

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2012 U.S. Resident Travel to Europe



2012 Market Profile: U.S. Residents to Europe

Trends in Departures

[in thousands]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Departures	11,975	12,029	12,304	11,238	10,635	9,806	9,674	10,204	-1,772
% Change	3	0	2	-9	-5	-8	-1	5	-15

Trends in Payments

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Payments ¹	\$36,656	\$36,826	\$38,374	\$40,069	\$32,337	\$33,497	\$36,183	\$38,697	\$2,041
Travel Payments	\$24,233	\$23,684	\$25,101	\$25,491	\$21,564	\$21,834	\$23,012	\$24,268	\$35
Passenger Fare Payments	\$12,423	\$13,142	\$13,273	\$14,578	\$10,773	\$11,663	\$13,171	\$14,429	\$2,006
% Change in Total Payments	5	0	4	4	-19	4	8	7	6

Visitation to Europe Destinations

VISITATION TO EUROPE DESTINATIONS ³	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
EUROPE				
United Kingdom	24.9	2,409	24.9	2,541
France	18.2	1,761	19.9	2,031
Italy	17.5	1,693	19.1	1,949
Germany	16.5	1,596	16.8	1,714
Spain	11.2	1,084	11.1	1,133
Ireland	5.6	542	6.7	684
Netherlands	6.6	638	6.3	643
Switzerland	5.8	561	5.5	561
Austria	3.8	368	4.6	469
Greece	3.7	358	3.8	388
Russia	2.3	223	2.9	296
Poland	2.2	213	1.7	173
Ukraine	1.3	126	**	**

2012 Market Profile: U.S. Residents to Europe

Information Sources Used to Plan Trip

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	28.6	50.8	22.2
	Corporate Travel Dept.	8.0	12.8	4.8
	Travel Guide(s)	6.0	8.9	2.9
2012	Personal Recommendation (Friends/Rel)		18.9	
2011	Friends/Relatives	14.8		
2012	National/State/City Travel Office		3.0	
2011	Nat'l Govt. Tourist Ofc.	1.4		
2011	State/City Travel Ofc.	1.4		
2012	Tour Operator/Travel Club		9.0	
2011	Tour Company	7.7		
2012	Online Travel Agency (OTA)		30.4	
2012	Travel Agency Office		16.9	
2011	Travel Agency	24.9		
2012	Other		6.1	
2011	TV/Radio	0.3		
2011	Personal Computer	44.0		
2011	In-flight Info. Systems	1.0		
2011	Newspapers/Magazines	1.1		

Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	1.3	4.7	3.4
	Visit Friends/Relatives	27.9	24.6	-3.3
	Health Treatment	0.2	0.3	0.1
	Religion/Pilgrimages	1.7	1.2	-0.5
2012	Business		13.8	
2011	Business/Professional	20.9		
2012	Vacation/Holiday		47.9	
2011	Leisure/Rec./Holidays/Sight	42.9		
2012	Education		6.4	
2011	Study/Teaching	4.6		
	Other	0.5	1.1	0.6

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All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	3.0	6.2	3.2
	Visit Friends/Relatives	41.0	36.6	-4.4
	Health Treatment	0.5	0.5	0.0
	Religion/Pilgrimages	2.7	2.3	-0.4
2012	Business		16.7	
2011	Business/Professional	24.2		
2012	Vacation/Holiday		61.9	
2011	Leisure/Rec./Holidays/Sight	61.1		
2012	Education		10.0	
2011	Study/Teaching	6.7		
	Other	1.3	1.5	0.2
	NET PURPOSES OF TRIP:			
	Leisure & VFR	81.3	79.6	-1.7
	Business & Convention	25.5	21.3	-4.2

