



Manufacturing and Services Office of Travel and Tourism Industries

Profile of Overseas Travelers to the United States: 2008 Inbound



Profile of Overseas Travelers to the United States: 2008

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	25,341,451	100.0%
Western Europe	12,198,081	48.0%
United Kingdom	4,564,895	17.9%
Germany	1,782,299	7.0%
France	1,243,942	4.7%
Italy	779,463	3.1%
Spain	658,333	2.6%
Netherlands	607,802	2.4%
Ireland	531,198	2.1%
Sweden	397,017	1.6%
Switzerland	341,955	1.3%
Belgium	265,383	1.1%
Denmark	256,604	1.0%
Norway	213,983	0.9%
Eastern Europe	584,602	2.3%
Caribbean	1,201,149	4.6%
Bahamas	180,914	0.6%
Dominican Republic	226,184	0.9%
Jamaica	204,982	0.8%
South America	2,555,599	10.3%
Brazil	769,232	3.1%
Venezuela	507,153	2.0%
Colombia	419,268	1.7%
Argentina	318,144	1.3%
Ecuador	152,112	0.6%
Central America	775,590	3.1%
Guatemala	188,177	0.8%
Costa Rica	165,257	0.7%
Asia (Far East)	6,178,602	24.5%
Japan	3,249,578	13.2%
South Korea	759,394	3.0%
India	598,971	2.3%
Peoples Rep. of China	492,958	1.9%
Taiwan	294,893	1.2%
Philippines	179,820	0.7%
Oceania	851,619	3.2%
Australia	689,927	2.6%
Middle East	680,974	2.7%
Israel	332,257	1.3%
Africa	315,235	1.2%

(1) All numbers are rounded to the nearest thousand. Country estimates are only listed if they generated at least 150,000 overseas visitors.

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

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	25,341,000	16,092,000	6,386,000
Advance Trip Decision:			
Average Number of Days	86.5	105.3	42.1
Median Number of Days	60.0	70.0	30.0
Advance Airline Reservation:			
Average Number of Days	61.1	75.8	26.7
Median Number of Days	30.0	50.0	15.0
Means of Booking Air Trip:			
Travel Agent	45.0%	45.1%	47.7%
Personal Computer/Internet	25.4%	28.7%	11.6%
Airlines Directly	12.1%	12.2%	9.3%
Company Travel Dept.	8.9%	3.5%	27.5%
Tour Operator	5.2%	7.2%	1.3%
Information Sources*:			
Personal Computer	40.9%	47.6%	27.0%
Travel Agent	38.8%	39.2%	40.7%
Airlines	19.8%	19.0%	19.5%
Friends, Relatives	14.6%	17.1%	5.2%
Corporate Travel Dept.	8.5%	3.3%	27.3%
Travel Guides/Timetables	7.7%	11.3%	2.2%
Tour Operator/Company	7.3%	9.9%	3.1%
State/City Travel Office	3.7%	4.3%	2.6%
Newspapers/Magazines	3.0%	4.4%	1.1%

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Use of Pre-Paid Package:			
Yes	16.0%	23.2%	4.0%
No (Independent)	84.0%	76.8%	96.0%
If Package Used, Type of Package*:			
Air/Lodging	12.3%	18.1%	2.6%
Guided Tour	4.0%	5.9%	1.0%
Air/Rental Car	3.8%	5.4%	1.5%
Air/Lodging/Rental Car	2.7%	4.0%	0.8%
Air/Lodging/Tour	2.5%	3.6%	0.5%
Air/Lodging/Bus	2.4%	3.6%	0.5%
Air/Lodging/Bus/Tour	1.1%	1.7%	0.3%
Use of Prepaid Lodging as Part of Package:			
Yes	82.0%	82.9%	73.5%
No	18.0%	17.1%	26.5%
Mean # of Nights	7.7	7.8	8.4
Median # of Nights	5.0	5.0	5.0
Advance Package Booking:			
Mean # of Days	90.6	93.5	35.1
Median # of Days	60.0	60.0	20.0
If Pre-Booked Lodging, Pre-Booked Through*:			
Travel Agent	23.4%	28.6%	18.9%
Hotel/Motel Directly	10.7%	12.2%	10.9%
Company Travel Dept.	8.2%	3.5%	25.2%
Tour Operator	6.2%	9.0%	1.1%
Friend/Relative	4.3%	5.0%	2.4%
Business Associate	3.5%	1.3%	11.1%

