

**2006 PROFILE OF OVERSEAS TRAVELERS  
TO THE U.S. - INBOUND  
REPORTED FROM: SURVEY OF INTERNATIONAL AIR TRAVELERS (IFS)**

<b>RESIDENCE OF TRAVELERS TO THE U.S.: (1)</b>	<b>ARRIVALS (2)</b>	<b>Percent of TOTAL OVERSEAS ARRIVALS</b>
<b>TOTAL OVERSEAS</b>	<b>21,668,290</b>	<b>100%</b>
<b>Western Europe</b>	<b>9,675,462</b>	<b>45%</b>
United Kingdom	4,176,211	19%
Germany	1,385,520	6%
France	789,815	4%
Italy	532,829	2%
Netherlands	446,785	2%
Spain	424,224	2%
Ireland	414,423	2%
Sweden	285,994	1%
Switzerland	270,571	1%
Belgium	188,311	1%
Denmark	185,337	1%
<b>Eastern Europe</b>	<b>460,069</b>	<b>2%</b>
<b>Caribbean</b>	<b>1,198,027</b>	<b>6%</b>
Bahamas	243,300	1%
Dominican Republic	236,622	1%
Jamaica	204,912	1%
<b>South America</b>	<b>1,927,647</b>	<b>9%</b>
Brazil	525,271	2%
Venezuela	369,037	2%
Colombia	348,388	2%
Argentina	212,096	1%
<b>Central America</b>	<b>693,821</b>	<b>3%</b>
Guatemala	173,793	1%
El Salvador	153,835	1%
<b>Asia (Far East)</b>	<b>6,151,748</b>	<b>28%</b>
Japan	3,672,584	17%
South Korea	757,721	3%
Peoples Rep. of China/Hong Kon	457,728	2%
India	406,845	2%
Taiwan	300,382	1%
Philippines	153,887	1%
<b>Oceania</b>	<b>756,226</b>	<b>3%</b>
Australia	603,275	3%
<b>Middle East</b>	<b>552,730</b>	<b>3%</b>
Israel	283,889	1%
<b>Africa</b>	<b>252,560</b>	<b>1%</b>

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

<sup>2</sup> All arrivals data reported in Table 1 of the IFS are total arrivals as reported from the I-94.

<b>OVERSEAS TRAVELERS CHARACTERISTICS:</b>	<b>ALL OVERSEAS VISITORS</b>	<b>ALL LEISURE VISITORS</b>	<b>ALL BUSINESS VISITORS</b>
<b>Total Number of Travelers =</b>	<b>21,668,000</b>	<b>13,196,000</b>	<b>5,135,000</b>

**Advance Trip Decision:**

Average Number of Days	78.5	95.5	40.2
Median Number of Days	50.0	60.0	21.0

**Advance Airline Reservation:**

Average Number of Days	54.7	69.6	23.7
Median Number of Days	30.0	40.0	14.0

**Means of Booking Air Trip:**

Travel Agent	51%	51%	53%
Personal Computer/Internet	20%	22%	11%
Airlines Directly	12%	11%	9%
Company Travel Dept.	8%	3%	24%
Tour Operator	6%	9%	2%

**Information Sources\*:**

Travel Agent	43%	44%	47%
Personal Computer	36%	42%	24%
Airlines	20%	18%	20%
Friends, Relatives	15%	18%	7%
Travel Guides/Timetables	8%	12%	3%
Tour Operator/Company	8%	12%	3%
Corporate Travel Dept.	7%	3%	23%
State/City Travel Office	4%	4%	3%
Newspapers/Magazines	3%	5%	1%

**Use of Pre-Paid Package:**

Yes	18%	27%	4%
No (Independent)	82%	73%	96%

**If Package Used, Type of Package\*:**

Air/Lodging	13%	20%	2%
Guided Tour	5%	7%	1%
Air/Rental Car	4%	6%	2%
Air/Lodging/Tour	3%	5%	1%
Air/Lodging/Bus	3%	5%	0%
Air/Lodging/Rental Car	2%	4%	1%
Air/Lodging/Bus/Tour	1%	2%	0%

**Use of Prepaid Lodging as Part of Package:**

Yes	80%	81%	55%
No	20%	19%	45%
Mean # of Nights	7.3	7.2	8.6
Median # of Nights	5.0	5.0	5.0

**Advance Package Booking:**

Mean # of Days	81.4	83.6	33.6
Median # of Days	60.0	60.0	20.0

**If Pre-Booked Lodging, Pre-Booked Through\*:**

Travel Agent	26%	33%	20%
Hotel/Motel Directly	8%	9%	8%
Company Travel Dept.	7%	3%	22%
Tour Operator	6%	9%	2%
Friend/Relative	5%	5%	2%
Business Associate	4%	1%	12%

\* Multiple Response

NOTE: All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 21,668,000 (total overseas travelers to the U.S.), 13,196,000 (total leisure-vac. travelers), or 5,135,000 (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.

