

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# Profile of Overseas Travelers to the United States: **2010 Inbound**



## Profile of Overseas Travelers to the United States: 2010

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
<b>TOTAL OVERSEAS</b>	<b>26,362,616</b>	<b>100.0%</b>
Western Europe	11,378,767	43.2%
United Kingdom	3,850,864	14.6%
Germany	1,726,193	6.5%
France	1,342,207	5.1%
Italy	838,225	3.2%
Spain	639,654	2.4%
Netherlands	570,179	2.2%
Switzerland	390,591	1.5%
Sweden	371,853	1.4%
Ireland	360,492	1.4%
Denmark	258,788	1.0%
Belgium	254,892	1.0%
Norway	221,145	0.8%
Austria	168,403	0.6%
<b>Eastern Europe</b>	<b>606,422</b>	<b>2.3%</b>
<b>Caribbean</b>	<b>1,200,740</b>	<b>4.6%</b>
Bahamas	243,204	0.9%
Dominican Republic	239,972	0.9%
Jamaica	178,791	0.7%
<b>South America</b>	<b>3,250,298</b>	<b>12.3%</b>
Brazil	1,197,866	4.5%
Colombia	494,739	1.9%
Venezuela	491,604	1.9%
Argentina	436,192	1.7%
Ecuador	195,546	0.7%
Peru	173,269	0.7%
<b>Central America</b>	<b>760,441</b>	<b>2.9%</b>
Guatemala	188,218	0.7%
Costa Rica	165,594	0.6%
<b>Asia</b>	<b>7,019,502</b>	<b>26.6%</b>
Japan	3,386,076	12.8%
South Korea	1,107,518	4.2%
People's Republic of China (PRC)	801,738	3.0%
India	650,935	2.5%
Taiwan	291,107	1.1%
Philippines	177,525	0.7%
<b>Oceania</b>	<b>1,095,252</b>	<b>4.2%</b>
Australia	904,247	3.4%
New Zealand	174,619	0.7%
<b>Middle East</b>	<b>735,549</b>	<b>2.8%</b>
Israel	306,914	1.2%
<b>Africa</b>	<b>315,645</b>	<b>1.2%</b>

1 Country visitation estimates are only listed if they generated at least 150,000 overseas visitors.

2 Arrivals data are total arrivals (all modes) as reported in the "I-94" report.

## Profile of Overseas Travelers to the United States: 2010

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
<b>Total Number of Travelers</b>	<b>26,363,000</b>	<b>17,900,000</b>	<b>5,325,000</b>
<b>Advance Trip Decision</b>			
Average Number of Days	91.2	107.4	44.8
Median Number of Days	60.0	90.0	30.0
<b>Advance Airline Reservation</b>			
Average Number of Days	65.5	79.1	28.1
Median Number of Days	40.0	60.0	15.0
<b>Means of Booking Air Trip</b>			
Travel Agency	43.3%	44.3%	45.3%
Personal Computer	29.1%	30.9%	16.0%
Airlines Directly	12.6%	13.0%	9.5%
Company Travel Department	6.8%	2.5%	25.1%
Tour Operator	5.1%	6.7%	1.6%
<b>Information Sources*</b>			
Personal Computer	43.2%	48.5%	27.6%
Travel Agency	36.9%	38.4%	38.5%
Airlines Directly	22.7%	22.0%	22.5%
Friends/Relatives	15.9%	18.1%	6.5%
Travel Guides	8.3%	11.6%	2.1%
Tour Company	7.2%	9.2%	3.1%
Corporate Travel Department	6.3%	2.3%	23.9%
State/City Travel Office	3.8%	4.3%	2.3%
Newspapers/Magazines	3.0%	4.1%	0.8%
<b>Use of Pre-Paid Package</b>			
Yes	16.9%	23.0%	5.2%
No (Independent)	83.1%	77.0%	94.8%

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<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>26,363,000</b>	<b>17,900,000</b>	<b>5,325,000</b>
<b>If Package Used, Type of Package*</b>			
Air/Lodging	13.0%	17.9%	3.3%
Guided Tour	4.4%	5.9%	1.8%
Air/Rental Car	3.9%	5.1%	1.9%
Air/Lodging/Rental Car	2.9%	3.9%	1.3%
Air/Lodging/Tour	2.7%	3.7%	0.9%
Air/Lodging/Bus	2.7%	3.8%	0.7%
Cruise	1.7%	2.4%	0.5%
Air/Lodging/Bus/Tour	1.4%	1.9%	0.5%
<b>Use of Prepaid Lodging as Part of Package</b>			
Yes	83.8%	84.7%	76.2%
No	16.2%	15.3%	23.8%
Mean Number of Nights	8.5	8.5	8.4
Median Number of Nights	5.0	5.0	6.0
<b>Advance Package Booking</b>			
Mean Number of Days	89.6	92.7	41.8
Median Number of Days	60.0	60.0	21.0
<b>If Pre-Booked Lodging, Pre-Booked Through*</b>			
Travel Agent	24.9%	30.0%	19.2%
Hotel/Motel Directly	10.9%	12.5%	11.2%
Company Travel Department	6.3%	2.5%	23.2%
Tour Operator	5.9%	8.2%	1.4%
Friend/Relative	4.3%	4.9%	2.2%
Business Associate	2.4%	0.7%	9.5%

