

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Profile of Overseas Travelers to the United States: **2012 Inbound**



Profile of Overseas Travelers to the United States: 2012

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	29,761,038	100.0%
Western Europe	11,751,218	39.5%
United Kingdom	3,763,381	12.6%
Germany	1,875,952	6.3%
France	1,455,720	4.9%
Italy	831,343	2.8%
Spain	607,273	2.0%
Netherlands	591,746	2.0%
Switzerland	476,637	1.6%
Sweden	442,013	1.5%
Ireland	331,850	1.1%
Denmark	271,363	0.9%
Norway	262,822	0.9%
Belgium	260,267	0.9%
Austria	183,276	0.6%
Eastern Europe	727,273	2.4%
Russia	259,699	0.9%
Caribbean	1,131,480	3.8%
Bahamas	224,997	0.8%
Dominican Republic	244,417	0.8%
Jamaica	166,984	0.6%

1 Country estimates are only listed if they generated at least 150,000 overseas visitors.

2 All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94.

...continued

Profile of Overseas Travelers to the United States: 2012

...continued

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	29,761,038	100.0%
South America	4,416,175	14.8%
Brazil	1,791,103	6.0%
Colombia	602,338	2.0%
Venezuela	674,754	2.3%
Argentina	614,504	2.1%
Ecuador	209,828	0.7%
Peru	190,205	0.6%
Chile	187,603	0.6%
Central America	802,956	2.7%
Guatemala	194,373	0.7%
Costa Rica	179,755	0.6%
Asia (Far East)	8,311,196	27.9%
Japan	3,698,073	12.4%
Peoples Rep. of China	1,474,408	5.0%
South Korea	1,251,432	4.2%
India	724,433	2.4%
Taiwan	290,163	1.0%
Philippines	176,218	0.6%
Singapore	162,077	0.5%
Oceania	1,321,901	4.4%
Australia	1,122,180	3.8%
New Zealand	185,706	0.6%
Middle East	925,398	3.1%
Israel	303,629	1.0%
Africa	373,441	1.3%

