

U.S. Department of Commerce, International Trade Administration
U.S. RESIDENTS VISITING OVERSEAS DESTINATIONS
REPORTED FROM: SURVEY OF
INTERNATIONAL AIR TRAVELERS

U.S. RESIDENT TRAVELERS TO OVERSEAS DESTINATIONS: (1) Total Number of Travelers**	All U.S. Travelers
Region/State/City of Residence	35,137,000
<i>New England</i>	6%
Massachusetts	4%
Boston	2%
<i>Middle Atlantic</i>	20%
New York	8%
New York City	6%
New Jersey	6%
Pennsylvania	7%
Philadelphia	4%
<i>East North Central</i>	10%
Michigan	3%
Illinois	3%
Chicago	3%
Ohio	2%
<i>West North Central</i>	4%
<i>South Atlantic</i>	24%
Florida	9%
Miami	3%
Ft. Lauderdale	2%
Virginia	3%
Georgia	3%
Atlanta	2%
North Carolina	3%
Maryland	3%
D.C. Metro Area	3%
<i>East South Central</i>	3%
<i>West South Central</i>	9%
Texas	8%
Houston	3%
Dallas	2%
<i>Mountain</i>	6%
Arizona	2%
Colorado	2%
<i>Pacific</i>	17%
California	14%
Los Angeles	5%
Washington	2%
Seattle	2%
<i>Pacific Islands</i>	1%
<i>Atlantic Islands</i>	0%

1 State and city of residence are listed if they represent at least 2% (rounded) of the U.S. travelers to overseas destinations. States are listed in declining percentages within U.S. regions. Metro areas are listed in declining percentages within states.

** NOTE: Percentages listed in this profile can be converted into a volume estimate by multiplying percentage listed above by 35,137,000 (the total U.S. residents who visited overseas destinations). There were 30,323,000 (86.3%) U.S. residents who reported that Vacation/Holiday or Visit Friends/Relatives was one of their purposes of their trip. There were about 4,568,000 (13.0%) U.S. residents who reported that conducting Business or attending a Convention was one of their purposes of trip.

U.S. RESIDENT TRAVELER CHARACTERISTICS:	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers**	35,137,000	30,323,000	4,568,000
Advance Trip Decision:			
Average Number of Days	104.4	110.6	59.1
Median Number of Days	80.0	90.0	30.0
Advance Airline Reservation:			
Average Number of Days	73.2	78.2	39.4
Median Number of Days	60.0	60.0	30.0
Means of Booking Air Trip*:			
Directly with the Airline	40%	41%	33%
Internet Booking Service	33%	35%	20%
Travel Agency Office	17%	18%	12%
Company Travel Department	8%	3%	38%
Tour Operator/Travel Club	6%	6%	2%
Other	3%	3%	2%
Information Sources*:			
Airline	53%	54%	49%
Online Travel Agency	33%	35%	24%
Personal Recommendation	22%	24%	13%
Travel Agency Office	17%	17%	12%
Corporate Travel Dept.	8%	4%	38%
Tour Company/Travel Club	8%	8%	3%
Travel Guide	7%	8%	4%
Other	6%	6%	5%
National/State/City Travel Office	4%	4%	4%
Use of Prepaid Package:			
Yes	12%	13%	5%
No	88%	88%	95%

* Multiple Response.

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U.S. RESIDENT TRAVELER CHARACTERISTICS:	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers**	35,137,000	30,323,000	4,568,000
Pre-Booked Lodging*:			
Responded - Yes	55%	55%	68%
Sources for Booking Lodging*:			
The Lodging Establishment Directly	19%	20%	20%
Internet Booking Service	19%	21%	15%
Travel Agency Office	8%	8%	4%
Tour Operator/Travel Club	6%	6%	2%
Corporate Travel Dept.	5%	2%	29%
The Airline	1%	1%	1%
Other	4%	3%	4%
Travel Companions*:			
Traveling Alone	62%	58%	81%
Spouse/Partner	23%	27%	9%
Family/Relatives	13%	15%	4%
Friends	5%	6%	2%
Business Associates	1%	0%	7%
Tour Group	1%	1%	0%
Travel Party Size: (persons)			
Adults Only	93%	91%	97%
Adults and Children	8%	9%	3%
Average Party Size	1.6	1.7	1.3
Median Party Size	1.0	1.0	1.0
Main Purpose of Trip:			
Vacation/Holiday	55%	63%	5%
Visit Friends/Relatives	27%	32%	4%
Business	8%	1%	68%
Education	4%	2%	1%
Convention/Conference/Trade Show	3%	1%	23%
Religion/Pilgrimages	2%	1%	0%
Health Treatment	1%	0%	-
Purpose of Trip*:			
Vacation/Holiday	66%	76%	20%
Visit Friends/Relatives	38%	44%	14%
Business	10%	3%	78%
Education	7%	4%	6%
Convention/Conference/Trade Show	4%	2%	29%
Religion/Pilgrimages	3%	2%	2%
Health Treatment	1%	1%	1%

* Multiple Response.

