



Manufacturing and Services

Office of Travel and Tourism Industries

Profile of U.S. Resident Travelers Visiting Overseas Destinations: 2007 Outbound



Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Travelers to Overseas Destinations *	All U.S. Travelers
Total Number of U.S. Travelers **	31,228,000
Region/State/City of Residence	
New England	7%
Massachusetts	3%
Boston	2%
Connecticut	3%
Middle Atlantic	36%
New York	21%
New York City	15%
Nassau	3%
New Jersey	10%
Newark	3%
Bergen	2%
Middlesex	2%
Pennsylvania	5%
Philadelphia	3%
East North Central	9%
Illinois	4%
Chicago	3%
Ohio	2%
West North Central	2%

* Region/state and city estimates are only listed if they comprise at least 2% of the 31,228,000.

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 estimated numbers by multiplying the percentage by 31,228,000 (total U.S. Residents visiting overseas destinations), 25,888,000 (82.9% Leisure/Visit Friends/Relatives), and 8,151,000 (26.1% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Travelers to Overseas Destinations *	All U.S. Travelers
Total Number of U.S. Travelers **	31,228,000
South Atlantic	15%
Florida	7%
Miami	2%
D.C. Metro Area	3%
Virginia	2%
Maryland	2%
North Carolina	2%
East South Central	2%
West South Central	6%
Texas	5%
Houston	2%
Mountain	4%
Pacific	19%
California	15%
Los Angeles	4%
San Francisco	2%
San Jose	2%
Oakland	2%
Washington	3%
Seattle	2%