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<b>Total Number of Travelers:</b>	<b>26,363,000</b>	<b>17,900,000</b>	<b>5,325,000</b>
<b>Travel Companions*</b>			
Traveling Alone	36.3%	23.4%	63.2%
Family/Relatives	28.8%	37.0%	7.2%
Spouse	28.4%	36.5%	7.7%
Friends	12.3%	16.3%	3.3%
Business Associates	5.8%	2.7%	21.9%
Tour Group	1.4%	1.6%	0.9%
<b>Travel Party Size (persons)</b>			
Adults Only	90.9%	86.7%	97.9%
Adults and Children	9.1%	13.3%	2.1%
Average Party Size	1.6	1.9	1.2
Median Party Size	1.0	2.0	1.0
<b>Main Purpose of Trip</b>			
Leisure/Recreation/Holiday	53.5%	79.9%	4.8%
Visit Friends/Relatives	20.2%	12.0%	2.9%
Business/Professional	17.5%	4.1%	87.4%
Convention/Conference	4.4%	2.1%	3.3%
Study/Teaching	3.2%	1.5%	1.3%
<b>Purpose of Trip*</b>			
Leisure/Recreation/Holiday	67.9%	100.0%	21.5%
Visit Friends/Relatives	33.3%	27.7%	16.0%
Business/Professional	20.2%	6.4%	100.0%
Convention/Conference	7.1%	3.4%	13.3%
Study/Teaching	4.7%	2.9%	4.0%

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<b>Type of Accommodations*</b>			
Hotel, Motel	79.4%	83.3%	88.3%
Average Number of Nights	8.5	8.3	9.2
Median Number of Nights	6.0	6.0	6.0
Private Home	32.8%	29.4%	21.4%
Average Number of Nights	18.9	16.0	19.3
Median Number of Nights	10.0	10.0	7.0
Other	3.5%	3.6%	2.9%
Mean Number of Nights	21.7	14.7	25.1
Median Number of Nights	8.0	7.0	8.0
<b>Nights Spent in the U.S.</b>			
Average	17.0	14.8	15.8
Median	9.0	10.0	7.0
<b>First International U.S. Trip</b>			
First Time Visitors	24.7%	29.1%	15.0%
Repeat Visitors	75.3%	70.9%	85.0%
<b>U.S. Trips in Last 12 Months:</b>			
Mean # of Trips	1.7	1.5	2.6
Median # of trips	1.0	1.0	2.0
<b>U.S. Trips in Last 5 Years:</b>			
Mean # of Trips	5.2	4.1	8.9
Median # of trips	3.0	2.0	5.0

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<b>Total Number of Travelers:</b>	<b>26,363,000</b>	<b>17,900,000</b>	<b>5,325,000</b>
<b>Number of States Visited*</b>			
One State	67.1%	66.0%	63.2%
Two States	19.6%	19.2%	22.9%
Three or More States	13.2%	14.8%	13.8%
Average Number of States	1.6	1.6	1.6
Median Number of States	1.0	1.0	1.0
<b>Number of Destinations Visited**</b>			
Average Number of Destinations	2.0	2.2	1.9
Median Number of Destinations	1.0	1.0	1.0
<b>Transportation in the U.S.*</b>			
Taxi	41.4%	41.5%	49.1%
Rented Auto	30.2%	33.4%	31.5%
Airline in the U.S.	25.9%	24.7%	31.3%
City Subway/Bus	25.7%	29.9%	17.6%
Company or Private Auto	24.2%	21.0%	24.5%
Railroad between Cities	11.3%	11.0%	10.3%
Bus between Cities	10.7%	12.7%	5.4%
<b>Air Arrivals Port-of-Entry</b>			
New York	17.0%	19.0%	16.5%
Miami	13.1%	14.2%	12.0%
Los Angeles	10.5%	11.1%	12.8%
Newark	7.2%	7.2%	8.7%
Honolulu	6.2%	9.0%	1.6%
San Francisco	5.5%	5.1%	9.2%
Chicago	4.9%	3.5%	8.7%
Agana, Guam	4.3%	6.5%	0.2%
Atlanta	3.9%	2.6%	4.5%
Washington Dulles	3.4%	2.5%	4.4%
Orlando International	3.4%	4.5%	0.7%
Houston	2.4%	1.3%	3.2%
Boston	2.0%	1.7%	2.5%
Ft. Lauderdale	1.7%	0.5%	0.6%
Philadelphia	1.6%	1.2%	2.0%

