



Manufacturing and Services Office of Travel and Tourism Industries

Profile of Overseas Travelers to the United States: 2007 Inbound



Profile of Overseas Travelers to the United States: 2007

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	23,892,277	100.0%
Western Europe	10,893,661	45.6%
United Kingdom	4,497,858	18.8%
Germany	1,524,151	6.3%
France	997,506	4.0%
Italy	634,152	2.7%
Spain	516,471	2.2%
Netherlands	506,852	2.1%
Ireland	491,055	2.1%
Sweden	337,474	1.5%
Switzerland	296,369	1.2%
Belgium	216,579	0.9%
Denmark	217,593	0.9%
Norway	172,882	0.7%
Eastern Europe	512,825	2.2%
Caribbean	1,316,902	5.3%
Dominican Republic	263,452	1.1%
Bahamas	256,433	0.9%
Jamaica	221,521	0.9%
South America	2,273,802	9.6%
Brazil	639,431	2.7%
Venezuela	458,678	1.9%
Colombia	389,752	1.6%
Argentina	266,971	1.1%
Ecuador	155,328	0.7%
Central America	786,281	3.4%
Guatemala	201,286	0.9%
Costa Rica	160,444	0.7%
El Salvador	159,783	0.7%
Asia (Far East)	6,377,494	26.9%
Japan	3,531,489	15.2%
South Korea	806,175	3.3%
India	567,045	2.3%
Peoples Rep. of China	397,405	1.7%
Taiwan	311,020	1.3%
Philippines	171,829	0.7%
Oceania	833,718	3.5%
Australia	669,536	2.8%
Middle East	619,818	2.6%
Israel	313,077	1.3%
Africa	277,776	1.1%

(1) All numbers are rounded to the nearest thousand. Country estimates are only listed if they generated at least 150,000 overseas visitors.

(2) All arrivals data reported in Table 1 of the IFS are total arrivals as reported from the I-94.

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	23,892,000	14,192,000	6,331,000
Advance Trip Decision:			
Average Number of Days	79.0	98.3	40.4
Median Number of Days	50.0	60.0	21.0
Advance Airline Reservation			
Average Number of Days	55.8	71.9	24.3
Median Number of Days	30.0	45.0	15.0
Means of Booking Air Trip:			
Travel Agent	48%	47%	50%
Personal Computer/Internet	22%	25%	11%
Airlines Directly	12%	12%	9%
Company Travel Dept.	9%	3%	27%
Tour Operator	6%	8%	1%
Information Sources*:			
Travel Agent	41%	42%	44%
Personal Computer	37%	44%	24%
Airlines	19%	18%	19%
Friends, Relatives	14%	17%	5%
Corporate Travel Dept.	8%	3%	26%
Tour Operator/Company	7%	10%	3%
Travel Guides/Timetables	7%	11%	2%
State/City Travel Office	3%	4%	3%
Newspapers/Magazines	3%	4%	1%

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Use of Pre-Paid Package:			
Yes	16%	24%	4%
No	84%	76%	96%
If Package Used, Type of Package*:			
Air/Lodging	12%	19%	3%
Air/Rental Car	4%	6%	2%
Guided Tour	4%	6%	1%
Air/Lodging/Rental Car	3%	4%	1%
Air/Lodging/Bus	3%	4%	1%
Air/Lodging/Tour	3%	4%	1%
Air/Lodging/Bus/Tour	1%	2%	0%
Use of Prepaid Lodging as Part of Package:			
Yes	81%	82%	70%
No	19%	18%	30%
Mean # of Nights	7.8	7.7	8.9
Median # of Nights	5.0	5.0	6.0
Advance Package Booking:			
Mean # of Days	89.9	94.6	31.4
Median # of Days	60.0	60.0	15.0
If Pre-Booked Lodging, Pre-Booked Through*:			
Travel Agent	24%	30%	20%
Company Travel Dept.	9%	4%	25%
Hotel/Motel Directly	9%	10%	8%
Tour Operator	6%	9%	1%
Friend/Relative	4%	5%	2%
Business Associate	3%	1%	11%

