
TABLE 12 - Q14. With whom are you traveling now?*** (%)
TABLE 13 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 14 - Q13a. What is the main purpose of your trip? (%)
TABLE 15 - Q13a./b. All purpose(s) of trip.*** (%)
TABLE 16 - Q17. Type of accommodation outside the U.S. and number of nights stayed.** (%)
TABLE 17 - Q16b. How many nights outside of the U.S.A. will you spend on this trip? (%)
TABLE 18 - Q16c. How many total nights away from home will you spend on this trip? (%)
TABLE 19 - Q30a. Is this your first trip by air from the United States? (%)
TABLE 20 - Q30b. How many round trips by air have you made from the U.S. in the past 12 months? (%)
TABLE 21 - Q3b./Q17. Number of countries visited.** (%)
TABLE 22 - Q3b./Q17. Number of destinations visited.** (%)
TABLE 23 - Q21. What types of transportation will be used on this trip?*** (%)
TABLE 24 - Q5a. What city or airport will you pass through U.S. Customs and Passport Control (Port of Entry)** (%)
TABLE 25 - Q3b. What will be your main destination on this trip? (%)
TABLE 26 - Q3b./Q17. What international destinations will you visit (includes main destination)?** (%)
TABLE 27 - Q22. Will anyone engage in any of the following leisure activities?*** (%)
TABLE 28 - Q18d./Q19. How much total money will be spent outside the U.S.? (\$)
TABLE 29 - Q20. Expenses Payment Methods.** (%)
TABLE 30 - Q20. Travelers Use of Payment Methods.*** (%)
TABLE 31 - Q20. Share of Total Trip Expenditures by Payment Methods.**** (%)
TABLE 32 - Q25. What were your three main reasons for flying on this airline?*** (%)
TABLE 33 - Q25. What was the most important reason for flying on this airline? (%)
TABLE 34 - Q26a. Where will you sit in the aircraft today? (%)
TABLE 35 - Q26b. What type of airline ticket do you have?*** (%)
TABLE 36 - Q31bc. What is your age and what is your gender? (%)
TABLE 37 - Q31a. What is your occupation? (%)
TABLE 38 - Q32. What is your total combined annual household income? (%)
TABLE 39 - Q33a. What is your ethnicity? (%)
TABLE 40 - Q33b. What is your race?*** (%)

Interested in obtaining data for your organization?

NTTO 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:

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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)
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- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
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