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<b>Total Number of Travelers:</b>	<b>26,363,000</b>	<b>17,900,000</b>	<b>5,325,000</b>
<b>U.S. Destinations Visited*:</b>			
New England	6.3%	5.7%	8.1%
Massachusetts	4.9%	4.6%	6.5%
Boston	4.5%	4.2%	6.0%
Connecticut	1.1%	1.0%	1.5%
<b>Middle Atlantic</b>	36.2%	37.9%	34.1%
New York	32.8%	36.2%	27.6%
New York City-WP-Wayne	32.1%	35.7%	26.7%
New Jersey	3.7%	2.9%	5.9%
Pennsylvania	3.5%	2.7%	4.8%
Philadelphia	2.4%	1.9%	3.2%
<b>East North Central</b>	6.8%	4.6%	12.9%
Illinois	4.5%	3.5%	8.4%
Chicago	4.3%	3.3%	8.1%
Ohio	1.2%	0.6%	2.5%
<b>West North Central</b>	1.9%	1.2%	3.2%
<b>South Atlantic</b>	32.1%	33.2%	31.4%
Florida	22.1%	25.3%	16.5%
Miami	11.8%	13.0%	10.8%
Orlando	10.3%	13.6%	4.1%
Tampa-St. Petersburg	1.3%	1.6%	0.9%
Washington D.C.	6.6%	6.5%	7.3%
Georgia	3.1%	2.2%	5.1%
Atlanta	2.7%	1.9%	4.5%
Virginia	1.4%	1.3%	1.9%
North Carolina	1.3%	0.9%	2.2%
<b>East South Central</b>	1.6%	1.3%	2.5%
<b>West South Central</b>	5.1%	3.3%	9.6%
Texas	3.9%	2.4%	8.1%
Houston	1.7%	1.0%	3.7%
Dallas-Plano-Irving	1.3%	0.8%	2.7%



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<b>U.S. Destinations Visited*:</b>			
<b>Pacific</b>	22.9%	21.7%	29.0%
California	21.3%	20.8%	26.0%
Los Angeles	12.7%	13.7%	12.3%
San Francisco	10.0%	10.7%	10.4%
San Diego	2.9%	2.8%	3.6%
Anaheim-Santa Ana	1.4%	1.4%	1.5%
San Jose	1.1%	0.6%	2.9%
Washington	1.9%	1.2%	4.0%
Seattle	1.8%	1.1%	3.9%
<b>Pacific Islands</b>	13.1%	17.2%	2.1%
Hawaiian Islands	8.1%	10.5%	1.9%
Honolulu	6.2%	8.4%	1.5%
Guam	5.0%	6.7%	0.3%
<b>Leisure/Recreational Activities*</b>			
Shopping	88.0%	91.0%	79.9%
Dining in Restaurants	84.0%	84.9%	85.4%
Sightseeing in Cities	44.9%	52.0%	30.1%
Visit Historical Places	39.7%	45.6%	25.1%
Amusement/Theme Parks	29.1%	35.2%	13.6%
Visit Small Towns	27.7%	31.3%	15.6%
Art Gallery/Museum	24.1%	27.7%	15.1%
Cultural/Heritage Sights	23.7%	28.1%	13.6%
Water Sports/Sunbathing	21.6%	27.4%	7.3%
Visit National Parks	19.6%	23.4%	10.8%
Touring Countryside	19.0%	21.8%	10.4%
Concert/Play/Musical	17.1%	20.2%	9.7%
Guided Tours	17.1%	22.0%	7.2%
Nightclub/Dancing	13.0%	13.6%	12.4%
Casinos/Gambling	10.0%	12.3%	5.6%
Cruises	7.6%	9.7%	3.6%
Attend Sports Events	7.3%	7.6%	6.3%
Golfing/Tennis	4.7%	4.8%	5.5%
Ethnic Heritage Sights	4.4%	5.2%	2.1%
Camping/Hiking	4.1%	4.6%	2.6%
Visit American Indian Communities	3.6%	4.4%	1.5%
Environmental/Ecological Excursions	3.0%	3.3%	1.9%
Hunting/Fishing	1.6%	1.7%	1.7%
Ranch Vacations	1.5%	1.7%	0.9%
Snow Skiing	1.5%	1.5%	1.2%
Hunting/Fishing	1.5%	1.6%	0.9%
Ranch Vacations	1.2%	1.3%	0.6%