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Total Number of Travelers**	35,137,000	30,323,000	4,568,000
Type of Accommodations*:			
Hotel, Motel	65%	63%	82%
Average Number of Nights	10.0	8.9	10.9
Median Number of Nights	7.0	7.0	6.0
Private Home	40%	43%	23%
Average Number of Nights	19.5	18.3	22.5
Median Number of Nights	12.0	12.0	10.0
Other	7%	7%	6%
Mean Number of Nights	13.6	10.6	16.2
Median Number of Nights	7.0	7.0	7.0
Nights Outside the U.S.:			
Average Number of Nights	17.2	16.1	17.2
Median Number of Nights	10.0	10.0	8.0
First International Trip:			
First Time Visitors	7%	7%	4%
Repeat Visitors	93%	93%	96%
Number of International Trips in Past 12 Months:			
Mean Number of Trips	2.5	2.3	4.2
Median Number of Trips	2.0	2.0	3.0
Number of Countries Visited*:			
One Country	83%	82%	81%
Two Countries	11%	12%	14%
Three or More Countries	6%	6%	5%
Average (Countries)	1.3	1.3	1.3
Median (Countries)	1.0	1.0	1.0
Number of Destinations Visited*:			
One Destination	57%	55%	58%
Two Destinations	23%	23%	24%
Three or More Destinations	20%	22%	18%
Average (No. of Destinations)	1.8	1.9	1.7
Median (No. of Destinations)	1.0	1.0	1.0

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Total Number of Travelers**	35,137,000	30,323,000	4,568,000
Transportation Outside the U.S.*:			
Air Travel between Non-U.S. Cities	63%	63%	66%
Company or Private Auto	39%	40%	41%
Taxicab/Limousine	29%	28%	41%
City Subway/Tram/Bus	21%	22%	24%
Bus between Cities	20%	21%	14%
Railroad between Cities	14%	15%	15%
Rented Auto	12%	13%	11%
Ride Sharing Services	8%	8%	9%
Ferry/River Taxi/Srt Scenic Cruise	6%	6%	4%
Cruise Ship/River Boat 1+ Nights	6%	7%	2%
Rented Bicycle/Motorcycle/Moped	3%	3%	2%
Port-of-Entry:			
Philadelphia	11%	12%	7%
New York City	10%	11%	10%
Los Angeles	10%	10%	10%
Atlanta	9%	8%	10%
Miami	7%	7%	8%
Houston	7%	7%	6%
Chicago	6%	6%	5%
Dallas/Ft. Worth	6%	5%	7%
Newark	5%	5%	6%
Washington, D.C.	4%	4%	4%
San Francisco	4%	4%	6%
Boston	3%	3%	4%
Charlotte	1%	2%	1%
Baltimore	1%	1%	0%
Detroit	1%	1%	2%
Ft. Lauderdale	1%	1%	1%
Seattle	1%	1%	2%
Orlando	1%	1%	0%
Minneapolis	1%	1%	1%
International Destinations Visited*:			
Europe	36%	36%	41%
United Kingdom	9%	9%	11%
Italy	6%	7%	5%
France	6%	7%	6%
Germany	6%	5%	9%
Spain	4%	4%	3%
Ireland	3%	3%	2%
Netherlands	3%	3%	3%
Switzerland	2%	2%	3%
Austria	2%	2%	2%
Greece	2%	2%	1%

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International Destinations Visited*:			
Caribbean	23%	25%	12%
Dominican Republic	8%	8%	3%
Jamaica	4%	5%	2%
Bahamas	3%	3%	2%
Aruba	2%	2%	1%
South America	7%	7%	7%
Columbia	2%	2%	3%
Peru	2%	2%	1%
Central America	8%	8%	6%
Costa Rica	3%	3%	2%
Africa	3%	3%	4%
Middle East	5%	5%	5%
Israel	2%	2%	1%
Asia	19%	18%	27%
P.R. of China	4%	3%	9%
India	3%	3%	4%
Japan	3%	3%	5%
Phillipines	3%	3%	1%
Hong Kong	2%	1%	3%
Republic of China (Taiwan)	2%	1%	3%
Republic of Korea (South)	2%	1%	3%
Oceania	2%	2%	2%

