

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Profile of Overseas Travelers to the United States: **2011 Inbound**



Profile of Overseas Travelers to the United States: 2011

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	27,883,157	100.0%
Western Europe	11,986,795	43.0%
United Kingdom	3,835,300	13.8%
Germany	1,823,797	6.5%
France	1,504,182	5.4%
Italy	891,571	3.2%
Spain	700,183	2.5%
Netherlands	601,013	2.2%
Switzerland	476,502	1.7%
Sweden	438,972	1.6%
Ireland	346,879	1.2%
Denmark	274,420	1.0%
Belgium	259,490	0.9%
Norway	249,167	0.9%
Austria	179,482	0.6%
Eastern Europe	673,105	2.4%
Russia	221,888	0.8%
Caribbean	1,091,419	3.9%
Bahamas	222,741	0.8%
Dominican Republic	230,188	0.8%
Jamaica	159,235	0.6%

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

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

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Profile of Overseas Travelers to the United States: 2011

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Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	27,883,157	100.0%
South America	3,756,689	13.5%
Brazil	1,508,279	5.4%
Colombia	496,814	1.8%
Venezuela	561,080	2.0%
Argentina	512,258	1.8%
Ecuador	210,910	0.8%
Peru	171,870	0.6%
Chile	171,459	0.6%
Central America	747,168	2.7%
Guatemala	183,671	0.7%
Costa Rica	168,722	0.6%
Asia	7,246,776	26.0%
Japan	3,249,569	11.7%
South Korea	1,145,216	4.1%
Peoples Rep. of China	1,089,405	3.9%
India	663,465	2.4%
Taiwan	290,313	1.0%
Philippines	166,829	0.6%
Singapore	159,302	0.6%
Oceania	1,243,433	4.5%
Australia	1,037,852	3.7%
New Zealand	188,974	0.7%
Middle East	810,688	2.9%
Israel	302,673	1.1%
Africa	327,084	1.2%

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

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers	27,883,000	18,849,000	5,521,000
Advance Trip Decision			
Average Number of Days	93.0	109.3	45.8
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation			
Average Number of Days	66.4	79.5	29.0
Median Number of Days	40.0	60.0	15.0
Means of Booking Air Trip			
Travel Agent	41.5%	42.4%	42.7%
Personal Computer/Internet	30.4%	32.5%	16.0%
Airlines Directly	12.7%	13.1%	9.1%
Company Travel Dept.	7.2%	2.4%	27.6%
Tour Operator	4.8%	6.3%	1.4%
Information Sources*			
Personal Computer	44.0%	49.8%	28.3%
Travel Agent	36.0%	37.7%	37.5%
Airlines	22.6%	22.2%	21.3%
Friends, Relatives	16.1%	18.2%	6.8%
Travel Guides/Timetables	8.1%	11.3%	2.5%
Tour Operator/Company	6.6%	8.5%	2.9%
Corporate Travel Dept.	6.4%	2.2%	25.3%
State/City Travel Office	3.2%	3.6%	2.3%
Newspapers/Magazines	2.7%	3.7%	0.8%
Use of Pre-Paid Package			
Yes	16.1%	21.9%	5.3%
No (Independent)	83.9%	78.1%	94.7%

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
If Package Used, Type of Package*			
Air/Lodging	11.9%	16.5%	2.9%
Guided Tour	4.3%	5.8%	1.6%
Air/Rental Car	3.7%	4.9%	1.5%
Air/Lodging/Bus	2.9%	4.0%	0.6%
Air/Lodging/Rental Car	2.5%	3.5%	1.0%
Air/Lodging/Tour	2.5%	3.4%	0.8%
Air/Lodging/Bus/Tour	1.4%	1.8%	0.4%
Use of Prepaid Lodging as Part of Package			
Yes	81.8%	82.6%	74.7%
No	18.2%	17.4%	25.3%
Mean Number of Nights	8.3	8.1	13.5
Median Number of Nights	6.0	6.0	7.0
Advance Package Booking			
Mean Number of Days	87.0	90.0	33.8
Median Number of Days	60.0	60.0	20.0
If Pre-Booked Lodging, Pre-Booked Through*			
Travel Agent	24.9%	30.5%	19.7%
Hotel/Motel Directly	10.5%	12.1%	10.3%
Company Travel Dept.	6.2%	2.4%	23.9%
Tour Operator	5.5%	7.7%	1.2%
Friend/Relative	4.6%	5.2%	2.5%
Business Associate	2.2%	0.8%	8.9%

