

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Profile of U.S. Resident Travelers Visiting Overseas Destinations: **2009 Outbound**



Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Travelers to Overseas Destinations *	All U.S. Travelers
Total Number of Travelers **	30,300,000
Region/State/City of Residence:	
New England	8%
Connecticut	3%
Bridgeport-Stamford	2%
Massachusetts	3%
Middle Atlantic	39%
New York	24%
New York City	21%
Nassau	4%
New Jersey	10%
Newark	3%
Edison-New Brunswick	2%
Pennsylvania	5%
Philadelphia	3%
East North Central	7%
Illinois	3%
Chicago	2%
Ohio	2%
West North Central	2%

* State and city of residence are listed if they represent at least 2% (rounded) of the U.S. travelers to overseas destinations. 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 percentage listed above by 30,300,000 (the total U.S. Residents visiting overseas destinations), 25,876,000 (85.4% Leisure/Visit Friends/Relatives) and 6,424,000 (21.2% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Travelers to Overseas Destinations *	All U.S. Travelers
Total Number of Travelers **	30,300,000
South Atlantic	19%
Florida	7%
Miami	2%
Virginia	3%
Georgia	3%
Atlanta	2%
D.C. Metro Area	3%
Maryland	3%
North Carolina	2%
East South Central	2%
West South Central	5%
Texas	4%
Mountain	4%
Pacific	14%
California	11%
Los Angeles	3%
San Francisco	2%
Washington	2%

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Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	30,300,000	25,876,000	6,424,000
Advance Trip Decision:			
Average Number of Days	90.2	96.4	55.4
Median Number of Days	60.0	60.0	30.0
Advance Airline Reservation:			
Average Number of Days	61.1	66.4	33.1
Median Number of Days	40.0	45.0	20.0
Means of Booking Air Trip:			
Personal Computer	39%	42%	27%
Travel Agent	33%	32%	36%
Airline Directly	15%	16%	12%
Company Travel Department	5%	2%	20%
Tour Operator	3%	3%	1%
Travel Club	1%	1%	1%
Information Sources*:			
Personal Computer	43%	46%	34%
Travel Agency	30%	29%	35%
Airline	26%	27%	25%
Friends, Relatives	15%	16%	7%
Company Travel Dept.	5%	2%	19%
Tour Company	5%	5%	2%
Travel Guides/Timetables	5%	5%	2%
State/City Travel Office	1%	1%	1%
National Govt Tourism Office	1%	1%	1%
Newspapers/Magazines	1%	1%	1%
In-Flight Information Systems	1%	1%	1%

* Multiple Responses.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	30,300,000	25,876,000	6,424,000
Use of Prepaid Package:			
Yes	11%	12%	4%
No	89%	88%	96%
Pre-Booked Lodging*:			
Responded - Yes	46%	44%	60%
Sources for Booking Lodging*:			
Travel Agent	13%	13%	14%
Hotel/Motel	9%	10%	10%
Company Travel Dept.	4%	2%	17%
Friend/Relative	4%	5%	3%
Tour Operator	4%	5%	2%
Business Associate	2%	1%	10%
Airline Staff	1%	1%	0%
Travel Companions*:			
Traveling Alone	42%	39%	64%
Spouse	27%	31%	13%
Family/Relatives	25%	29%	10%
Friends	12%	12%	5%
Business Associates	3%	1%	13%
Tour Group	2%	2%	2%
Travel Party Size: (persons)			
Adults Only	92%	91%	97%
Adults and Children	8%	9%	3%
Average Party Size	1.5	1.6	1.2
Median Party Size	1.0	1.0	1.0

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Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	30,300,000	25,876,000	6,424,000
Main Purpose of Trip:			
Leisure/Recreation/Holidays	40%	47%	7%
Visit Friends/Relatives	37%	43%	9%
Business	16%	6%	75%
Study/Teaching	4%	2%	1%
Convention/Conference	2%	1%	8%
Religion/Pilgrimages	2%	1%	0%
Health Treatment	1%	0%	0%
Purpose of Trip*:			
Leisure/Recreation/Holidays	56%	66%	26%
Visit Friends/Relatives	49%	57%	26%
Business	19%	10%	92%
Study/Teaching	6%	4%	5%
Convention/Conference	3%	2%	13%
Religion/Pilgrimages	3%	2%	2%
Health Treatment	2%	1%	1%
Type of Accommodations*:			
Hotel, Motel	58%	55%	72%
Average Number of Nights	9.2	9.0	8.8
Median Number of Nights	7.0	7.0	6.0
Private Home	48%	53%	33%
Average Number of Nights	19.4	18.3	20.6
Median Number of Nights	11.0	11.0	10.0
Other	6%	6%	7%
Mean Number of Nights	21.8	17.7	23.5
Median Number of Nights	8.0	7.0	10.0

Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	30,300,000	25,876,000	6,424,000
Nights Outside the U.S.:			
Average Number of Nights	18.5	17.7	18.4
Median Number of Nights	10.0	11.0	9.0
First International Trip:			
First Time Visitors	7%	7%	4%
Repeat Visitors	93%	93%	96%
Number of International Trips in the Past 12 Months:			
Mean Number of Trips	2.4	2.1	4.1
Median Number of Trips	2.0	1.0	3.0
Number of International Trips in the Past 5 Years:			
Mean Number of Trips	9.2	7.9	17.2
Median Number of Trips	5.0	5.0	10.0
Number of Countries Visited*:			
One Country	84%	83%	80%
Two Countries	11%	11%	15%
Three or More Countries	5%	5%	6%
Average (Countries)	1.3	1.3	1.3
Median (Countries)	1.0	1.0	1.0

* Multiple Responses.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	30,300,000	25,876,000	6,424,000
Number of Destinations Visited*:			
One Destination	64%	63%	62%
Two Destinations	20%	20%	24%
Three or More Destinations	16%	17%	15%
Average (No. of Destinations)	1.7	1.7	1.6
Median (No. of Destinations)	1.0	1.0	1.0
Transportation Outside the U.S.:*			
Taxi/Cab/Limousine	42%	41%	53%
Airline between Cities	34%	34%	36%
Company or Private Auto	28%	29%	28%
City Subway/Tram/Bus	21%	21%	21%
Railroad between Cities	18%	18%	18%
Rented Auto	16%	17%	15%
Bus between Cities	14%	15%	9%
Motor Home/Camper	1%	1%	0%
Port-of-Entry:			
New York City	29%	30%	25%
Newark	11%	11%	9%
Miami	7%	7%	7%
Atlanta	7%	7%	8%
Los Angeles	6%	6%	8%
San Francisco	5%	5%	8%
Chicago	4%	4%	4%
Washington, D.C.	4%	4%	5%
Philadelphia	4%	4%	4%
Houston	2%	2%	2%
Dallas/Ft. Worth	2%	2%	3%
Boston	2%	2%	3%
Charlotte	1%	1%	2%
Seattle	1%	1%	1%

Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	30,300,000	25,876,000	6,424,000
International Destinations Visited:*			
Europe	35%	35%	37%
Western Europe	33%	33%	35%
United Kingdom	9%	9%	11%
France	6%	7%	6%
Italy	6%	7%	4%
Germany	5%	5%	8%
Spain	4%	4%	2%
Netherlands	2%	2%	3%
Greece	2%	2%	1%
Ireland	2%	2%	2%
Switzerland	2%	2%	3%
Eastern Europe	4%	4%	4%
Caribbean	19%	21%	9%
Dominican Republic	5%	5%	2%
Jamaica	5%	5%	2%
Bahamas	3%	3%	1%
South America	9%	9%	8%
Brazil	2%	2%	3%
Columbia	2%	2%	1%
Peru	2%	2%	1%

* Multiple Responses.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2009

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	30,300,000	25,876,000	6,424,000
International Destinations Visited:*			
Central America	7%	7%	4%
Costa Rica	2%	3%	1%
Africa	4%	3%	5%
Middle East	6%	6%	8%
Israel	2%	2%	3%
Asia	21%	19%	32%
Japan	5%	4%	10%
P.R. of China	4%	4%	7%
India	4%	4%	4%
Hong Kong	3%	2%	4%
Republic of China (Taiwan)	2%	2%	3%
Republic of Korea (South)	2%	2%	4%
Oceania	3%	3%	3%
Australia	2%	2%	2%

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Profile of U.S. Travelers Visiting Overseas Destinations: 2009