1 Country estimates are only listed if they generated at least 150,000 overseas visitors.

2 All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94.

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers	29,761,000	19,970,000	4,672,000
Advance Trip Decision			
Average Number of Days	90.8	108.1	41.4
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation			
Average Number of Days	65.6	79.6	27.9
Median Number of Days	40.0	60.0	15.0
Means of Booking Air Trip			
Travel Agency Office	31.1%	33.0%	26.0%
Airlines Directly	28.8%	30.4%	21.1%
Internet Booking Service	25.2%	27.0%	14.7%
Corporate Travel Dept.	11.2%	4.8%	38.9%
Tour Operator/Travel Club	9.2%	11.0%	5.1%
Information Sources*			
Airlines	42.6%	43.2%	39.1%
Online Travel Agency	29.4%	33.7%	17.6%
Travel Agency Office	25.4%	26.8%	23.7%
Personal recommendation	23.9%	27.9%	12.5%
Travel Guide	12.8%	16.7%	5.5%
Corporate Travel Dept.	12.4%	6.8%	38.1%
National/State/City Travel Off.	9.9%	11.1%	6.8%
Tour Operator/Travel Club	8.4%	10.1%	4.6%
Use of Pre-Paid Package			
Yes	19.0%	24.2%	6.6%
No (Independent)	81.0%	75.8%	93.4%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
If Package Used, Type of Package*			
Air/Lodging	6.9%	8.8%	2.5%
Air/Lodging/Bus or Coach	6.2%	8.0%	1.5%
Air/Lodging/Attractions/Events/Ent.	5.4%	7.1%	1.3%
Air/Lodging/Meals	5.4%	6.4%	2.4%
Air/Lodging/Guided Tours	3.8%	4.9%	0.9%
Air/Lodging/Rental Car	3.0%	4.0%	1.5%
Air/Lodging/Tour Guide for Entire Trip	2.2%	2.7%	0.6%
Air/Lodging/Cruise	1.6%	2.2%	0.4%
Pre-Booked Lodging Reservations			
Yes	67.3%	73.2%	71.1%
No	32.7%	26.8%	28.9%
If Pre-Booked Lodging, Pre-Booked Through*			
Internet Booking Service	23.1%	27.5%	17.2%
Lodging Establishment Directly	17.7%	18.8%	18.1%
Travel Agency Office	16.1%	20.4%	7.1%
Corporate Travel Dept.	7.1%	2.6%	28.5%
Tour Operator/Travel Club	6.0%	7.8%	2.2%
The Airline	1.6%	1.8%	0.7%
Travel Insurance Purchased			
Yes	56.4%	60.5%	45.7%
No	43.6%	39.5%	54.3%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
Travel Companions*			
Traveling Alone	58.3%	41.3%	81.4%
Spouse/Partner	23.2%	35.0%	5.4%
Family/Relatives	14.7%	22.3%	3.2%
Friends	6.2%	9.5%	1.7%
Business Associates	3.0%	0.8%	9.8%
Tour Group	0.4%	0.5%	0.2%
Travel Party Size (persons)			
Adults Only	90.5%	85.6%	97.7%
Adults and Children	9.5%	14.4%	2.3%
Average Party Size	1.6	1.9	1.3
Median Party Size	1.0	2.0	1.0
Main Purpose of Trip			
Vacation/Holiday	56.7%	84.6%	3.7%
Visit Friends/Relatives	16.6%	8.6%	2.0%
Business	12.7%	2.1%	86.2%
Convention/Conference/Trade Show	7.7%	2.4%	6.6%
Education	4.4%	1.9%	1.2%
Purpose of Trip*			
Vacation/Holiday	67.1%	100.0%	15.8%
Visit Friends/Relatives	28.8%	24.3%	12.4%
Business	15.7%	3.7%	100.0%
Convention/Conference/Trade Show	9.9%	3.5%	15.4%
Education	6.6%	3.9%	4.5%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
Type of Accommodations*			
Hotel, Motel	78.7%	82.5%	86.7%
Average Number of Nights	9.3	8.9	9.1
Median Number of Nights	6.0	7.0	6.0
Private Home	30.0%	27.0%	18.5%
Average Number of Nights	21.5	17.5	18.6
Median Number of Nights	10.0	10.0	7.0
Other	4.6%	4.8%	4.1%
Mean Number of Nights	14.1	10.9	13.5
Median Number of Nights	6.0	7.0	6.0
Nights Spent in the U.S.			
Average	17.0	14.5	14.0
Median	9.0	9.0	7.0
First International U.S. Trip			
First Time Visitors	23.2%	26.4%	15.5%
Repeat Visitors	76.8%	73.6%	84.5%
U.S. Trips in Last 12 Months:			
Mean # of Trips	1.8	1.6	2.8
Median # of trips	1.0	1.0	2.0