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
Travel Companions*			
Traveling Alone	36.2%	23.6%	62.2%
Family/Relatives	28.8%	37.0%	7.3%
Spouse	27.9%	35.4%	8.8%
Friends	12.2%	15.9%	3.4%
Business Associates	5.5%	2.3%	21.7%
Tour Group	1.1%	1.2%	0.8%
Travel Party Size (persons)			
Adults Only	91.1%	87.0%	98.1%
Adults and Children	8.9%	13.0%	1.9%
Average Party Size	1.6	1.8	1.3
Median Party Size	1.0	2.0	1.0
Main Purpose of Trip			
Leisure/Recreation/Holiday	53.1%	79.3%	4.9%
Visit Friends/Relatives	20.9%	12.2%	4.8%
Business/Professional	16.8%	4.1%	86.0%
Convention/Conference	4.2%	2.2%	3.1%
Study/Teaching	3.8%	1.7%	1.1%
Purpose of Trip*			
Leisure/Recreation/Holiday	67.6%	100.0%	22.5%
Visit Friends/Relatives	32.8%	26.6%	16.0%
Business/Professional	19.8%	6.6%	100.0%
Convention/Conference	6.5%	3.5%	11.4%
Study/Teaching	5.5%	3.1%	4.1%

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
Type of Accommodations*			
Hotel, Motel	79.3%	84.0%	88.2%
Average Number of Nights	8.8	8.5	8.7
Median Number of Nights	6.0	7.0	5.0
Private Home	31.8%	27.6%	20.6%
Average Number of Nights	21.0	17.3	27.3
Median Number of Nights	10.0	10.0	8.0
Other	3.5%	3.7%	3.4%
Mean Number of Nights	19.0	15.6	23.6
Median Number of Nights	7.0	7.0	7.0
Nights Spent in the U.S.			
Average	18.1	14.7	17.0
Median	9.0	10.0	7.0
First International U.S. Trip			
First Time Visitors	27.8%	32.6%	17.8%
Repeat Visitors	72.2%	67.4%	82.2%
U.S. Trips in Last 12 Months:			
Mean # of Trips	1.7	1.4	2.6
Median # of trips	1.0	1.0	2.0
U.S. Trips in Last 5 Years:			
Mean # of Trips	4.7	3.6	8.4
Median # of trips	2.0	2.0	4.0

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
Number of States Visited*			
One State	66.9%	65.0%	64.6%
Two States	19.5%	19.4%	23.6%
Three or More States	13.7%	15.7%	11.8%
Average Number of States	1.6	1.6	1.5
Median Number of States	1.0	1.0	1.0
Number of Destinations Visited**			
Average Number of Destinations	2.0	2.2	1.8
Median Number of Destinations	1.0	1.0	1.0
Transportation in the U.S.*			
Taxi	41.3%	41.6%	49.7%
Rented Auto	29.4%	32.3%	32.0%
City Subway/Bus	27.2%	31.9%	17.5%
Airline in the U.S.	26.7%	25.6%	31.4%
Company or Private Auto	23.4%	20.4%	21.5%
Railroad between Cities	11.7%	11.7%	10.9%
Bus between Cities	10.8%	12.6%	5.5%
Air Arrivals Port-of-Entry			
New York	17.2%	19.3%	16.2%
Miami	13.8%	14.9%	12.1%
Los Angeles	11.1%	11.8%	12.1%
Newark	6.4%	6.3%	7.9%
Honolulu	6.1%	9.0%	0.9%
San Francisco	5.6%	4.8%	9.1%
Chicago	4.7%	3.0%	8.6%
Agana, Guam	3.8%	5.9%	0.1%
Atlanta	3.6%	2.2%	4.7%
Orlando	3.3%	4.0%	1.2%
Washington Dulles	3.3%	2.2%	4.4%
Houston	2.4%	1.6%	3.7%
Boston	1.9%	1.6%	2.6%
Dallas-Ft Worth	1.5%	1.0%	2.3%
Philadelphia	1.5%	1.1%	2.3%