Transportation Used Within Europe

	Transportation Types Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines between Cities	37.0	65.3	28.3
	Bus between Cities	18.1	21.1	3.0
	City Subway/Tram/Bus	28.6	33.1	4.5
	Company or Private Auto	24.2	37.3	13.1
	Railroad between Cities	29.5	28.8	-0.7
	Motor Home/Camper	0.4	0.2	-0.2
	Rented Auto	18.7	15.0	-3.7
	Taxi/Cab/Limousine	37.2	32.6	-4.6
2012	Cruise Ship/River Boat 1+ Nights		11.0	
2012	Ferry/River Taxi/Srt Scenic Cruise		7.9	
2012	Rented Bicycle/Motorcycle/Moped		3.2	

2012 Market Profile: U.S. Residents to Europe

Activity Participation Within Europe

	Activity Participation	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	8.8	8.9	0.1
	Art Gallery/Museum	40.4	56.4	16.0
	Sporting Event	4.6	8.9	4.3
	Camping/Hiking	6.2	7.2	1.0
	Casino/Gambling	2.7	4.0	1.3
	Concert/Play/Musical	16.3	21.8	5.5
	Cultural Heritage Sites	44.1		
	Environ./Eco. Excursions	3.2	3.5	0.3
	Golfing/Tennis	2.4	2.1	-0.3
	Guided Tours	23.2	43.3	20.1
	Hunting/Fishing	1.3	1.3	0.0
	Nightclubs/Dancing	16.4	22.2	5.8
	Shopping	73.2	80.5	7.3
2012	Cultural / Ethnic Heritage Sites		40.7	
2011	Ethnic Heritage Sites	12.5		
2012	Experience Fine Dining		47.5	
2011	Dining in Restaurants	86.0		
2012	Sightseeing		85.9	
2011	Sightseeing in Cities	52.8		
2012	Snow Sports		2.0	
2011	Snow Skiing	1.7		
2012	Small Towns/Countryside		55.6	
2011	Visit Small Towns/Villages	55.0		
2011	Touring Countryside	42.6		
2012	National Parks/Monuments		34.5	
2011	Visit National Parks	8.7		
2012	Water Sports		5.4	
2011	Water Sports/Sunbathing	10.7		
2012	Visit Historical Locations		58.5	
2011	Visit Historical Places	70.9		
2011	Cruises	8.8		
2011	Ranch Vacations	0.6		
2012	Other		0.7	

2012 Market Profile: U.S. Residents to Europe

Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
Middle Atlantic	22.4	2,167	21.9	2,235
South Atlantic	24.2	2,341	19.1	1,949
Pacific	15.3	1,480	18.0	1,837
East North Central	6.8	658	10.6	1,082
West South Central	8.3	803	10.0	1,020
New England	5.5	532	5.9	602
Mountain	7.3	706	5.7	582
West North Central	7.0	677	5.7	582
STATES				
California	12.5	1,209	15.3	1,561
New York	11.5	1,113	12.3	1,255
Texas	6.5	629	8.0	816
Florida	6.9	668	6.1	622
New Jersey	4.9	474	4.8	490
Pennsylvania	6.1	590	4.7	480
Illinois	2.3	223	4.0	408
Georgia	3.2	310	3.4	347
Virginia	5.7	551	**	**
Massachusetts	2.5	242	**	**
Maryland	4.1	397	2.4	245
Connecticut	2.0	193	**	**
CITIES				
New York City	9.0	871	9.9	1,010
Los Angeles	4.3	416	**	**
Chicago	1.7	164	**	**
Washington, DC.	5.0	484	**	**
Philadelphia	3.2	310	2.5	255

2012 Market Profile: U.S. Residents to Europe

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	108.1	111.9	3.8
Advance Trip Decision Time (median days)	90.0	90.0	0.0
Prepaid Package	14.5	11.1	-3.4
First International Trip Outside the U.S.	7.8	5.3	-2.5
Length of Stay Outside the U.S. (mean nights)	19.3	18.2	-1.1
Length of Stay Outside the U.S. (median nights)	12.0	12.0	0.0
Number of Countries Visited (% 1 country)	69.4	65.6	-3.8
Average Number of Countries Visited	1.5	1.5	0.0
Hotel/Motel (% 1+ nights)	67.7	68.2	0.5
Average # of Nights in Hotel/Motel	8.5	10.2	1.7
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	45.1	47.6	2.5
Household Income (mean average)	\$116,200	\$144,534	\$28,334
Household Income (median average)	\$108,100	\$100,000	-\$8,100
Average Age: Female	47.3	45.5	-1.8
Average Age: Male	48.9	47.0	-1.9

(1) Includes travel payments at overseas destinations and passenger fare payments/imports on foreign carriers.