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
Number of States Visited*			
One State	70.5%	68.5%	69.6%
Two States	17.4%	17.3%	20.0%
Three or More States	12.2%	14.1%	10.3%
Average (Number of States)	1.5	1.5	1.4
Median (Number of States)	1.0	1.0	1.0
Number of Destinations Visited**			
Average (Number of Destinations)	2.0	2.1	1.7
Median (Number of Destinations)	1.0	1.0	1.0
Transportation in the U.S.*			
Taxicab/Limousine	34.7%	34.6%	41.0%
Airline in the U.S.	33.4%	30.9%	40.6%
Rented Auto	32.4%	36.6%	35.5%
City Subway/Tram/Bus	32.1%	36.2%	20.7%
Company or Private Auto	31.8%	28.1%	35.6%
Bus between Cities	17.8%	20.4%	8.6%
Railroad between Cities	6.9%	6.9%	6.2%
Air Arrivals Port-of-Entry			
New York	17.7%	19.6%	17.2%
Miami	14.5%	16.5%	12.4%
Los Angeles	10.5%	10.5%	12.7%
Honolulu	7.0%	10.1%	1.1%
Newark	5.9%	6.3%	6.1%
San Francisco	5.6%	4.5%	9.6%
Chicago	4.6%	2.9%	8.9%
Agana, Guam	4.2%	6.2%	0.4%
Orlando**	3.6%	4.7%	1.2%
Atlanta	3.4%	2.3%	4.5%
Washington Dulles	3.2%	2.2%	4.4%
Houston	2.4%	1.6%	4.4%
Boston	2.1%	1.7%	2.0%
Dallas/Ft. Worth	1.8%	1.3%	2.2%
Philadelphia	1.6%	1.0%	2.4%
Las Vegas	1.4%	1.7%	0.4%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
U.S. Destinations Visited*:			
New England	5.5%	5.0%	5.9%
Massachusetts	4.5%	4.3%	4.7%
Boston	4.2%	4.0%	4.2%
Middle Atlantic	34.4%	36.0%	31.3%
New York	31.3%	34.3%	25.1%
New York City-WP-Wayne	30.6%	33.8%	24.3%
New Jersey	2.9%	2.4%	4.6%
Pennsylvania	3.2%	2.7%	4.8%
Philadelphia	2.0%	1.7%	3.0%
East North Central	7.1%	5.0%	13.4%
Illinois	4.7%	3.6%	8.0%
Chicago	4.6%	3.5%	7.6%
West North Central	2.1%	1.4%	3.3%
South Atlantic	31.1%	33.7%	27.9%
Florida	22.1%	26.7%	15.9%
Miami	11.7%	13.6%	10.8%
Orlando	10.7%	14.6%	3.7%
Ft. Lauderdale	1.7%	2.0%	1.1%
Washington D.C.	5.9%	5.8%	5.0%
Georgia	2.5%	1.8%	3.7%
Atlanta	2.2%	1.4%	3.4%
East South Central	1.5%	1.3%	2.4%
West South Central	5.7%	4.0%	10.2%
Texas	4.5%	2.9%	9.0%
Houston	2.2%	1.3%	5.0%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
U.S. Destinations Visited*:			
Mountain	12.1%	13.9%	8.9%
Nevada	9.3%	11.6%	5.1%
Las Vegas	9.1%	11.3%	4.8%
Arizona	2.7%	3.2%	2.1%
Flagstaff-G. Cyn-Sedona	1.8%	2.5%	0.5%
Colorado	1.5%	1.3%	1.6%
Pacific	21.6%	19.9%	27.7%
California	20.2%	18.8%	25.1%
Los Angeles	11.4%	11.9%	11.3%
San Francisco	9.4%	10.3%	8.7%
San Diego	2.6%	2.7%	2.4%
Washington	1.5%	1.3%	2.7%
Pacific Islands	14.2%	18.8%	2.2%
Hawaiian Islands	9.5%	12.5%	1.7%
Oahu	7.5%	10.1%	1.2%
Guam	4.7%	6.3%	0.4%
Atlantic Islands	0.6%	0.6%	0.9%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
Leisure/Recreational Activities*			
Shopping	87.8%	90.8%	81.8%
Sightseeing	76.9%	83.9%	56.7%
Experience Fine Dining	38.1%	38.9%	38.3%
National Parks/Monuments	33.4%	38.2%	21.5%
Art Gallery, Museum	28.4%	31.1%	19.7%
Amusement/Theme Parks	26.9%	31.8%	13.7%
Small Towns/Countryside	26.9%	28.6%	19.7%
Historical Locations	25.9%	29.5%	15.9%
Guided Tours	24.2%	29.3%	11.1%
Concert, Play, Musical	18.4%	20.8%	10.3%
Cultural/Ethnic Heritage Sights	15.6%	18.0%	8.1%
Nightclub/ Dancing	15.5%	15.9%	17.0%
Sporting Event	11.8%	12.0%	10.0%
Water Sports	11.0%	13.3%	4.4%
Casinos/Gambling	9.5%	10.7%	6.4%
American Indian Communities	4.8%	5.6%	2.7%
Camping, Hiking	4.4%	4.7%	3.1%
Golf/Tennis	4.4%	4.5%	4.3%
Environmental/Eco. Excursions	3.4%	3.7%	1.9%
Hunting/Fishing	1.8%	1.8%	1.0%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
Main factors involved in Airline Choice:			
Airfare	48.0%	51.5%	36.4%
Convenient Schedule	40.3%	40.1%	42.0%
Non-Stop Flight	37.5%	39.2%	34.1%
Previous Good Experience	23.7%	23.8%	23.5%
Mileage Bonus/Freq. Flyer program	20.0%	17.2%	31.5%
Safety Reputation	16.6%	17.6%	13.7%
In-Flight Service Reputation	11.9%	12.1%	12.3%
Loyalty to Carrier	10.0%	9.3%	11.4%
Employer Policy	4.2%	2.1%	13.0%
Type of Airline Ticket*			
Paid Ticket	76.6%	76.6%	79.7%
Don't Know	12.7%	12.6%	11.1%
Frequent Flyer Award	4.3%	4.7%	2.7%
Discount/Group Fare	3.7%	3.8%	2.9%
Paid Upgrade	2.2%	1.9%	3.5%
Non-Revenue Passenger	1.7%	1.8%	1.1%
Frequent Flyer Upgrade	1.1%	1.0%	1.8%
Frequent Flyer Upgrade			
Seating Area			
Economy/Tourist/Coach	79.8%	82.9%	64.7%
Premium Economy	9.7%	9.0%	13.6%
Executive/Business	8.9%	6.9%	18.4%
First Class	1.6%	1.2%	3.4%
Average Total Trip Expenditures			
Per Travel Party	\$5,476	\$6,057	\$5,400
Per Visitor	\$3,259	\$3,089	\$4,147
Average International Airfare			
Per Travel Party	\$2,501	\$2,566	\$3,060
Per Visitor	\$1,578	\$1,386	\$2,376
Average Package Price			
Per Travel Party	\$5,466	\$5,608	\$5,289
Per Visitor	\$2,375	\$2,313	\$3,377
Average Expenditures in the U.S.			
Per Travel Party	\$2,824	\$3,339	\$2,306
Per Visitor	\$1,681	\$1,703	\$1,770
Per Visitor Per Day	\$99	\$117	\$126

