

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Profile of U.S. Resident Travelers Visiting Overseas Destinations: **2011 Outbound**



Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Travelers to Overseas Destinations ⁽¹⁾	All U.S. Travelers
Total Number of Travelers ^{**}	27,023,000
Region/State/City of Residence:	
New England	7%
Connecticut	3%
Massachusetts	3%
Boston	1%
Middle Atlantic	27%
New York	15%
New York City	13%
Nassau	2%
New Jersey	8%
Newark-Union	2%
Edison-New Brunswick	2%
Pennsylvania	4%
Philadelphia	2%
East North Central	8%
Illinois	3%
Chicago	2%
Ohio	2%
Michigan	1%
West North Central	5%
Minnesota	3%
East South Central	2%

Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Travelers to Overseas Destinations *	All U.S. Travelers
Total Number of Travelers **	27,023,000
South Atlantic	23%
Florida	8%
Miami	3%
Virginia	5%
Georgia	2%
Atlanta	2%
Washington, DC	4%
Maryland	3%
North Carolina	2%
West South Central	8%
Texas	6%
Houston	3%
Dallas	1%
Mountain	5%
Colorado	2%
Arizona	1%
Pacific	13%
California	11%
Los Angeles	4%
Anaheim	1%
San Francisco	1%
San Jose	1%
Oakland	1%
Washington	2%
Seattle	1%

1 State and city of residence are listed only if there were at least 400 respondents surveyed 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 27,023,000 (the total U.S. Residents visiting overseas destinations), 22,321,000 (82.6% Leisure/Visit Friends/Relatives) and 5,972,000 (22.1% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	27,023,000	22,321,000	5,972,000
Advance Trip Decision:			
Average Number of Days	94.5	102.9	52.3
Median Number of Days	60.0	65.0	30.0
Advance Airline Reservation:			
Average Number of Days	63.0	69.8	31.8
Median Number of Days	40.0	55.0	20.0
Means of Booking Air Trip:			
Personal Computer	40%	44%	28%
Travel Agent	29%	29%	30%
Airline Directly	15%	16%	13%
Company Travel Department	6%	3%	24%
Tour Operator	4%	4%	1%
Travel Club	1%	1%	1%
Information Sources*:			
Personal Computer	42%	45%	32%
Airline	28%	28%	29%
Travel Agency	28%	27%	30%
Friends, Relatives	16%	18%	7%
Company Travel Dept.	6%	2%	23%
Tour Company	5%	5%	2%
Travel Guides/Timetables	5%	5%	3%
State/City Travel Office	2%	2%	1%
In-Flight Information Systems	1%	1%	1%
National Govt Tourism Office	1%	1%	1%
Newspapers/Magazines	1%	1%	1%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	27,023,000	22,321,000	5,972,000
Use of Prepaid Package:			
Yes	13%	14%	4%
No	88%	86%	97%
Pre-Booked Lodging*:			
Responded - Yes	48%	45%	64%
Sources for Booking Lodging*:			
Travel Agent	12%	12%	13%
Hotel/Motel	10%	10%	11%
Company Travel Dept.	6%	3%	22%
Tour Operator	5%	5%	2%
Friend/Relative	5%	5%	3%
Business Associate	2%	1%	10%
Airline Staff	1%	1%	1%
Travel Companions*:			
Traveling Alone	42%	38%	66%
Spouse	30%	34%	12%
Family/Relatives	25%	28%	9%
Friends	11%	11%	4%
Business Associates	4%	1%	15%
Tour Group	3%	2%	1%
Travel Party Size: (persons)			
Adults Only	93%	91%	98%
Adults and Children	7%	9%	2%
Average Party Size	1.5	1.6	1.2
Median Party Size	1.0	1.0	1.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	27,023,000	22,321,000	5,972,000
Main Purpose of Trip:			
Leisure/Recreation/Holidays	39%	48%	6%
Visit Friends/Relatives	35%	42%	7%
Business	18%	6%	80%
Study/Teaching	4%	2%	1%
Religion/Pilgrimages	2%	1%	1%
Convention/Conference	1%	1%	5%
Health Treatment	1%	0%	-
Purpose of Trip*:			
Leisure/Recreation/Holidays	55%	67%	24%
Visit Friends/Relatives	46%	56%	21%
Business	21%	10%	95%
Study/Teaching	5%	4%	4%
Religion/Pilgrimages	3%	2%	2%
Convention/Conference	2%	1%	11%
Health Treatment	1%	1%	0%
Type of Accommodations*:			
Hotel, Motel	59%	56%	77%
Average Number of Nights	9.1	9.0	9.0
Median Number of Nights	7.0	7.0	6.0
Private Home	46%	51%	29%
Average Number of Nights	21.5	19.8	27.1
Median Number of Nights	13.0	13.0	11.0
Other	7%	6%	6%
Mean Number of Nights	21.6	15.8	28.2
Median Number of Nights	8.0	7.0	10.0

Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	27,023,000	22,321,000	5,972,000
Nights Outside the U.S.:			
Average Number of Nights	19.6	18.7	19.9
Median Number of Nights	11.0	12.0	9.0
First International Trip:			
First Time Visitors	7%	8%	5%
Repeat Visitors	93%	92%	95%
Number of International Trips in the Past 12 Months:			
Mean Number of Trips	2.4	2.0	4.2
Median Number of Trips	1.0	1.0	3.0
Number of International Trips in the Past 5 Years:			
Mean Number of Trips	9.0	7.3	17.1
Median Number of Trips	5.0	5.0	10.0
Number of Countries Visited*:			
One Country	84%	84%	79%
Two Countries	11%	11%	16%
Three or More Countries	5%	6%	6%
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: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	27,023,000	22,321,000	5,972,000
Number of Destinations Visited*:			
One Destination	65%	64%	63%
Two Destinations	19%	19%	22%
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	41%	39%	52%
Airline between Cities	33%	33%	36%
Company or Private Auto	29%	30%	29%
City Subway/Tram/Bus	18%	19%	19%
Rented Auto	16%	17%	16%
Railroad between Cities	16%	16%	16%
Bus between Cities	14%	15%	9%
Motor Home/Camper	1%	1%	0%
Port-of-Entry:			
New York City	17%	18%	14%
Miami	12%	12%	11%
Newark	9%	10%	7%
Washington, D.C.	8%	7%	11%
Los Angeles	6%	7%	8%
Atlanta	6%	6%	7%
Houston	5%	5%	6%
Chicago	4%	4%	4%
Philadelphia	3%	3%	3%
San Francisco	3%	3%	4%
Minneapolis	3%	2%	4%
Dallas/Ft. Worth	2%	2%	2%
Boston	2%	1%	3%
Seattle	1%	1%	2%
Charlotte	1%	1%	1%
Detroit	1%	1%	1%
Honolulu	1%	1%	1%

Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	27,023,000	22,321,000	5,972,000
International Destinations Visited:*			
Europe	36%	35%	41%
Western Europe	34%	33%	39%
United Kingdom	9%	8%	14%
Italy	6%	7%	4%
Germany	6%	6%	9%
France	7%	7%	7%
Spain	4%	4%	3%
Ireland	2%	2%	1%
Switzerland	2%	2%	3%
Netherlands	2%	2%	4%
Austria	1%	1%	1%
Greece	1%	2%	0%
Eastern Europe	4%	4%	4%
Poland	1%	1%	1%
Russia	1%	1%	1%
Ukraine	1%	0%	1%
Caribbean	23%	24%	13%
Jamaica	6%	6%	4%
Aruba	2%	3%	1%
Cayman Island	1%	1%	1%
South America	7%	7%	7%
Colombia	2%	2%	2%
Brazil	1%	1%	3%
Peru	1%	1%	1%
Argentina	1%	1%	1%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	27,023,000	22,321,000	5,972,000
International Destinations Visited:*			
Central America	7%	7%	7%
Costa Rica	3%	3%	3%
Africa	3%	3%	4%
South Africa	1%	1%	1%
Morocco	1%	1%	0%
Middle East	7%	6%	7%
Israel	2%	2%	2%
Turkey	1%	2%	1%
Asia	19%	18%	25%
P.R. of China	4%	4%	7%
India	4%	4%	3%
Hong Kong	3%	2%	4%
Japan	2%	2%	4%
Republic of China (Taiwan)	2%	2%	3%
Philippines	2%	2%	2%
Republic of Korea (South)	2%	2%	3%
Thailand	1%	1%	1%
Singapore	1%	1%	2%
Oceania	2%	2%	1%