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**Travel Companions\*:**

Traveling Alone	37%	22%	63%
Spouse	29%	39%	8%
Family/Relatives	27%	36%	6%
Friends	12%	18%	4%
Business Associates	7%	3%	22%
Tour Group	2%	2%	1%

**Travel Party Size: (persons)**

Adults Only	92%	87%	99%
Adults and Children	8%	13%	1%
Average Party Size	1.6	1.9	1.2
Median Party Size	1.0	2.0	1.0

**Main Purpose of Trip:**

Leisure/Recreation/Holiday	47%	77%	5%
Visit Friends/Relatives	23%	13%	3%
Business/Professional	21%	6%	88%
Convention/Conference	5%	3%	4%
Study/Teaching	3%	1%	1%

**Purpose of Trip\*:**

Leisure/Recreation/Holiday	61%	100%	21%
Visit Friends/Relatives	36%	28%	17%
Business	24%	8%	100%
Convention/Conference	8%	4%	12%
Study/Teaching	4%	3%	3%

**Type of Accommodations\*:**

Hotel, Motel	78%	83%	88%
Average Number of Nights	7.5	7.5	7.9
Median Number of Nights	5.0	5.0	5.0
Private Home	34%	29%	22%
Average Number of Nights	19.4	18.1	18.8
Median Number of Nights	10.0	10.0	6.0
Other	3%	3%	3%
Mean Number of Nights	19.5	15.2	23.9
Median Number of Nights	7.0	6.0	10.0

**Nights Spent in the U.S.**

Average	15.8	13.9	14.1
Median	8.0	8.0	7.0

**First International U.S. Trip:**

First Time Visitors	24%	29%	14%
Repeat Visitors	76%	71%	86%

\* Multiple Response

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**U.S. Trips in Last 12 Months:**

Mean # of Trips	1.9	1.6	2.9
Median # of trips	1.0	1.0	2.0

**U.S. Trips in Last 5 Years:**

Mean # of Trips	5.8	4.2	10.1
Median # of trips	3.0	2.0	6.0

**Number of States Visited\*:**

One State	70%	71%	62%
Two States	19%	17%	25%
Three or More States	10%	12%	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	1.9
Median (Number of Destinations)	1.0	1.0	1.0

**Transportation in the U.S.\*:**

Taxi	42%	43%	52%
Rented Auto	29%	31%	35%
Company or Private Auto	26%	22%	25%
Airline in the U.S.	24%	21%	35%
City Subway/Bus	23%	29%	16%
Railroad between Cities	10%	10%	11%
Bus between Cities	10%	13%	4%

**Port-of-Entry:**

New York	15%	16%	13%
Miami	10%	9%	11%
Los Angeles	9%	9%	13%
Honolulu	7%	12%	1%
Newark	6%	6%	5%
San Francisco	5%	5%	10%
Chicago	5%	4%	10%
Agana, Guam	5%	8%	0%
Atlanta	3%	2%	5%
Washington Dulles	3%	2%	4%
Orlando & Orlando/Sanford	2%	3%	1%
Boston	2%	2%	1%

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**U.S. Destinations Visited\*:**

<b>New England</b>	7%	6%	7%
Massachusetts	5%	5%	5%
Boston	5%	4%	5%
<b>Middle Atlantic</b>	33%	33%	34%
New York	30%	31%	29%
New York City	29%	30%	27%
New Jersey	4%	3%	5%
Pennsylvania	3%	2%	4%
<b>East North Central</b>	8%	5%	16%
Illinois	5%	3%	9%
Chicago	5%	3%	9%
Ohio	2%	1%	4%
<b>West North Central</b>	2%	1%	3%
<b>South Atlantic</b>	28%	28%	28%
Florida	19%	22%	14%
Miami	9%	9%	9%
Orlando	9%	13%	3%
Washington D.C. (Metro Area)	5%	4%	6%
Georgia	2%	2%	5%
Atlanta	2%	2%	4%
<b>East South Central</b>	2%	1%	2%
<b>West South Central</b>	5%	3%	10%
Texas	5%	2%	9%
Houston	2%	1%	4%
<b>Mountain</b>	11%	13%	10%
Arizona	3%	3%	2%
Nevada	8%	10%	5%
Las Vegas	8%	10%	5%

\* Multiple Response.