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	25,341,000	16,092,000	6,386,000
Travel Companions*:			
Traveling Alone	37.6%	23.7%	61.7%
Spouse	27.5%	36.6%	8.7%
Family/Relatives	27.0%	35.9%	7.6%
Friends	11.9%	16.8%	3.3%
Business Associates	7.1%	2.8%	22.4%
Tour Group	1.3%	1.3%	0.7%
Travel Party Size: (persons)			
Adults Only	91.9%	87.7%	98.1%
Adults and Children	8.1%	12.3%	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	48.9%	78.1%	4.7%
Business/Professional	21.9%	5.7%	88.5%
Visit Friends/Relatives	19.6%	11.8%	2.4%
Convention/Conference	5.3%	2.5%	3.5%
Study/Teaching	3.0%	1.4%	0.6%
Purpose of Trip*:			
Leisure/Recreation/Holiday	63.5%	100.0%	22.8%
Visit Friends/Relatives	33.3%	28.1%	16.6%
Business	25.2%	9.1%	100.0%
Convention/Conference	7.7%	4.0%	10.8%
Study/Teaching	4.7%	2.6%	3.5%

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Type of Accommodations*:			
Hotel, Motel	79.1%	82.6%	88.8%
Average Number of Nights	8.3	8.1	8.3
Median Number of Nights	6.0	6.0	5.0
Private Home	33.0%	30.1%	19.9%
Average Number of Nights	19.2	16.0	23.3
Median Number of Nights	10.0	10.0	6.0
Other	3.4%	3.7%	3.2%
Mean Number of Nights	20.0	17.0	22.4
Median Number of Nights	8.0	8.0	10.0
Nights Spent in the U.S.			
Average	16.4	14.2	15.9
Median	8.0	9.0	7.0
First International U.S. Trip:			
First Time Visitors	24.4%	30.2%	14.4%
Repeat Visitors	75.6%	69.8%	85.6%
U.S. Trips in Last 12 Months:			
Mean # of Trips	1.9	1.5	3.0
Median # of trips	1.0	1.0	2.0
U.S. Trips in Last 5 Years:			
Mean # of Trips	5.8	4.1	10.3
Median # of trips	3.0	2.0	6.0

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Number of States Visited*:			
One State	68.1%	67.7%	63.2%
Two States	19.2%	17.9%	23.7%
Three or More States	12.8%	14.5%	13.0%
Average (Number of States)	1.5	1.6	1.6
Median (Number of States)	1.0	1.0	1.0
Number of Destinations Visited:			
Average (Number of Destinations)	2.0	2.1	1.9
Median (Number of Destinations)	1.0	1.0	1.0
Transportation in the U.S.*:			
Taxi	42.4%	41.9%	51.5%
Rented Auto	30.0%	32.9%	32.6%
City Subway/Bus	25.3%	30.9%	16.3%
Company or Private Auto	24.9%	21.7%	24.2%
Airline in the U.S.	24.4%	22.9%	29.7%
Railroad between Cities	11.2%	10.9%	11.2%
Bus between Cities	9.7%	11.7%	4.5%
Air Arrivals Port-of-Entry:			
New York	17.6%	20.6%	16.3%
Miami	12.7%	13.6%	11.7%
Los Angeles	9.7%	9.3%	12.6%
Newark	7.5%	7.8%	8.1%
San Francisco	5.9%	5.3%	9.2%
Honolulu	5.7%	8.9%	1.3%
Chicago	5.6%	3.5%	11.0%
Orlando & Orlando/Sanford	4.5%	6.9%	0.8%
Atlanta	4.4%	2.4%	5.1%
Agana, Guam	4.1%	6.9%	0.2%
Washington Dulles	3.5%	2.3%	5.3%
Houston	2.3%	1.3%	3.1%
Boston	2.2%	1.9%	2.4%
Detroit	2.1%	1.1%	2.8%