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	23,892,000	14,192,000	6,331,000
Travel Companions*:			
Traveling Alone	40%	25%	64%
Family/Relatives	27%	37%	6%
Spouse	26%	36%	8%
Friends	11%	15%	3%
Business Associates	8%	3%	22%
Tour Group	1%	2%	1%
Travel Party Size (persons):			
Adults Only	92%	87%	98%
Adults and Children	8%	13%	2%
Average Party Size	1.5	1.8	1.2
Median Party Size	1.0	1.0	1.0
Main Purpose of Trip:			
Leisure/Recreation/Holiday	46%	78%	4%
Business/Professional	24%	5%	89%
Visit Friends/Relatives	22%	12%	3%
Convention/Conference	5%	2%	3%
Study/Teaching	3%	1%	0%
Purpose of Trip*:			
Leisure/Recreation/Holiday	59%	100%	19%
Visit Friends/Relatives	34%	28%	16%
Business	27%	9%	100%
Convention/Conference	8%	4%	11%
Study/Teaching	5%	3%	3%

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Type of Accommodations*:			
Hotel, Motel	79%	83%	89%
Average Number of Nights	7.9	8.0	7.9
Median Number of Nights	5.0	6.0	5.0
Private Home	32%	29%	20%
Average Number of Nights	19.0	17.7	16.5
Median Number of Nights	10.0	10.0	6.0
Other	4%	4%	2%
Mean Number of Nights	18.8	13.9	30.7
Median Number of Nights	7.0	6.0	11.0
Nights Spent in the U.S.			
Average	16.0	14.6	14.1
Median	8.0	8.0	6.0
First International U.S. Trip:			
First Time Visitors	22%	27%	13%
Repeat Visitors	78%	73%	87%
U.S. Trips in Last 12 Months:			
Mean # of Trips	2.0	1.6	3.1
Median # of Trips	1.0	1.0	2.0
U.S. Trips in Last 5 Years:			
Mean # of Trips	6.2	4.4	10.8
Median # of Trips	3.0	2.0	6.0

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Number of States Visited*:			
One State	70%	69%	64%
Two States	19%	18%	24%
Three or More States	11%	13%	13%
Average (Number of States)	1.5	1.5	1.6
Median (Number of States)	1.0	1.0	1.0
Number of Destinations Visited:			
Average (Number of Destinations)	1.9	2.0	1.8
Median (Number of Destinations)	1.0	1.0	1.0
Transportation in the U.S.*:			
Taxi	43%	44%	50%
Rented Auto	28%	31%	32%
Company or Private Auto	25%	22%	25%
Airline in the U.S.	25%	22%	32%
City Subway/Bus	23%	28%	15%
Railroad between Cities	11%	11%	9%
Bus between Cities	10%	13%	4%
Port-of-Entry:			
New York	16%	17%	16%
Miami	11%	12%	10%
Los Angeles	9%	9%	12%
Honolulu	6%	10%	1%
Newark	6%	6%	7%
San Francisco	6%	5%	9%
Chicago	5%	3%	10%
Agana, Guam	4%	7%	0%
Atlanta	3%	2%	3%
Washington Dulles	3%	2%	4%
Orlando & Orlando/Sanford	2%	3%	0%
Boston	2%	2%	2%

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
U.S. Destinations Visited*:			
New England	6%	6%	8%
Massachusetts	5%	5%	6%
Boston	5%	4%	5%
Connecticut	1%	1%	2%
Middle Atlantic	37%	39%	36%
New York	33%	37%	29%
New York City	32%	36%	28%
New Jersey	4%	3%	5%
Pennsylvania	3%	3%	5%
Philadelphia	2%	2%	4%
East North Central	8%	5%	16%
Illinois	5%	3%	9%
Chicago	5%	3%	8%
Ohio	1%	1%	2%
West North Central	2%	1%	4%
South Atlantic	28%	30%	26%
Florida	20%	23%	13%
Miami	10%	10%	9%
Orlando	9%	12%	3%
Tampa/St. Petersburg	1%	2%	1%
Washington D.C.	5%	5%	6%
Georgia	2%	1%	4%
Atlanta	2%	1%	4%
North Carolina	2%	1%	2%
East South Central	2%	1%	3%
West South Central	5%	3%	9%
Texas	4%	2%	8%
Houston	2%	1%	4%
Dallas/Ft. Worth	2%	1%	3%
Mountain	10%	13%	9%
Arizona	2%	3%	1%
Nevada	7%	10%	5%
Las Vegas	7%	10%	5%
Colorado	1%	1%	2%