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Total Number of U.S. Travelers **	30,300,000	25,876,000	6,424,000
Leisure/Recreational Activities *:			
Dining in Restaurants	82%	82%	86%
Shopping	72%	74%	65%
Visit Historical Places	50%	53%	38%
Visit Small Towns/Villages	42%	45%	27%
Sightseeing in Cities	41%	44%	32%
Cultural Heritage Sights	33%	35%	23%
Touring the Countryside	32%	35%	20%
Water Sports/Sunbathing	25%	28%	12%
Art Gallery, Museum	24%	26%	19%
Nightclub/ Dancing	21%	23%	15%
Guided Tours	17%	18%	9%
Ethnic Heritage Sites	13%	13%	9%
Amusement/Theme Parks	11%	12%	6%
Visit National Parks	11%	12%	7%
Concert, Play, Musical	11%	12%	10%
Casinos/Gambling	7%	8%	4%
Camping, Hiking	6%	7%	4%
Cruises, 1 or More Nights	6%	7%	2%
Environmental/Ecological Sights	6%	6%	4%
Golf/Tennis	4%	4%	4%
Attend Sporting Events	4%	4%	4%
Hunting/Fishing	3%	3%	2%
Ranch Vacations	2%	2%	1%
Snow Skiing	1%	1%	1%

Profile of U.S. Travelers Visiting Overseas Destinations: 2009

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Total Number of U.S. Travelers **	30,300,000	25,876,000	6,424,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,084	\$3,867	\$4,817
Per Visitor	\$2,708	\$2,469	\$3,868
Average International Airfare:			
Per Travel Party	\$1,718	\$1,536	\$2,352
Per Visitor	\$1,177	\$1,012	\$1,907
Average Package Price:			
Per Travel Party	\$5,103	\$5,131	-
Per Visitor	\$2,385	\$2,389	-
Average Expenditures Outside the United States:			
Per Travel Party	\$1,991	\$1,925	\$2,261
Per Visitor	\$1,320	\$1,229	\$1,816
Per Visitor Per Day	\$72	\$70	\$99
Trip Payment Method			
Credit Cards	52%	49%	65%
Cash	37%	38%	27%
Debit Cards	10%	11%	7%
Travelers Checks	2%	2%	1%

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Total Number of U.S. Travelers **	30,300,000	25,876,000	6,424,000
Main factor in Airline Choice:			
Airfare	34%	35%	26%
Convenient Schedule	17%	16%	22%
Non-Stop Flight	16%	16%	14%
Mile Bonus/Frequent Flyer Program	10%	10%	10%
Previous Good Experience	7%	7%	8%
Loyalty to Carrier	3%	3%	4%
Safety Reputation	3%	3%	3%
In-Flight Service Reputation	2%	2%	3%
Employer Policy	2%	1%	6%
On-time Reputation	1%	1%	0%
Type of Airline Ticket*:			
Economy/Tourist/Coach	80%	81%	70%
Executive/Business	8%	6%	20%
Frequent Flyer Award	6%	7%	4%
First Class	2%	2%	3%
Discount/Group Fare	2%	2%	2%
Frequent Flyer Upgrade	2%	2%	3%
Non-Revenue	1%	2%	1%
Seating Area on Flight:			
Economy/Tourist/Coach	87%	89%	73%
Executive/Business	10%	8%	22%
First Class	3%	3%	5%

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Total Number of U.S. Travelers **	30,300,000	25,876,000	6,424,000
Gender and Age of Traveler:			
Male Adults	52%	49%	71%
Female Adults	48%	51%	29%
Average Age of Male (years)	44.8	44.7	45.6
Average Age of Female (years)	42.7	43.1	42.9
Occupation:			
Professional/Technical	39%	38%	42%
Manager/Executive	22%	19%	43%
Retired	11%	12%	3%
Student	10%	11%	4%
Homemaker	5%	6%	1%
Clerical/Sales	5%	5%	2%
Craftsman/Factory Worker	3%	3%	2%
Government/Military	3%	3%	2%
Annual Household Income:			
Average	\$109,200	\$105,900	\$133,000
Median	\$99,600	\$95,100	\$130,100

* Multiple Responses.

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Source: Survey of International Air Travelers, 2009; U.S. Department of Commerce, Office of Travel and Tourism Industries.

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. travelers who visits overseas destinations.

Survey of International Air Travelers: Table Number and Description

Table 1	State/City of Residence	Table 17	Number of Countries Visited
Table 2	Advance Trip Decision	Table 18	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 19	Transportation Outside the U.S.
Table 4	Means of Booking Air Trip	Table 20	Port of Entry
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Table 6	Use of Prepaid Package	Table 22	International Destinations
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Table 10	Main Purpose of Trip	Table 26	Main Factor in Airline Choice
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Table 14	First Int’l Trip from the U.S.	Table 30	Gender & Age of Traveler
Table 15	Int’l Trips Last 12 Months	Table 31	Occupation
Table 16	Int’l Trips Last 5 Years	Table 32	Annual Household Income



Interested in obtaining data for your organization?

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

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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

U.S. Department of Commerce

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