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**U.S. Destinations Visited\*:**

<b>Pacific</b>	23%	21%	32%
California	21%	20%	29%
Los Angeles	12%	12%	13%
San Francisco	9%	10%	11%
San Diego	3%	3%	4%
San Jose	2%	1%	5%
Washington	2%	2%	3%
Seattle	2%	1%	2%
<b>Pacific Islands</b>	15%	22%	2%
Hawaiian Islands	10%	14%	2%
Oahu/Honolulu	8%	12%	2%
Guam	5%	8%	0%

**Leisure/Recreational Activities\*:**

Shopping	88%	92%	79%
Dining in Restaurants	84%	85%	86%
Sightseeing in Cities	44%	52%	30%
Visit Historical Places	36%	41%	24%
Amusement/Theme Parks	27%	34%	14%
Visit Small Towns/Villages	27%	30%	16%
Water Sports/Sunbathing	22%	30%	8%
Art Gallery, Museum	20%	23%	17%
Cultural/Heritage Sights	20%	24%	11%
Touring the Countryside	19%	23%	12%
Visit National Parks	18%	22%	11%
Guided Tours	17%	23%	6%
Concert, Play, Musical	15%	17%	10%
Nightclub/ Dancing	12%	12%	14%
Casinos/Gambling	10%	11%	7%
Attend Sports Events	7%	7%	7%
Cruises	6%	9%	3%
Golf/Tennis	6%	6%	7%
Ethnic Heritage Sights	5%	6%	3%
Camping, Hiking	4%	4%	2%
Environmental/Ecological Excursio	3%	4%	2%
Visit American Indian Communities	3%	4%	2%
Snow Skiing	2%	2%	2%
Hunting/Fishing	2%	2%	1%
Ranch Vacations	1%	2%	1%

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**Main factors involved in Airline  
Choice:**

Airfare	29%	34%	18%
Convenient Schedule	16%	16%	20%
Non-Stop Flight	12%	11%	12%
Mileage Bonus/Freq. Flyer program	10%	9%	12%
Previous Good Experience	8%	8%	7%
Safety Reputation	6%	6%	5%
Loyalty to Carrier	4%	4%	7%
Employer Policy	3%	2%	9%
In-Flight Service Reputation	2%	2%	3%

**Type of Airline Ticket:**

Economy/Tourist/Coach	77%	81%	64%
Executive/Business	13%	9%	27%
Frequent Flyer Award	4%	3%	3%
Don't Know	3%	3%	2%
Discount/Group Fare	2%	3%	1%
First Class	2%	2%	3%
Frequent Flyer Upgrade	2%	1%	3%
Non-Revenue Passenger	1%	1%	1%

**Seating Area:**

Economy/Tourist/Coach	82%	87%	66%
Executive/Business	14%	10%	29%
First Class	3%	3%	5%

**Average Total Trip Expenditures:**

Per Travel Party	\$5,074	\$5,385	\$5,752
Per Visitor	\$3,215	\$2,839	\$4,678

**Average International Airfare**

Per Travel Party	\$2,243	\$2,139	\$2,920
Per Visitor	\$1,510	\$1,214	\$2,382

**Average Package Price**

Per Travel Party	\$3,961	\$3,956	-
Per Visitor	\$1,672	\$1,615	-

**Average Expenditures in the U.S.:**

Per Travel Party	\$2,577	\$2,864	\$2,567
Per Visitor	\$1,633	\$1,510	\$2,088
Per Visitor Per Day	\$103	\$109	\$149

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**Avg. Exp. by Category (per visitor):**

Lodging	\$438	\$362	\$783
Gifts & Souvenirs	\$335	\$352	\$291
Food, Beverages	\$316	\$312	\$370
Transportation	\$232	\$200	\$353
Other	\$126	\$71	\$126
Entertainment	\$159	\$187	\$130
U.S. Airport	\$28	\$25	\$35

**Trip Expenses Payment Method:**

Credit Cards	46%	42%	62%
Cash	44%	47%	32%
Debit Cards	5%	5%	4%
Travelers Checks	5%	6%	2%

**Sex & Age of Traveler:**

Male Adults	59%	53%	80%
Female Adults	41%	47%	20%
Average Age of Male (years)	43.0	42.6	41.8
Average Age of Female (years)	39.2	38.2	37.8

**Occupation:**

Clerical/Sales	10%	12%	5%
Craftsman/Factory Worker	3%	4%	2%
Government/Military	3%	3%	1%
Homemaker/Housewife	6%	7%	1%
Manager/Executive	28%	24%	49%
Professional/Technical	32%	31%	36%
Retired	7%	8%	1%
Student	9%	10%	3%

**Annual Household Income:**

Average	\$87,500	\$86,900	\$104,000
Median	\$74,300	\$73,800	\$94,400

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Source Tourism Industries, International Trade Administration, 3/07.