

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 U.S. Resident Travel: Leisure/Visiting Friends & Relatives



2013 Market Profile: U.S. Residents Leisure/VFR

Trends in Departures

[in thousands]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Departures	24,752	25,888	25,832	25,876	23,889	22,321	23,229	23,851	-901
% Change	3	5	0	0	-8	-7	4	3	-4

Destinations Visited

VISITATION TO DESTINATIONS ¹	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
EUROPE	35.4	8,223	34.7	8,276
United Kingdom	8.3	1,928	9.0	2,147
France	7.4	1,719	7.3	1,741
Italy	7.6	1,765	6.7	1,598
Germany	5.9	1,371	5.7	1,360
Spain	4.0	929	3.8	906
Netherlands	2.3	534	2.1	501
Switzerland	2.0	465	1.7	405
Austria	1.9	441	1.6	382
Ireland	2.6	604	**	**
Russia	0.9	209	**	**
CARIBBEAN	26.3	6,109	27.4	6,535
Jamaica	6.3	1,463	7.1	1,693
Dominican Rep.	8.8	2,044	**	**
SOUTH AMERICA	6.8	1,580	7.0	1,670
Brazil	**	**	1.2	286
Peru	1.5	348	**	**
CENTRAL AMERICA	7.2	1,672	6.5	1,550
AFRICA	2.7	627	2.8	668
South Africa	0.8	186	**	**

2013 Market Profile: U.S. Residents Leisure/VFR

Destinations Visited (continued)

VISITATION TO DESTINATIONS ³	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
MIDDLE EAST	5.6	1,301	5.5	1,312
Israel	2.0	465	2.0	477
Turkey	1.5	348	1.3	310
ASIA	17.5	4,065	17.4	4,150
India	3.3	767	3.7	882
P. R. of China	3.4	790	3.1	739
Japan	2.5	581	2.3	549
Philippines	2.1	488	2.0	477
Korea, South	1.6	372	1.5	358
R. of China Taiwan	1.5	348	1.5	358
Thailand	1.3	302	1.2	286
Pakistan	**	**	0.4	95
Singapore	0.6	139	**	**

Information Sources Used to Plan Trip

Information Sources Used to Plan Trip (multiple response--top 6 of 9)		2013 (Percent)	Point Change (2)
Airline	50.9	50.3	-0.6
Online Travel Agency	33.9	33.4	-0.5
Personal Recommendation	21.4	21.3	-0.1
Travel Agency Office	20.6	21.0	0.4
Travel Guides	7.6	7.8	0.2
Tour Operator/Travel Club	7.6	7.8	0.2

2013 Market Profile: U.S. Residents Leisure/VFR

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	58.1	60.8	2.7
Visit Friends/Relatives	35.2	32.8	-2.4
Education	2.2	2.1	-0.1
Business	2.3	2.0	-0.3

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	72.9	74.8	1.9
Visit Friends/Relatives	48.4	46.0	-2.4
Education	5.1	4.8	-0.3
Business	4.2	3.8	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	100.0	100.0	0.0
Business & Convention	5.7	5.6	-0.1

Transportation Used

Transportation Types Used in Other Countries (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Air Travel between Non U.S. Cities	63.7	63.0	-0.7
Auto, Company or Private	40.4	40.1	-0.3
Taxicab/Limousine	30.4	29.1	-1.3
Bus between Cities	21.1	21.2	0.1
City Subway/Tram/Bus	21.3	20.3	-1.0
Railroad between Cities	15.6	14.6	-1.0

2013 Market Profile: U.S. Residents Leisure/VFR

Activity Participation While in Other Countries

Activity Participation in Other Countries (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Sightseeing	80.6	80.7	0.1
Shopping	78.4	77.7	-0.7
Small Towns/Countryside	46.2	45.6	-0.6
Historical Locations	41.9	41.3	-0.6
Experience Fine Dining	41.6	41.0	-0.6
Guided Tours	37.2	39.2	2.0
Art Galleries/Museums	34.9	33.3	-1.6
Cultural/Ethnic Heritage Sites	33.2	32.6	-0.6
National Parks/Monuments	29.6	29.6	0.0
Nightclubbing	27.3	24.8	-2.5

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	105.1	106.7	1.6
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	13.4	14.8	1.4
First International Trip Outside the U.S.	6.6	7.2	0.6
Length of Stay Outside the U.S. (mean nights)	16.9	16.6	-0.3
Length of Stay Outside the U.S. (median nights)	11	10	-1.0
Number of Countries Visited (% 1 country)	81.6	82.0	0.4
Average Number of Countries Visited	1.3	1.2	-0.1
Hotel/Motel (% 1+ nights)	59.2	60.6	1.4
Average # of Nights in Hotel/Motel	9.1	8.9	-0.2
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	45.2	45.5	0.3
Household Income (mean average)	\$119,468	\$118,706	-\$762
Household Income (median average)	\$95,000	\$93,000	-\$2,000
Average Age: Female	44.1	44.2	0.1
Average Age: Male	45.7	45.3	-0.4

2013 Market Profile: U.S. Residents Leisure/VFR

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
REGIONS				
Middle Atlantic	27.0	6,272	25.4	6,058
South Atlantic	17.6	4,088	19.4	4,627
Pacific	15.2	3,531	14.6	3,482
West South Central	9.3	2,160	10.6	2,528
East North Central	10.4	2,416	10.2	2,433
West North Central	5.5	1,278	5.6	1,336
Mountain	5.1	1,185	5.3	1,264
New England	5.5	1,278	5.0	1,193
East South Central	2.4	557	3.2	763
STATES				
New York	13.5	3,136	12.9	3,077
California	12.9	2,997	12.3	2,934
Texas	7.4	1,719	7.9	1,884
New Jersey	9.1	2,114	7.5	1,789
Florida	5.7	1,324	5.3	1,264
Pennsylvania	4.4	1,022	4.9	1,169
Georgia	3.5	813	4.5	1,073
Illinois	4.0	929	3.7	882
Virginia	2.9	674	2.7	644
North Carolina	1.4	325	2.5	596
Michigan	**	**	2.3	549
Maryland	2.3	534	2.2	525
Connecticut	1.9	441	2.0	477
Massachusetts	2.7	627	2.0	477
Ohio	1.8	418	1.9	453
Colorado	**	**	1.6	382
Tennessee	**	**	**	**
Washington	1.4	325	**	**

2013 Market Profile: U.S. Residents Leisure/VFR

Residence of U.S. Travelers (Continued)

Residence of U.S. Travelers ⁴	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
CITIES				
New York City	12.5	2,904	11.3	2,695
Atlanta	2.8	650	3.6	859
Los Angeles	3.3	767	3.6	859
Houston	2.5	581	3.2	763
Chicago	3	697	2.6	620
Philadelphia	2.1	488	2.5	596
Washington, D.C.	2.5	581	2.1	501
Edison-New Brunswick	2	465	1.9	453
Nassau	1.7	395	1.6	382
San Francisco	1.9	441	1.2	286
Newark	2.7	627	**	**
San Jose	1.1	256	**	**

(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

(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.

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

Note: This profile shows only a portion of the 40 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://tinnet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.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, ITA, National Travel and Tourism Office; Bureau of Economic Analysis

Publication Date: July 2014

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?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>