

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2013 Market Profile: U.S. Outbound



# 2013 Market Profile: U.S. Outbound to Overseas

## Visitation Trends (Departures)

TRENDS IN DEPARTURES (in thousands)	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	30,148	31,228	30,789	30,300	28,507	27,023	28,502	29,015	-1,133
Percentage Change (%)	5	4	-1	-2	-6	-5	5	2	-4

## Spending Trends (Imports)

[Millions of U.S. Dollars]	2006	2007	2008	2009	2010	2011	2012	2013 <sup>p</sup>	Change 2013/2006
Total Travel & Tourism Exports (1)	\$80,936	\$85,879	\$93,923	\$83,416	\$86,022	\$92,713	\$99,871	\$103,975	\$23,039
Travel Receipts	\$55,562	\$59,341	\$63,333	\$59,297	\$59,941	\$62,971	\$66,840	\$68,684	\$13,122
Passenger Fare Receipts	\$25,374	\$26,538	\$30,590	\$24,119	\$26,081	\$29,742	\$33,031	\$35,291	\$9,917
Change (%) in Total Exports	5	6	9	-11	3	8	8	4	28

(p) Preliminary

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 7 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airline	49.5	48.8	-0.7
Online Travel Agency	31.1	30.6	-0.5
Travel Agency Office	19.8	20.2	0.4
Personal Recommendation	19.3	19.2	-0.1
Corporate Travel Department	10.5	10.8	0.3
Tour Operator/Travel Club	7.1	7.2	0.1
Travel Guides	6.7	7.1	0.4

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	47.3	50.0	2.7
Visit Friends/Relatives	28.7	26.9	-1.8
Business	12.2	11.1	-1.1
Education	4.7	4.8	0.1

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	59.4	61.5	2.1
Visit Friends/Relatives	39.5	37.8	-1.7
Business	14.5	13.2	-1.3
Education	7.4	7.4	0.0
NET PURPOSES OF TRIP:			
Leisure & VFR	81.5	82.2	0.7
Business & Convention	18.0	16.8	-1.2

## Transportation Used in Other Countries

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	64.7	63.6	-1.1
Auto, Company or Private	40.2	39.6	-0.6
Taxicab/Limousine	32.6	30.9	-1.7
Bus between Cities	20.1	20.5	0.4
City Subway/Tram/Bus	21.1	20.2	-0.9
Railroad between Cities	14.7	14.2	-0.5

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## 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	78.2	79.2	1.0
Shopping	76.2	75.5	-0.7
Small Towns/Countryside	43.4	43.3	-0.1
Experience Fine Dining	40.6	39.6	-1.0
Historical Locations	39.6	39.5	-0.1
Guided Tours	34.6	36.8	2.2
Art Galleries/Museums	33.0	32.1	-0.9
Cultural/Ethnic Heritage Sites	31.3	31.4	0.1
National Parks/Monuments	28.1	28.4	0.3
Nightclubbing	26.0	24.2	-1.8

## Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	96.2	98.3	2.1
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	11.9	13.3	1.4
First International Trip Outside the U.S.	6.2	7.1	0.9
Length of Stay Outside the U.S. (mean nights)	18.3	18.1	-0.2
Length of Stay Outside the U.S. (median nights)	10	10	0.0
Number of Countries Visited (% 1 country)	82.0	82.5	0.5
Average Number of Countries Visited	1.2	1.2	0.0
Hotel/Motel (% 1+ nights)	62.4	63.5	1.1
Average # of Nights in Hotel/Motel	9.8	10.4	0.6
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	50.5	50.7	0.2
Household Income (mean average)	\$126,384	\$122,978	-\$3,406
Household Income (median average)	\$100,000	\$100,000	0
Average Age: Female	43.4	43.6	0.2
Average Age: Male	45.6	45.1	-0.5