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Total Number of Travelers**	35,137,000	30,323,000	4,568,000
Leisure/Recreational Activities*:			
Sightseeing	81%	83%	72%
Shopping	75%	76%	65%
Small Towns/Countryside	45%	46%	32%
Historical Locations	40%	41%	32%
Expierience Fine Dining	39%	40%	40%
Guided Tours	38%	40%	24%
Art Galleries/Museums	33%	34%	27%
Cultural/Ethnic Heritage Sights	33%	34%	25%
National Parks/Monuments	30%	31%	22%
Nightclubbing/Dancing	24%	25%	16%
Water Sports	20%	22%	10%
Concert/Play/Musical	13%	13%	12%
Amusement/Theme Parks	10%	10%	8%
Casino/Gamble	9%	9%	5%
Camping/Hiking	8%	9%	7%
Environmental/Ecological Excursions	8%	9%	6%
Sporting Event	7%	6%	7%
Hunting/Fishing	3%	4%	2%
Golfing/Tennis	3%	3%	3%
Snow Sports	1%	1%	1%
Average Total Trip Expenditures:			
Per Travel Party	\$4,101	\$3,960	\$4,807
Per Visitor	\$2,581	\$2,398	\$3,767
Average International Airfare:			
Per Travel Party	\$1,715	\$1,611	\$2,409
Per Visitor	\$1,117	\$1,008	\$1,908
Average Package Price:			
Per Travel Party	\$5,924	\$6,002	-
Per Visitor	\$2,711	\$2,743	-
Average Expenditures Outside the U.S.:			
Per Travel Party	\$2,327	\$2,296	\$2,373
Per Visitor	\$1,464	\$1,390	\$1,860
Per Visitor Per Day	\$85	\$87	\$108
Trip Payment Method			
Purchases Using Credit Card	58%	56%	72%
Cash from Home/Travelers Checks	17%	17%	9%
Cash Adv./Wdrawal Using Credit Card	10%	10%	10%
Purchases Using Debit Card	9%	9%	5%
Cash Adv./Wdrawal Using Debit Card	7%	7%	5%

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Main factor in Airline Choice:			
Airfare	34%	36%	23%
Convenient Schedule	18%	17%	22%
Non-Stop Flights	18%	19%	15%
Mile Bonus/Frequent Flyer Program	9%	9%	12%
Previous Good Experience	7%	7%	6%
Loyalty to Carrier	3%	3%	5%
Safety Reputation	2%	2%	2%
Employer Policy	2%	1%	8%
In-Flight Service Reputation	1%	1%	2%
On-time Reputation	1%	1%	1%
Type of Airline Ticket*:			
Paid Ticket	82%	82%	86%
Frequent Flyer Award Ticket	6%	7%	3%
Paid Upgrade	3%	3%	4%
Non-revenue	3%	3%	1%
Discount/Group Fare	2%	2%	1%
Frequent Flyer Upgrade	1%	1%	1%
Don't Know	7%	6%	7%
Seating Area on Flight:			
Economy/Tourist/Coach	78%	80%	60%
Premium Economy	14%	13%	22%
Executive/Business Class	5%	4%	14%
First Class	3%	3%	4%
Sex and Age of Traveler:			
Male Adults	49%	46%	67%
Female Adults	51%	54%	33%
Average Age of Male (years)	45.2	45.3	45.9
Average Age of Female (years)	43.9	44.7	41.5
Occupation:			
Mgmt., Business, Science, & Arts	42%	40%	67%
Retired	15%	17%	3%
Service Occupations	11%	11%	7%
Student	10%	9%	5%
Sales and Office	7%	7%	8%
Homemaker	5%	6%	1%
Nat. Res., Const., & Maintenance	2%	2%	3%
Military/Government	3%	4%	1%
Prod., Trans., & Material Moving	3%	3%	2%
Annual Household Income:			
Average	\$122,219	\$119,779	\$154,211
Median	\$100,000	\$100,000	\$130,000

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<i>Ethnicity</i>			
Hispanic	14%	14%	12%
Non-Hispanic	86%	86%	88%
<i>Race</i>			
American Indian/Alaskan Native	2%	2%	2%
Asian	17%	17%	16%
Hawaiian/Pacific Islander	1%	1%	1%
Black	9%	9%	7%
White	74%	74%	77%
<i>Visit Health Care Provider</i>			
Yes	12%	11%	12%
No	88%	89%	88%

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, "Survey of International Air Travelers," December 2017