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<b>Total Number of Travelers:</b>	<b>26,363,000</b>	<b>17,900,000</b>	<b>5,325,000</b>
<b>Main factors involved in Airline Choice:</b>			
Airfare	34.3%	38.5%	20.6%
Convenient Schedule	15.2%	13.4%	21.4%
Non-Stop Flight	14.4%	14.5%	13.1%
Mileage Bonus/Freq. Flyer program	8.9%	8.3%	11.6%
Previous Good Experience	7.2%	6.9%	6.7%
Safety Reputation	5.5%	5.8%	4.8%
Loyalty to Carrier	3.4%	3.0%	4.8%
Employer Policy	2.8%	1.4%	8.7%
In-Flight Service Reputation	2.4%	2.3%	3.2%
<b>Type of Airline Ticket*</b>			
Economy/Tourist/Coach	80.0%	81.6%	72.5%
Executive/Business	9.3%	7.2%	19.4%
Don't Know	3.8%	4.0%	3.0%
Frequent Flyer Award	3.4%	3.8%	1.9%
First Class	1.8%	1.8%	2.2%
Discount/Group Fare	1.7%	2.0%	0.9%
Frequent Flyer Upgrade	1.2%	0.8%	2.4%
Non-Revenue Passenger	1.1%	1.2%	0.8%
<b>Seating Area</b>			
Economy/Tourist/Coach	87.3%	89.6%	76.5%
Executive/Business	10.6%	8.4%	20.7%
First Class	2.2%	2.0%	2.9%
<b>Average Total Trip Expenditures</b>			
Per Travel Party/Trip	\$5,445	\$5,900	\$5,563
Per Visitor/Trip	\$3,408	\$3,183	\$4,465
<b>Average International Airfare</b>			
Per Travel Party/Trip	\$2,251	\$2,197	\$2,788
Per Visitor/Trip	\$1,484	\$1,251	\$2,268
<b>Average Package Price</b>			
Per Travel Party/Trip	\$4,338	\$4,393	N/A
Per Visitor/Trip	\$1,955	\$1,914	N/A
<b>Average Expenditures in the U.S.</b>			
Per Travel Party/Trip	\$2,923	\$3,258	\$2,676
Per Visitor/Trip	\$1,830	\$1,758	\$2,147
Per Visitor/Day	\$107	\$119	\$136

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<b>Total Number of Travelers:</b>	<b>26,363,000</b>	<b>17,900,000</b>	<b>5,325,000</b>
<b>Avg. Exp. by Category (per visitor):</b>			
Lodging	\$471	\$402	\$780
Gifts/Souvenirs	\$398	\$430	\$330
Food/Beverages	\$358	\$360	\$369
Transportation	\$244	\$231	\$343
Entertainment	\$186	\$216	\$117
Other Spending	\$143	\$93	\$172
U.S. Airport	\$29	\$27	\$37
<b>Trip Expenses Payment Method</b>			
Credit Cards	49.3%	46.1%	64.3%
Cash	42.9%	45.7%	30.0%
Debit Cards	6.2%	6.2%	5.2%
Travelers Checks	1.6%	2.0%	0.5%
<b>Sex &amp; Age of Traveler</b>			
Male Adults	55.9%	52.3%	76.2%
Female Adults	44.1%	47.7%	23.8%
Average Age of Male (years)	42.4	42.2	41.8
Average Age of Female (years)	38.6	37.6	36.7
<b>Occupation</b>			
Professional/Technical	34.4%	33.3%	39.8%
Manager/Executive	27.0%	24.6%	47.1%
Student	9.8%	9.9%	3.1%
Clerical/Sales	8.8%	10.9%	4.3%
Retired	7.0%	7.1%	0.7%
Homemaker	4.9%	5.4%	0.6%
Government/Military	3.3%	3.6%	2.0%
Craftsman/Factory Worker	2.3%	2.6%	1.1%
<b>Annual Household Income</b>			
Average Annual Income	\$90,800	\$89,600	\$104,800
Median Annual Income	\$78,100	\$77,200	\$94,200

\* Multiple Response.

\*\* Maximum number is seven.

NOTE: Only destinations with a sample size of 400 or more are listed.

Leisure visitors are defined as the respondents who stated their purpose of trip was leisure/recreation/holidays/sightseeing.

Business visitors are defined as the respondents who stated their purpose of trip was business/professional. For both leisure and business visitors, multiple trip purposes are allowed.

# Survey of International Air Travelers

The Survey of International Air Travelers 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**

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# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

### **U.S. Department of Commerce**

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