# 2013 Market Profile: U.S. Outbound to Overseas

## Overseas Destinations Visited

Visitation to Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>EUROPE</b>	35.8	10,204	34.6	10,039
United Kingdom	8.9	2,537	9.1	2,640
France	7.1	2,024	6.9	2,002
Italy	6.8	1,938	6.2	1,799
Germany	6.0	1,710	6.0	1,741
Spain	4.0	1,140	3.6	1,045
Ireland	2.4	684	2.5	725
Netherlands	2.3	656	2.2	638
Switzerland	2.0	570	1.7	493
Austria	1.6	456	1.5	435
Greece	1.4	399	1.3	377
Poland	0.6	171	0.7	203
Russia	1.0	285	**	**
<b>CARIBBEAN</b>	23.5	6,698	24.8	7,196
Jamaica	5.3	1,511	6.2	1,799
Dominican Republic	7.9	2,252	**	**
<b>SOUTH AMERICA</b>	7.0	1,995	7.3	2,118
Brazil	1.4	399	1.4	406
Peru	1.3	371	1.6	464
Colombia	1.8	513	**	**
Argentina	0.9	257	**	**
<b>CENTRAL AMERICA</b>	7.3	2,081	6.9	2,002
<b>AFRICA</b>	3.1	884	3.1	899
South Africa	0.8	228	0.8	232
<b>MIDDLE EAST</b>	6.1	1,739	5.9	1,712
Israel	2.2	627	2.2	638
Turkey	1.4	399	1.2	348
United Arab Emirates	1.0	285	1.0	290

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## Overseas Destinations Visited (continued)

Visitation to Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>ASIA</b>	19.0	5,415	18.8	5,455
P. R. of China	4.0	1,140	3.9	1,132
India	3.3	941	3.6	1,045
Japan	3.0	855	2.8	812
Korea, South	1.9	542	2.0	580
Philippines	2.1	599	2.0	580
Hong Kong	2.2	627	1.9	551
R. of China Taiwan	1.6	456	1.5	435
Thailand	1.2	342	1.2	348
Singapore	0.8	228	0.7	203
Pakistan	0.2	57	0.4	116
<b>OCEANIA</b>	1.8	513	1.9	551

## Residence of U.S. Travelers: Regions

Residence of U.S. Travelers (4)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>REGIONS</b>				
Middle Atlantic	26.1	7,439	24.7	7,167
South Atlantic	17.7	5,045	19.7	5,716
Pacific	15.3	4,361	14.5	4,207
West South Central	9.6	2,736	10.8	3,134
East North Central	10.4	2,964	10.2	2,960
West North Central	5.6	1,596	5.9	1,712
Mountain	5.2	1,482	5.2	1,509
New England	5.6	1,596	4.8	1,393
East South Central	2.4	684	3.3	957

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## Residence of U.S. Traveler: States

Residence of U.S. Travelers (4)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>STATES</b>				
New York	13.1	3,734	12.5	3,627
California	13.0	3,705	12.1	3,511
Texas	7.6	2,166	8.2	2,379
New Jersey	8.5	2,423	7.3	2,118
Florida	5.6	1,596	5.6	1,625
Pennsylvania	4.4	1,254	4.9	1,422
Georgia	3.5	998	4.4	1,277
Illinois	4.0	1,140	3.6	1,045
Virginia	2.9	827	2.7	783
North Carolina	1.6	456	2.5	725
Michigan	1.6	456	2.3	667
Minnesota	2.1	599	2.3	667
Maryland	2.3	656	2.2	638
Ohio	1.9	542	2.1	609
Massachusetts	2.7	770	2.0	580
Connecticut	1.9	542	1.8	522
Colorado	1.5	428	1.6	464
Washington	1.4	399	1.5	435
Wisconsin	1.6	456	**	**
Arizona	1.3	371	**	**



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## Residence of U.S. Traveler: Cities

Residence of U.S. Travelers (4)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>Cities</b>				
New York City	12.0	3,420	11.0	3,192
Atlanta	2.7	770	3.6	1,045
Houston	2.7	770	3.5	1,016
Los Angeles	3.4	969	3.5	1,016
Chicago	3.0	855	2.5	725
Philadelphia	2.2	627	2.5	725
Washington, D.C.	2.6	741	2.1	609
Edison-New Brunswick	1.9	542	1.8	522
Minn./St. Paul	1.6	456	1.8	522
Newark	2.4	684	1.6	464
Nassau	1.6	456	1.5	435
Dallas	1.7	485	1.3	377
Anaheim	1.4	399	1.2	348
San Francisco	1.9	542	1.1	319
San Jose	1.2	342	1.1	319
Oakland	1.3	371	0.9	261
Miami	1.6	456	**	**
Boston	1.3	371	**	**
Seattle	1.0	285	**	**





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- (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 (fares paid to foreign air carriers for travel between the United States and foreign countries and between two foreign points).
- (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.goc.gov/outreachpages/census\\_regions.html](http://tinet.ita.goc.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/reports/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

### **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](mailto:ntto@trade.gov)

# <http://travel.trade.gov>