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
U.S. Destinations Visited*:			
New England	6.4%	5.6%	8.5%
Massachusetts	5.1%	4.7%	6.2%
Boston	4.7%	4.4%	5.7%
Connecticut	1.1%	0.8%	1.9%
Middle Atlantic	37.3%	39.5%	35.9%
New York	34.1%	37.6%	29.8%
New York City-WP-Wayne	33.3%	37.1%	28.5%
Buffalo	1.2%	1.4%	0.9%
New Jersey	3.5%	2.8%	5.3%
Pennsylvania	3.3%	2.6%	4.8%
Philadelphia	2.2%	1.7%	3.2%
East North Central	7.0%	4.6%	13.9%
Illinois	4.5%	3.3%	8.1%
Chicago	4.3%	3.2%	7.6%
Ohio	1.0%	0.6%	2.5%
West North Central	2.3%	1.5%	3.7%
South Atlantic	29.8%	31.7%	25.5%
Florida	20.4%	23.8%	12.5%
Miami	10.6%	12.1%	7.8%
Orlando	10.0%	13.1%	3.5%
Washington D.C.	6.5%	6.8%	6.5%
Georgia	2.4%	1.8%	3.9%
Atlanta	2.1%	1.5%	3.6%
Maryland	1.2%	0.9%	1.5%
North Carolina	1.2%	0.9%	2.1%
Virginia	1.3%	1.0%	1.6%
East South Central	1.8%	1.4%	2.5%
West South Central	5.8%	4.0%	9.3%
Texas	4.6%	2.6%	8.3%
Houston	2.1%	1.1%	4.4%
Dallas-Plano-Irving	1.5%	1.0%	2.5%

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
U.S. Destinations Visited*:			
Mountain	13.5%	15.8%	10.8%
Nevada	10.3%	13.0%	6.1%
Las Vegas	10.0%	12.7%	5.8%
Arizona	3.1%	3.7%	1.9%
Flagstaff-Grand Canyon-Sedona	2.1%	2.9%	0.3%
Utah	1.8%	2.2%	1.0%
Colorado	1.6%	1.5%	2.2%
Denver	1.0%	0.9%	1.5%
Pacific	23.5%	22.9%	28.4%
California	22.0%	21.5%	26.0%
Los Angeles	13.1%	14.2%	11.7%
San Francisco	10.3%	11.3%	10.0%
San Diego	2.7%	2.7%	2.9%
San Jose	1.3%	0.8%	4.1%
Anaheim-Santa Ana	1.3%	1.5%	1.6%
Washington	1.8%	1.8%	2.5%
Seattle	1.7%	1.7%	2.2%
Pacific Islands	12.6%	17.1%	1.8%
Hawaiian Islands	8.2%	10.9%	1.6%
Honolulu	6.4%	8.7%	1.1%
Guam	4.4%	6.2%	0.2%
Atlantic Islands	0.7%	0.8%	0.8%

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors**	All Leisure Visitors**	All Business Visitors**
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
Leisure/Recreational Activities*			
Shopping	88.1%	91.5%	80.8%
Dining in Restaurants	83.5%	84.6%	84.5%
Sightseeing in Cities	44.4%	52.1%	28.9%
Visit Historical Places	41.3%	47.9%	26.7%
Amusement/Theme Parks	29.6%	35.6%	13.9%
Visit Small Towns/Villages	27.1%	30.8%	15.7%
Cultural/Heritage Sights	24.1%	28.6%	13.4%
Art Gallery, Museum	23.5%	26.5%	14.8%
Water Sports/Sunbathing	20.8%	26.3%	6.8%
Visit National Parks	20.3%	24.3%	11.9%
Touring the Countryside	19.2%	22.1%	11.1%
Guided Tours	17.8%	23.0%	7.3%
Concert, Play, Musical	16.6%	19.4%	10.4%
Nightclub/ Dancing	12.8%	13.2%	12.4%
Casinos/Gambling	10.5%	12.3%	7.1%
Cruises	7.5%	9.6%	3.5%
Attend Sports Events	7.1%	7.3%	5.3%
Ethnic Heritage Sights	4.4%	5.1%	2.6%
Golf/Tennis	4.4%	4.4%	3.7%
Camping, Hiking	4.2%	4.8%	2.9%
Visit American Indian Communities	3.5%	4.2%	1.9%
Environmental/Ecological Excur.	3.4%	3.9%	2.7%
Snow Skiing	1.8%	1.9%	1.6%
Hunting/Fishing	1.6%	1.7%	1.1%
Ranch Vacations	1.4%	1.5%	0.8%