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
Avg. Exp. by Category (per visitor):			
Lodging	\$459	\$406	\$711
Shopping, Gifts & Other Purchases	\$449	\$486	\$350
Food, Beverages	\$315	\$327	\$289
Entertainment	\$198	\$230	\$124
Ground Transportation	\$94	\$91	\$132
Air Transportation	\$80	\$80	\$96
Other	\$50	\$51	\$27
Medical Services	\$5	\$4	\$3
Trip Expenses Payment Methods			
Purchases Using Credit Cards	40.7%	38.7%	53.6%
Cash from Home/Travelers Checks	32.5%	35.5%	19.6%
Cash Adv./Withdrawal Using Credit Card	15.9%	14.6%	17.8%
Cash Adv./Withdrawal Using Debit Card	5.6%	5.8%	5.0%
Purchases Using Debit Cards	5.3%	5.4%	4.0%
Travelers Use of Payment Methods*:			
Cash from Home/Travelers Checks	66.2%	71.2%	51.8%
Purchases Using Credit Cards	65.5%	66.3%	71.5%
Cash Adv./Withdrawal Using Credit Card	30.4%	29.6%	32.8%
Cash Adv./Withdrawal Using Debit Card	13.3%	14.0%	12.0%
Purchases Using Debit Cards	11.8%	12.5%	8.8%
Share of Expenses by Payment Methods			
Purchases Using Credit Cards	44.1%	40.5%	59.9%
Cash from Home/Travelers Checks	29.4%	33.1%	16.6%
Cash Adv./Withdrawal Using Credit Card	13.5%	12.4%	14.9%
Cash Adv./Withdrawal Using Debit Card	6.5%	7.2%	4.9%
Purchases Using Debit Cards	6.5%	6.7%	3.7%

Profile of Overseas Travelers to the United States: 2012

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	29,761,000	19,970,000	4,672,000
Sex & Age of Traveler			
Male Adults	55.4%	49.0%	76.7%
Female Adults	44.6%	51.0%	23.3%
Average Age of Male (years)	41.0	40.5	41.4
Average Age of Female (years)	38.8	37.6	37.8
Occupation			
Mgmt., Business, Science, & Arts	43.3%	39.3%	67.0%
Service Occupations	12.6%	14.5%	7.4%
Sales & Office	10.6%	12.0%	9.9%
Student	10.2%	10.3%	2.9%
Retired	7.0%	6.9%	0.7%
Homemaker	5.2%	5.7%	0.6%
Production, Trans., & Material Moving	3.9%	3.3%	7.1%
Government/Military	3.0%	3.5%	0.9%
Natural Resources, Const., & Maintenance	2.6%	2.9%	2.5%
Annual Household Income			
Average	\$99,814	\$97,773	\$121,259
Median	\$72,346	\$72,000	\$90,080

* Multiple Response.

** Orlando excluding Sanford.

NOTE: All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 29,761,000 (total overseas travelers to the U.S.), 19,970,000 (total leisure-vac. travelers), or 4,672,000 (total business travelers).

Only destinations with more than 1.5% of all overseas visitors are listed. All percentages have been rounded to nearest whole number.

Business travelers are defined as the respondents who stated their purpose of trip was business/professional. Multiple purposes of trip are allowed. Leisure travelers are defined as the respondents who stated their purpose of trip was leisure/recreation/holidays/sightseeing. Multiple purposes of trip are allowed.

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 overseas traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



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:

<http://www.tinet.ita.doc.gov/research/index.html>

- 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

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

<http://tinet.ita.doc.gov>