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Profile of U.S. Travelers Visiting Overseas Destinations: 2011

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Total Number of U.S. Travelers **	27,023,000	22,321,000	5,972,000
Leisure/Recreational Activities *:			
Dining in Restaurants	82%	82%	86%
Shopping	70%	73%	60%
Visit Historical Places	50%	53%	38%
Visit Small Towns/Villages	43%	47%	27%
Sightseeing in Cities	40%	43%	31%
Touring the Countryside	34%	37%	20%
Cultural Heritage Sights	33%	35%	21%
Water Sports/Sunbathing	25%	29%	12%
Art Gallery, Museum	22%	24%	16%
Nightclub/ Dancing	19%	21%	15%
Guided Tours	17%	19%	9%
Ethnic Heritage Sites	13%	14%	9%
Visit National Parks	12%	13%	7%
Amusement/Theme Parks	11%	13%	6%
Concert, Play, Musical	11%	12%	9%
Casinos/Gambling	7%	8%	3%
Environmental/Ecological Sights	7%	7%	5%
Camping, Hiking	7%	7%	4%
Cruises, 1 or More Nights	6%	7%	2%
Attend Sporting Events	4%	4%	3%
Golf/Tennis	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: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	27,023,000	22,321,000	5,972,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,469	\$4,227	\$5,139
Per Visitor	\$2,936	\$2,668	\$4,149
Average International Airfare:			
Per Travel Party	\$1,980	\$1,757	\$2,582
Per Visitor	\$1,351	\$1,149	\$2,116
Average Package Price:			
Per Travel Party	\$5,507	\$5,495	-
Per Visitor	\$2,584	\$2,621	-
Average Expenditures Outside the United States:			
Per Travel Party	\$2,010	\$1,952	\$2,216
Per Visitor	\$1,320	\$1,232	\$1,789
Per Visitor Per Day	\$67	\$66	\$90
Trip Payment Method			
Credit Cards	53%	50%	68%
Cash	35%	38%	23%
Debit Cards	11%	12%	9%
Travelers Checks	1%	1%	1%

* Multiple Response.

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Total Number of U.S. Travelers **	27,023,000	22,321,000	5,972,000
Main factor in Airline Choice:			
Airfare	30%	32%	22%
Convenient Schedule	20%	19%	24%
Non-Stop Flight	15%	16%	12%
Mile Bonus/Frequent Flyer Program	12%	11%	16%
Previous Good Experience	7%	7%	6%
Loyalty to Carrier	3%	3%	4%
Safety Reputation	2%	2%	2%
Employer Policy	2%	1%	7%
In-Flight Service Reputation	1%	1%	1%
On-time Reputation	1%	1%	1%
Type of Airline Ticket*:			
Economy/Tourist/Coach	77%	79%	71%
Executive/Business	7%	5%	18%
Frequent Flyer Award	5%	6%	3%
First Class	3%	3%	4%
Discount/Group Fare	3%	3%	1%
Frequent Flyer Upgrade	1%	1%	2%
Non-Revenue	2%	2%	1%
Seating Area on Flight:			
Economy/Tourist/Coach	88%	91%	77%
Executive/Business	8%	6%	19%
First Class	3%	3%	4%

Profile of U.S. Travelers Visiting Overseas Destinations: 2011

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of U.S. Travelers **	27,023,000	22,321,000	5,972,000
Gender and Age of Traveler:			
Male Adults	49%	46%	69%
Female Adults	51%	54%	31%
Average Age of Male (years)	45.9	46.2	45.8
Average Age of Female (years)	44.2	44.5	43.2
Occupation:			
Professional/Technical	37%	36%	43%
Manager/Executive	21%	18%	40%
Retired	14%	16%	3%
Student	11%	11%	4%
Homemaker	6%	6%	1%
Clerical/Sales	4%	5%	3%
Craftsman/Factory Worker	3%	3%	2%
Government/Military	3%	3%	3%
Annual Household Income:			
Average	\$106,300	\$102,700	\$128,900
Median	\$96,500	\$92,400	\$123,000

* Multiple Response.

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Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries, "Survey of International Air Travelers," July 2012.

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

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Table 14	First Int’l Trip from the U.S.	Table 30	Gender & Age of Traveler
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Table 16	Int’l Trips Last 5 Years	Table 32	Annual Household Income



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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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