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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 estimated numbers by multiplying the percentage by 31,228,000 (total U.S. Residents visiting overseas destinations), 25,888,000 (82.9% Leisure/Visit Friends/Relatives), and 8,151,000 (26.1% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Advance Trip Decision:			
Average Number of Days	93.3	103.0	55.0
Median Number of Days	60.0	60.0	30.0
Advance Airline Reservation:			
Average Number of Days	60.4	67.3	34.3
Median Number of Days	30.0	48.0	20.0
Means of Booking Air Trip:			
Travel Agent	35%	34%	37%
Personal Computer	32%	35%	21%
Airline Directly	17%	18%	13%
Company Travel Department	7%	3%	24%
Tour Operator	5%	5%	1%
Information Sources*:			
Personal Computer	40%	43%	32%
Travel Agency	32%	32%	36%
Airline	26%	27%	27%
Friends, Relatives	14%	16%	7%
Company Travel Dept.	7%	3%	23%
Tour Company	6%	7%	2%
Travel Guides/Timetables	5%	6%	3%
State/City Travel Office	2%	2%	1%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Use of Prepaid Package:			
Yes	13%	15%	4%
No	87%	86%	97%
Pre-Booked Lodging*:			
Responded - Yes	51%	48%	68%
Sources for Booking Lodging*:			
Travel Agent	14%	14%	15%
Hotel/Motel	10%	11%	12%
Company Travel Dept.	6%	3%	21%
Tour Operator	6%	7%	2%
Friend/Relative	5%	6%	3%
Business Associate	3%	1%	10%
Travel Companions*:			
Traveling Alone	42%	38%	63%
Spouse	28%	33%	14%
Family/Relatives	25%	28%	10%
Friends	11%	12%	4%
Business Associates	4%	1%	15%
Tour Group	3%	3%	1%
Travel Party Size (persons):			
Adults Only	93%	91%	97%
Adults and Children	7%	9%	3%
Average Party Size	1.5	1.6	1.3
Median Party Size	1.0	1.0	1.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Main Purpose of Trip:			
Leisure/Recreation/Holidays	38%	46%	7%
Visit Friends/Relatives	34%	41%	6%
Business	20%	8%	78%
Study/Teaching	3%	2%	1%
Convention/Conference	2%	1%	7%
Religion/Pilgrimages	2%	1%	0%
Purpose of Trip*:			
Leisure/Recreation/Holidays	56%	68%	28%
Visit Friends/Relatives	47%	57%	24%
Business	24%	13%	93%
Study/Teaching	6%	5%	5%
Convention/Conference	3%	2%	13%
Religion/Pilgrimages	3%	2%	2%
Type of Accommodations*:			
Hotel, Motel	62%	58%	80%
Average Number of Nights	9.0	9.1	8.3
Median Number of Nights	7.0	7.0	6.0
Private Home	45%	51%	29%
Average Number of Nights	18.2	16.8	19.2
Median Number of Nights	11.0	11.0	8.0
Other	7%	7%	6%
Mean Number of Nights	19.6	15.4	16.4
Median Number of Nights	8.0	7.0	5.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Nights Outside the U.S.:			
Average Number of Nights	17.4	17.0	15.8
Median Number of Nights	10.0	12.0	8.0
First International Trip:			
First Time Visitors	7%	7%	3%
Repeat Visitors	93%	93%	97%
Number of International Trips in the Past 12 Months:			
Mean Number of Trips	2.7	2.3	4.5
Median Number of Trips	2.0	1.0	3.0
Number of International Trips in the Past 5 Years:			
Mean Number of Trips	10.5	8.5	18.5
Median Number of Trips	5.0	5.0	10.0
Number of Countries Visited*:			
One Country	82%	82%	78%
Two Countries	12%	12%	16%
Three or More Countries	6%	7%	7%
Average (Countries)	1.3	1.3	1.3
Median (Countries)	1.0	1.0	1.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Number of Destinations Visited*:			
One Destination	61%	59%	60%
Two Destinations	21%	21%	24%
Three or More Destinations	18%	20%	16%
Average (No. of Destinations)	1.7	1.8	1.7
Median (No. of Destinations)	1.0	1.0	1.0
Transportation Outside the U.S.:*			
Taxi/Cab/Limousine	44%	41%	57%
Airline between Cities	36%	36%	39%
Company or Private Auto	28%	28%	27%
City Subway/Tram/Bus	21%	22%	21%
Railroad between Cities	18%	19%	17%
Rented Auto	18%	19%	17%
Bus between Cities	15%	16%	9%
Port-of-Entry:			
New York City	24%	25%	19%
Newark	13%	13%	12%
San Francisco	8%	7%	13%
Los Angeles	8%	8%	10%
Chicago	7%	7%	8%
Miami	7%	7%	6%
Philadelphia	4%	4%	3%
Houston	4%	4%	5%
Washington, D.C.	3%	3%	4%
Atlanta	2%	2%	2%
Dallas/Ft. Worth	2%	2%	2%
Boston	2%	2%	2%
Seattle	2%	2%	3%
Charlotte	2%	2%	1%

Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
International Destinations Visited:*			
Europe	39%	40%	40%
Western Europe	37%	37%	37%
United Kingdom	10%	10%	13%
Italy	8%	9%	3%
France	7%	8%	7%
Germany	6%	6%	9%
Spain	4%	4%	2%
Netherlands	3%	3%	4%
Ireland	2%	3%	1%
Switzerland	2%	2%	3%
Greece	2%	2%	1%
Austria	1%	0%	1%
Eastern Europe	4%	4%	4%
Caribbean	17%	18%	9%
Jamaica	5%	5%	2%
South America	9%	9%	7%
Brazil	2%	2%	2%
Colombia	2%	2%	1%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
International Destinations Visited:*			
Central America	7%	7%	6%
Africa	3%	3%	4%
Middle East	4%	4%	5%
Israel	2%	2%	1%
Asia	22%	20%	32%
Japan	6%	5%	10%
Peoples Republic of China	4%	4%	7%
India	3%	3%	4%
Hong Kong	3%	3%	5%
Republic of China (Taiwan)	2%	2%	4%
Republic of Korea (South)	2%	2%	4%
Thailand	2%	1%	2%
Oceania	3%	3%	3%
Australia	2%	2%	2%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2007

