

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 U.S. Resident Travel to Europe



2013 Market Profile: U.S. Residents to Europe

Trends in Departures

[in thousands]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Departures	12,029	12,304	11,238	10,635	9,806	9,674	10,204	10,039	-1,990
% Change	0	2	-9	-5	-8	-1	5	-2	-17

Trends in Payments

[Millions of U.S. Dollars]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Travel & Tourism Payments ¹	\$36,826	\$38,374	\$40,069	\$32,337	\$33,497	\$36,183	\$38,697	\$40,485	\$3,659
Travel Payments	\$23,684	\$25,101	\$25,491	\$21,564	\$21,834	\$23,012	\$24,268	\$24,934	\$1,250
Passenger Fare Payments	\$13,142	\$13,273	\$14,578	\$10,773	\$11,663	\$13,171	\$14,429	\$15,551	\$2,409
% Change in Total Payments	0	4	4	-19	4	8	7	5	10

Visitation to Europe Destinations

VISITATION TO EUROPE DESTINATIONS ³	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
EUROPE	100.0	10,204	100.0	10,039
United Kingdom	24.9	2,541	26.3	2,640
France	19.9	2,031	19.9	1,998
Italy	19.1	1,949	18.0	1,807
Germany	16.8	1,714	17.2	1,727
Spain	11.1	1,133	10.5	1,054
Ireland	6.7	684	7.1	713
Netherlands	6.3	643	6.4	643
Switzerland	5.5	561	5.0	502
Austria	4.6	469	4.3	432
Greece	3.8	388	3.9	392
Poland	1.7	173	2.1	211
Russia	2.9	296	**	**
MIDDLE EAST	3.5	357	**	**

2013 Market Profile: U.S. Residents to Europe

Information Sources Used to Plan Trip

Information Sources Used to Plan Trip (multiple response--top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airline	50.8	50.9	0.1
Online Travel Agency	30.4	30.8	0.4
Personal Recommendation	18.9	18.0	-0.9
Travel Agency Office	16.9	17.4	0.5
Corporate Travel Department	12.8	11.7	-1.1
Tour Operator/Travel Club	9.0	9.8	0.8
Travel Guides	8.9	9.7	0.8

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	47.9	50.1	2.2
Visit Friends/Relatives	24.6	24.6	0.0
Business	13.8	11.0	-2.8
Education	6.4	6.8	0.4

All Purposes of Trip

Purpose of Trip	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	61.9	63.6	1.7
Visit Friends/Relatives	36.6	36.5	-0.1
Business	16.7	13.5	-3.2
Education	10.0	10.1	0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	79.6	81.6	2.0
Business & Convention	21.3	18.7	-2.6

2013 Market Profile: U.S. Residents to Europe

Transportation Used Within Europe

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	65.3	61.9	-3.4
Auto, Company or Private	37.3	36.7	-0.6
City Subway/Tram/Bus	33.1	33.4	0.3
Taxicab/Limousine	32.6	29.7	-2.9
Railroad between Cities	28.8	27.8	-1.0
Bus between Cities	21.1	23.9	2.8

Activity Participation Within Europe

Activity Participation in Other Countries (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Sightseeing	85.9	87.2	1.3
Shopping	80.5	79.6	-0.9
Historical Locations	58.5	60.2	1.7
Small Towns/Countryside	55.6	57.2	1.6
Art Galleries/Museums	56.4	57.0	0.6
Experience Fine Dining	47.5	46.4	-1.1
Guided Tours	43.3	44.6	1.3
Cultural/Ethnic Heritage Sites	40.7	41.7	1.0
National Parks/Monuments	34.5	34.8	0.3
Concert/Play/Musical	21.8	22.0	0.2



2013 Market Profile: U.S. Residents to Europe

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	21.9	2,235	21.9	2,199
South Atlantic	19.1	1,949	20.6	2,068
Pacific	18.0	1,837	16.6	1,667
West South Central	10.0	1,020	11.0	1,104
East North Central	10.6	1,082	9.6	964
Mountain	5.7	582	6.7	673
West North Central	5.7	582	6.1	612
New England	5.9	602	4.7	472
STATES				
California	15.3	1,561	14.3	1,436
New York	12.3	1,255	11.3	1,134
Texas	8.0	816	9.1	914
Florida	6.1	622	6.0	602
Pennsylvania	4.7	480	6.0	602
New Jersey	4.8	490	4.6	462
Georgia	3.4	347	3.8	381
Illinois	4.0	408	3.7	371
Virginia	**	**	3.4	341
Maryland	2.4	245	**	**
CITIES				
New York City	9.9	1,010	9.0	904
Philadelphia	2.5	255	3.4	341
Houston	**	**	3.3	331

2013 Market Profile: U.S. Residents to Europe

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	111.9	115.9	4.0
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	11.1	11.6	0.5
First International Trip Outside the U.S.	5.3	6.7	1.4
Length of Stay Outside the U.S. (mean nights)	18.2	19.4	1.2
Length of Stay Outside the U.S. (median nights)	12	12	0.0
Number of Countries Visited (% 1 country)	65.6	65.9	0.3
Average Number of Countries Visited	1.5	1.5	0.0
Hotel/Motel (% 1+ nights)	68.2	67.3	-0.9
Average # of Nights in Hotel/Motel	10.2	11.4	1.2
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	47.6	47.1	-0.5
Household Income (mean average)	\$144,534	\$133,054	-\$11,480
Household Income (median average)	\$100,000	\$100,000	\$
Average Age: Female	45.5	45.9	0.4
Average Age: Male	47.0	46.1	-0.9

(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://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?: 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

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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?

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

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