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
U.S. Destinations Visited*:			
New England	6.5%	5.4%	8.1%
Massachusetts	5.0%	4.4%	5.8%
Boston	4.4%	4.0%	5.2%
Connecticut	1.3%	1.0%	1.9%
Middle Atlantic	37.5%	38.9%	35.9%
New York	33.2%	36.8%	28.5%
New York City-WP-Wayne	32.4%	36.2%	27.5%
New Jersey	4.1%	2.8%	5.7%
Pennsylvania	4.0%	2.9%	5.6%
Philadelphia	2.8%	2.0%	4.1%
East North Central	8.6%	5.8%	15.8%
Illinois	5.6%	4.3%	10.0%
Chicago	5.4%	4.2%	9.6%
Ohio	1.2%	0.8%	2.1%
West North Central	2.0%	1.3%	3.4%
South Atlantic	29.9%	30.9%	28.3%
Florida	20.7%	24.5%	14.2%
Miami	10.2%	11.2%	9.6%
Orlando	9.6%	13.1%	3.2%
Tampa-St. Petersburg	1.5%	2.0%	0.6%
Washington D.C. (District)	5.5%	5.5%	6.4%
Georgia	2.5%	1.4%	4.9%
Atlanta	2.1%	1.0%	4.6%
North Carolina	1.4%	0.9%	2.4%
Virginia	1.3%	1.1%	1.6%
Maryland	1.0%	0.7%	1.3%
East South Central	1.6%	1.2%	2.3%
West South Central	5.3%	3.3%	9.5%
Texas	4.3%	2.4%	8.2%
Houston	1.9%	1.0%	3.8%
Dallas/Ft. Worth	1.5%	1.0%	2.9%
Mountain	11.5%	13.2%	10.0%
Nevada	8.3%	10.5%	5.4%
Las Vegas	8.0%	10.3%	5.2%
Arizona	2.8%	3.5%	1.9%
Flagstaff	1.7%	2.4%	0.3%
Colorado	1.5%	1.3%	2.2%
Utah	1.5%	1.9%	0.9%

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
U.S. Destinations Visited*:			
Pacific	22.6%	21.8%	28.1%
California	20.9%	20.6%	25.5%
Los Angeles	11.0%	11.8%	12.1%
San Francisco	10.3%	11.5%	9.5%
San Diego	2.7%	2.8%	2.8%
Anaheim-Santa Ana	1.4%	1.6%	1.7%
San Jose	1.4%	0.7%	3.4%
Washington	1.8%	1.5%	2.8%
Seattle	1.6%	1.4%	2.5%
Pacific Islands	11.9%	17.4%	1.8%
Hawaiian Islands	7.2%	10.4%	1.6%
Honolulu	5.9%	8.6%	0.9%
Guam	4.7%	7.0%	0.2%
Atlantic Islands	0.4%	0.5%	0.3%
Leisure/Recreational Activities*:			
Amusement/Theme Parks	26.3%	32.4%	13.7%
Art Gallery, Museum	22.3%	26.0%	14.6%
Attend Sports Events	6.7%	7.2%	5.5%
Camping, Hiking	3.8%	4.7%	1.9%
Casinos/Gambling	9.2%	10.7%	6.6%
Concert, Play, Musical	16.3%	18.8%	10.5%
Cruises	6.8%	9.0%	2.9%
Cultural/Heritage Sights	22.2%	27.2%	13.5%
Dining in Restaurants	84.1%	84.7%	85.1%
Environmental/Ecological Excursions	3.0%	3.7%	1.9%
Ethnic Heritage Sights	4.3%	5.0%	1.9%
Golf/Tennis	5.3%	5.5%	5.1%
Guided Tours	16.9%	22.5%	8.6%
Hunting/Fishing	1.8%	1.9%	1.0%
Nightclub/ Dancing	13.0%	13.4%	12.5%
Ranch Vacations	1.1%	1.3%	0.5%
Shopping	87.5%	91.1%	79.1%
Sightseeing in Cities	43.8%	52.5%	28.4%
Snow Skiing	1.7%	1.7%	1.1%
Touring the Countryside	19.1%	22.6%	11.0%
Visit American Indian Communities	3.4%	4.1%	2.1%
Visit Historical Places	37.9%	44.3%	26.5%
Visit National Parks	18.0%	22.7%	9.4%
Visit Small Towns/Villages	26.3%	30.5%	14.3%
Water Sports/Sunbathing	21.5%	28.6%	7.0%