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
Main factors involved in Airline Choice:			
Airfare	33.6%	36.9%	19.8%
Convenient Schedule	15.9%	14.3%	21.7%
Non-Stop Flight	14.0%	14.1%	13.7%
Mileage Bonus/Freq. Flyer program	8.9%	8.4%	10.4%
Previous Good Experience	7.6%	7.5%	7.2%
Safety Reputation	5.6%	6.0%	4.5%
Loyalty to Carrier	3.7%	3.4%	4.8%
Employer Policy	2.5%	1.2%	9.3%
In-Flight Service Reputation	2.4%	2.3%	3.5%
Type of Airline Ticket*			
Economy/Tourist/Coach	81.8%	83.6%	73.3%
Executive/Business	8.5%	6.7%	17.8%
Don't Know	3.8%	3.7%	3.8%
Frequent Flyer Award	3.3%	3.7%	2.0%
Discount/Group Fare	1.5%	1.7%	1.5%
First Class	1.1%	1.0%	1.6%
Non-Revenue Passenger	1.1%	1.1%	1.0%
Frequent Flyer Upgrade	1.0%	0.8%	2.0%
Seating Area			
Economy/Tourist/Coach	88.8%	91.0%	78.8%
Executive/Business	9.7%	7.7%	18.8%
First Class	1.5%	1.3%	2.5%
Average Total Trip Expenditures			
Per Travel Party	\$5,827	\$6,456	\$6,005
Per Visitor	\$3,652	\$3,511	\$4,767
Average International Airfare			
Per Travel Party	\$2,338	\$2,393	\$2,804
Per Visitor	\$1,537	\$1,368	\$2,257
Average Package Price			
Per Travel Party	\$4,922	\$4,956	\$4,804
Per Visitor	\$2,236	\$2,185	\$3,006
Average Expenditures in the U.S.			
Per Travel Party	\$3,099	\$3,496	\$2,940
Per Visitor	\$1,942	\$1,901	\$2,334
Per Visitor Per Day	\$107	\$130	\$138

Profile of Overseas Travelers to the United States: 2011

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	27,883,000	18,849,000	5,521,000
Avg. Exp. by Category (per visitor):			
Lodging	\$490	\$433	\$789
Gifts & Souvenirs	\$458	\$491	\$468
Food, Beverages	\$382	\$378	\$412
Transportation	\$265	\$258	\$364
Entertainment	\$194	\$221	\$130
Other	\$122	\$91	\$129
U.S. Airport	\$32	\$29	\$42
Trip Expenses Payment Method			
Credit Cards	49.1%	46.5%	63.3%
Cash	42.7%	45.2%	30.1%
Debit Cards	6.8%	6.6%	5.8%
Travelers Checks	1.4%	1.7%	0.8%
Sex & Age of Traveler			
Male Adults	55.1%	52.1%	74.9%
Female Adults	44.9%	47.9%	25.1%
Average Age of Male (years)	42.1	41.9	41.3
Average Age of Female (years)	38.8	37.9	37.3
Occupation			
Professional/Technical	34.0%	33.4%	40.2%
Manager/Executive	26.0%	23.5%	46.1%
Student	10.8%	10.8%	3.3%
Clerical/Sales	8.4%	10.2%	4.2%
Retired	7.0%	7.1%	0.6%
Homemaker/Housewife	4.7%	4.9%	0.8%
Government/Military	3.2%	3.7%	1.5%
Craftsman/Factory Worker	2.8%	3.2%	1.3%
Annual Household Income			
Average	\$92,000	\$91,500	\$106,100
Median	\$79,700	\$79,300	\$97,800

All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 27,883,000 (total overseas travelers to the U.S.), 18,849,000 (total leisure-vac. travelers), or 5,521,000 (total business travelers).

*Multiple Response **Maximum number is seven

Note: Only destinations with sample size of 400 or more are listed

Business travelers are defined as the respondents who stated their purpose of trip was business/professional, Leisure travelers are defined as the respondents who stated their purpose of trip was leisure/recreation/holidays/sightseeing. For both leisure and business multiple purposes of trip 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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- 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

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