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Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Leisure/Recreational Activities *:			
Dining in Restaurants	84%	84%	88%
Shopping	74%	78%	64%
Visit Historical Places	53%	57%	40%
Sightseeing in Cities	43%	47%	33%
Visit Small Towns/Villages	43%	48%	26%
Touring the Countryside	34%	38%	19%
Cultural Heritage Sights	33%	36%	22%
Art Gallery, Museum	26%	29%	19%
Water Sports/Sunbathing	22%	24%	12%
Nightclub/ Dancing	21%	23%	15%
Guided Tours	19%	21%	9%
Ethnic Heritage Sites	14%	15%	9%
Concert, Play, Musical	13%	14%	10%
Visit National Parks	11%	12%	7%
Amusement/Theme Parks	11%	12%	6%
Casinos/Gambling	6%	7%	4%
Environmental/Ecological Sights	6%	7%	4%
Cruises, 1 or More Nights	6%	7%	2%
Camping, Hiking	6%	6%	4%
Golf/Tennis	4%	4%	5%
Attend Sporting Events	4%	4%	3%
Hunting/Fishing	3%	3%	2%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2007

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,861	\$4,442	\$5,725
Per Visitor	\$3,216	\$2,802	\$4,568
Average International Airfare:			
Per Travel Party	\$2,179	\$1,794	\$3,015
Per Visitor	\$1,503	\$1,181	\$2,428
Average Package Price:			
Per Travel Party	\$6,067	\$6,100	-
Per Visitor	\$2,748	\$2,735	-
Average Expenditures Outside the United States:			
Per Travel Party	\$2,218	\$2,112	\$2,468
Per Visitor	\$1,467	\$1,332	\$1,970
Per Visitor Per Day	\$84	\$78	\$125
Trip Payment Method			
Credit Cards	55%	52%	71%
Cash	33%	36%	22%
Debit Cards	9%	10%	6%
Travelers Checks	2%	3%	1%

* Multiple Response.

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“-” represents a response rate of less than 0.05% or fewer than 125 respondents.

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U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Main factor in Airline Choice:			
Airfare	27%	29%	19%
Convenient Schedule	18%	17%	22%
Non-Stop Flight	16%	17%	13%
Mile Bonus/Frequent Flyer Program	13%	13%	17%
Previous Good Experience	8%	8%	8%
Loyalty to Carrier	4%	4%	5%
Safety Reputation	3%	3%	2%
Employer Policy	2%	1%	7%
In-Flight Service Reputation	2%	2%	2%
Type of Airline Ticket*:			
Economy/Tourist/Coach	75%	79%	62%
Executive/Business	11%	8%	26%
Frequent Flyer Award	7%	8%	4%
Frequent Flyer Upgrade	3%	3%	7%
First Class	3%	3%	5%
Discount/Group Fare	2%	2%	1%
Non-Revenue	2%	2%	1%
Seating Area on Flight:			
Economy/Tourist/Coach	81%	86%	62%
Executive/Business	14%	10%	29%
First Class	5%	4%	9%

* Multiple Response.

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U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	31,228,000	25,888,000	8,151,000
Gender and Age of Traveler:			
Male Adults	54%	50%	72%
Female Adults	46%	50%	28%
Average Age of Male (years)	46.4	46.4	46.5
Average Age of Female (years)	43.2	43.5	42.6
Occupation:			
Professional/Technical	37%	36%	40%
Manager/Executive	26%	21%	47%
Retired	12%	14%	3%
Student	9%	10%	3%
Homemaker	6%	7%	1%
Clerical/Sales	5%	5%	2%
Craftsman/Factory Worker	3%	3%	1%
Government/Military	3%	3%	2%
Annual Household Income:			
Average	\$114,400	\$109,500	\$138,700
Median	\$104,800	\$98,400	\$136,300

* Multiple Response.

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Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, "In-Flight Survey," June 2008.

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-two tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about U.S. resident travelers who visits overseas destinations.

Survey of International Air Travelers: Table Number and Description

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U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
14th & Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887

<http://tinnet.ita.doc.gov>