(2) Percentage-point and percentage changes are based on non-rounded data.

(3) Only country and world region destinations having a sample size of 400 or more are displayed.

(4) Only U.S. origin areas having a sample size of 400 or more are displayed.

(-) No estimate available.

(n/a) Estimate not yet available.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 40 travel characteristics data reported on international travel from the U.S.

Additional information may be obtained for a fee. To learn more, please visit our website:

<http://travel.trade.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination?: NTTO sells custom reports. To learn more, go to:

<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, Industry & Analysis, National Travel and Tourism Office; Bureau of Economic Analysis

Publication Date: December 2013

Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a. Where do you live (State/City of Residence)?** (%)
TABLE 2 - Q6a. How did you obtain the information used for planning this trip?*** (%)
TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%)
TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%)
TABLE 5 - Q9. How were airline reservations made for this trip?*** (%)
TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)
TABLE 7 - Q8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip? (%)
TABLE 8 - Q8b. How many days in advance of this trip did you visit a health care provider? (%)
TABLE 9 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?*** (%)
TABLE 10 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?*** (%)
TABLE 11 - Q11. Was travel insurance purchased for this trip? (%)
TABLE 12 - Q14. With whom are you traveling now?*** (%)
TABLE 13 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 14 - Q13a. What is the main purpose of your trip? (%)
TABLE 15 - Q13a./b. All purpose(s) of trip.*** (%)
TABLE 16 - Q17. Type of accommodation outside the U.S. and number of nights stayed.** (%)
TABLE 17 - Q16b. How many nights outside of the U.S.A. will you spend on this trip? (%)
TABLE 18 - Q16c. How many total nights away from home will you spend on this trip? (%)
TABLE 19 - Q30a. Is this your first trip by air from the United States? (%)
TABLE 20 - Q30b. How many round trips by air have you made from the U.S. in the past 12 months? (%)
TABLE 21 - Q3b./Q17. Number of countries visited.** (%)
TABLE 22 - Q3b./Q17. Number of destinations visited.** (%)
TABLE 23 - Q21. What types of transportation will be used on this trip?*** (%)
TABLE 24 - Q5a. What city or airport will you pass through U.S. Customs and Passport Control (Port of Entry)** (%)
TABLE 25 - Q3b. What will be your main destination on this trip? (%)
TABLE 26 - Q3b./Q17. What international destinations will you visit (includes main destination)?** (%)
TABLE 27 - Q22. Will anyone engage in any of the following leisure activities?*** (%)
TABLE 28 - Q18d./Q19. How much total money will be spent outside the U.S.? (\$)
TABLE 29 - Q20. Expenses Payment Methods.** (%)
TABLE 30 - Q20. Travelers Use of Payment Methods.*** (%)
TABLE 31 - Q20. Share of Total Trip Expenditures by Payment Methods.**** (%)
TABLE 32 - Q25. What were your three main reasons for flying on this airline?*** (%)
TABLE 33 - Q25. What was the most important reason for flying on this airline? (%)
TABLE 34 - Q26a. Where will you sit in the aircraft today? (%)
TABLE 35 - Q26b. What type of airline ticket do you have?*** (%)
TABLE 36 - Q31bc. What is your age and what is your gender? (%)
TABLE 37 - Q31a. What is your occupation? (%)
TABLE 38 - Q32. What is your total combined annual household income? (%)
TABLE 39 - Q33a. What is your ethnicity? (%)
TABLE 40 - Q33b. What is your race?*** (%)

Interested in obtaining data for your organization?

NTTO 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://travel.trade.gov/research/programs/ifs/customized.html>

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<http://travel.trade.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

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