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
U.S. Destinations Visited*:			
Pacific	23%	21%	31%
California	22%	20%	29%
Los Angeles	11%	11%	13%
San Francisco	10%	10%	11%
San Diego	3%	3%	3%
Anaheim	2%	2%	2%
San Jose	2%	1%	5%
Washington	2%	1%	3%
Seattle	2%	1%	3%
Pacific Islands	12%	19%	2%
Hawaiian Islands	8%	12%	1%
Honolulu	7%	10%	1%
Guam	5%	7%	0%
Atlantic Islands	0%	1%	0%
Leisure/Recreational Activities*:			
Shopping	87%	92%	79%
Dining in Restaurants	83%	85%	85%
Sightseeing in Cities	41%	50%	28%
Visit Historical Places	35%	43%	22%
Amusement/Theme Parks	25%	32%	12%
Visit Small Towns/Villages	25%	29%	14%
Art Gallery, Museum	21%	25%	14%
Cultural/Heritage Sights	20%	24%	11%
Water Sports/Sunbathing	19%	27%	7%
Touring the Countryside	18%	21%	11%
Visit National Parks	17%	22%	9%
Guided Tours	16%	23%	7%
Concert, Play, Musical	15%	19%	9%
Nightclub/ Dancing	12%	14%	12%
Casinos/Gambling	9%	11%	7%
Cruises	7%	9%	3%
Attend Sports Events	6%	7%	5%
Golf/Tennis	6%	6%	6%
Ethnic Heritage Sights	4%	5%	2%
Camping, Hiking	3%	4%	2%
Environmental/Ecological Excursions	3%	3%	2%
Visit American Indian Communities	3%	4%	1%
Hunting/Fishing	2%	2%	2%
Snow Skiing	2%	2%	2%
Ranch Vacations	1%	1%	1%

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Main factors involved in Airline Choice:			
Airfare	30%	35%	16%
Convenient Schedule	17%	14%	22%
Non-Stop Flight	13%	13%	12%
Mileage Bonus/Freq. Flyer Program	10%	10%	11%
Previous Good Experience	7%	7%	9%
Safety Reputation	6%	6%	5%
Loyalty to Carrier	4%	4%	5%
Employer Policy	4%	2%	10%
In-Flight Service Reputation	3%	3%	4%
Type of Airline Ticket:			
Economy/Tourist/Coach	78%	81%	66%
Executive/Business	13%	9%	26%
Frequent Flyer Award	3%	4%	2%
First Class	3%	3%	4%
Don't Know	3%	3%	1%
Discount/Group Fare	2%	2%	1%
Frequent Flyer Upgrade	2%	1%	3%
Non-Revenue Passenger	1%	1%	1%
Seating Area:			
Economy/Tourist/Coach	82%	87%	67%
Executive/Business	14%	10%	28%
First Class	4%	3%	5%
Average Total Trip Expenditures:			
Per Travel Party	\$5,410	\$5,739	\$5,875
Per Visitor	\$3,506	\$3,125	\$4,753
Average International Airfare:			
Per Travel Party	\$2,446	\$2,234	\$3,168
Per Visitor	\$1,678	\$1,312	\$2,593
Average Package Price			
Per Travel Party	\$4,308	\$4,422	\$5,087
Per Visitor	\$1,854	\$1,791	\$3,164
Average Expenditures in the U.S.:			
Per Travel Party	\$2,654	\$3,067	\$2,483
Per Visitor	\$1,720	\$1,670	\$2,009
Per Visitor Per Day	\$108	\$115	\$143

Profile of Overseas Travelers to the United States: 2007

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Avg. Exp. by Category (per visitor):			
Lodging	\$490	\$395	\$791
Gifts & Souvenirs	\$359	\$394	\$301
Food, Beverages	\$332	\$342	\$348
Transportation	\$230	\$207	\$321
Entertainment	\$163	\$202	\$109
Other	\$116	\$101	\$105
U.S. Airport	\$30	\$29	\$34
Trip Expenses Payment Method:			
Credit Cards	49%	44%	66%
Cash	43%	48%	29%
Debit Cards	5%	4%	4%
Travelers Checks	3%	4%	1%
Sex & Age of Traveler:			
Male Adults	59%	53%	78%
Female Adults	41%	47%	22%
Average Age of Male (years)	42.3	42.1	41.5
Average Age of Female (years)	39.1	38.1	37.8
Occupation:			
Professional/Technical	34%	34%	35%
Manager/Executive	31%	25%	54%
Student	9%	10%	3%
Clerical/Sales	8%	11%	3%
Retired	7%	7%	1%
Homemaker/Housewife	5%	6%	1%
Government/Military	3%	3%	1%
Craftsman/Factory Worker	3%	3%	1%
Annual Household Income:			
Average	\$96,100	\$93,100	\$113,900
Median	\$84,000	\$81,700	\$105,000

* Multiple Responses

Note: All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 23,892,000 (total overseas travelers to the U.S.), 14,192,000 (total leisure-vac. travelers), or 6,331,000 (total business travelers).

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 (or “In-Flight” survey) 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		





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