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Main factors involved in Airline Choice:			
Airfare	30.8%	35.6%	16.9%
Convenient Schedule	15.8%	14.2%	19.6%
Non-Stop Flight	13.2%	13.4%	11.9%
Mileage Bonus/Freq. Flyer program	9.5%	8.5%	12.4%
Previous Good Experience	8.3%	8.2%	9.0%
Safety Reputation	5.7%	5.8%	4.9%
Loyalty to Carrier	4.2%	3.8%	4.8%
Employer Policy	3.5%	1.6%	10.7%
In-Flight Service Reputation	2.5%	2.2%	3.5%
Type of Airline Ticket:			
Economy/Tourist/Coach	78.3%	81.1%	66.5%
Executive/Business	12.0%	8.3%	25.6%
Frequent Flyer Award	3.7%	4.3%	1.8%
First Class	1.9%	1.6%	3.3%
Don't Know	2.7%	3.2%	1.6%
Discount/Group Fare	1.8%	2.3%	0.8%
Frequent Flyer Upgrade	1.5%	1.0%	2.8%
Non-Revenue Passenger	0.9%	0.9%	0.7%
Seating Area:			
Economy/Tourist/Coach	83.6%	88.0%	68.1%
Executive/Business	13.7%	10.0%	26.7%
First Class	2.7%	2.1%	5.2%
Average Total Trip Expenditures:			
Per Travel Party	\$5,939	\$6,315	\$6,544
Per Visitor	\$3,791	\$3,444	\$5,231
Average International Airfare			
Per Travel Party	\$2,596	\$2,449	\$3,322
Per Visitor	\$1,741	\$1,406	\$2,687
Average Package Price			
Per Travel Party	\$4,336	\$4,324	\$5,074
Per Visitor	\$1,951	\$1,896	\$3,027
Average Expenditures in the U.S.:			
Per Travel Party	\$3,023	\$3,412	\$2,941
Per Visitor	\$1,929	\$1,861	\$2,350
Per Visitor Per Day	\$118	\$131	\$148

Profile of Overseas Travelers to the United States: 2008

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Avg. Exp. by Category (per visitor):			
Lodging	\$547	\$452	\$896
Gifts & Souvenirs	\$410	\$439	\$365
Food, Beverages	\$378	\$379	\$430
Transportation	\$255	\$243	\$361
Entertainment	\$183	\$217	\$126
Other	\$124	\$100	\$132
U.S. Airport	\$31	\$30	\$39
Trip Expenses Payment Method:			
Credit Cards	49.1%	44.4%	65.3%
Cash	42.7%	46.6%	28.8%
Debit Cards	5.4%	5.5%	4.6%
Travelers Checks	2.8%	3.5%	1.2%
Sex & Age of Traveler:			
Male Adults	59.7%	54.6%	78.0%
Female Adults	40.3%	45.4%	22.0%
Average Age of Male (years)	42.0	41.6	42.1
Average Age of Female (years)	39.2	38.2	38.5
Occupation:			
Professional/Technical	34.0%	33.0%	38.4%
Manager/Executive	29.5%	25.4%	50.5%
Clerical/Sales	9.2%	12.1%	3.4%
Student	8.2%	8.5%	2.6%
Retired	6.2%	6.4%	0.7%
Homemaker/Housewife	4.7%	5.5%	0.5%
Government/Military	3.0%	3.4%	1.6%
Craftsman/Factory Worker	2.8%	3.5%	0.9%
Annual Household Income:			
Average	\$100,200	\$96,400	\$119,300
Median	\$88,400	\$83,900	\$111,600

* Multiple Responses

Note: All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 25,341,000 (total overseas travelers to the U.S.), 16,092,000 (total leisure-vac. travelers), or 6,386,000 (total business travelers).

Business travelers are defined as the respondents who stated their purpose of trip was business/professional, Multiple purposes of trip are allowed. Leisure travelers are defined as the respondents who stated their purpose of trip was leisure/recreation/holidays/sightseeing. Multiple purposes of trip are allowed.

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-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

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



Interested in obtaining data for *your* organization?

OTTI produces custom reports for a fee! To learn more, please visit:

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

Other OTTI programs that may be of interest:

- U.S. Travel and Tourism Exports, Imports, and the Balance of Trade
- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

For more information on these program areas and others, please visit:

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

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
tinnet_info@mail.doc.gov

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