

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: U.S. Outbound to Overseas



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Trends in Departures (in thousands)

	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Departures	31,228	30,789	30,300	28,507	27,023	28,502	29,015	30,780	-448
Percentage Change (%)	4	-1	-2	-6	-5	5	2	6	-1

Spending Trends (Imports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Imports ¹	\$109,799	\$127,400	\$113,959	\$130,076	\$146,253	\$156,830	\$168,834	n/a	n/a
Travel (all purposes including education)	\$90,136	\$102,343	\$93,132	\$105,988	\$117,062	\$125,265	\$135,396	n/a	n/a
Of which: Education Related	\$14,760	\$16,653	\$18,341	-	\$21,475	\$23,479	\$25,797	n/a	n/a
Of which: Other Business/ Personal Travel	\$72,261	\$82,417	\$71,778	\$84,123	\$93,153	\$99,267	\$106,894	n/a	n/a
Passenger Air Transportation	\$19,663	\$25,057	\$20,827	\$24,088	\$29,191	\$31,565	\$33,438	n/a	n/a
Change (%) in Total Imports	15	16	-11	14	12	7	8	n/a	n/a

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(p) Preliminary, subject to future revisions. Estimates on passenger fares, education and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airline	48.8	50.8	2.0
Online Travel Agency	30.6	31.3	0.7
Personal Recommendation	19.2	19.3	0.1
Travel Agency Office	20.2	18.3	-1.9
Corporate Travel Department	10.8	9.8	-1.0
Tour Operator/Travel Club	7.2	7.5	0.3
Travel Guides	7.1	7.0	-0.1
National/State/City Travel Office	4.1	4.0	-0.1
Other	6.6	5.7	-0.9

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Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	50.0	50.9	0.9
Visit Friends/Relatives	26.9	27.0	0.1
Business	11.1	10.8	-0.3
Education	4.8	4.5	-0.3
Convention/Conference/Trade Show	3.3	3.4	0.1
Religion/Pilgrimage	2.1	2.0	-0.1
Health Treatment	0.5	0.4	-0.1
Other	1.3	1.1	-0.2

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	61.5	62.0	0.5
Visit Friends/Relatives	37.8	37.1	-0.7
Business	13.2	13.2	0.0
Education	7.4	7.1	-0.3
Convention/Conference/Trade Show	4.6	4.9	0.3
Religion/Pilgrimage	3.3	3.2	-0.1
Health Treatment	1.1	1.0	-0.1
Other	1.8	1.4	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	82.2	82.7	0.5
Business & Convention	16.8	17.0	0.2

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Activity Participation While in Other Countries

Activity Participation While in Other Countries (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Sightseeing	79.2	79.7	0.5
Shopping	75.5	74.8	-0.7
Small Towns/Countryside	43.3	43.8	0.5
Historical Locations	39.5	39.9	0.4
Experience Fine Dining	39.6	39.2	-0.4
Guided Tours	36.8	36.6	-0.2
Art Galleries/Museums	32.1	32.2	0.1
Cultural/Ethnic Heritage Sites	31.4	32.2	0.8
National Parks/Monuments	28.4	29.0	0.6
Nightclubbing	24.2	23.1	-1.1
Water Sports	19.5	20.5	1.0
Concert/Play/Musical	14.0	13.2	-0.8
Amusement/Theme Parks	9.3	10.1	0.8
Casino/Gamble	10.4	8.7	-1.7
Camping/Hiking	7.4	8.0	0.6
Environ./Eco. Excursions	6.9	7.5	0.6
Sporting Event	6.5	6.5	0.0
Golfing/Tennis	4.3	4.1	-0.2
Hunting/Fishing	4.0	3.8	-0.2
Snow Sports	1.2	1.1	-0.1
Other	0.3	0.7	0.4



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Transportation Used in Other Countries

Transportation Types Used in Other Countries (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Air Travel between Non U.S. Cities	63.6	65.7	2.1
Auto, Company or Private	39.6	38.6	-1.0
Taxicab/Limousine	30.9	30.8	-0.1
Bus between Cities	20.5	20.9	0.4
City Subway/Tram/Bus	20.2	20.5	0.3
Railroad between Cities	14.2	13.9	-0.3
Rented Auto	11.6	10.8	-0.8
Ferry/River Taxi/Srt Scenic Cruise	6.1	6.5	0.4
Cruise Ship/River Boat 1+ Nights	5.3	5.3	0.0
Rented Bicycle/Motorcycle/Moped	2.2	2.5	0.3
Motor Home/Camper	0.5	0.5	0.0

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	98.3	98.4	0.1
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	13.3	12.2	-1.1
First International Trip Outside the U.S.	7.1	7.6	0.5
Length of Stay Outside the U.S. (mean nights)	18.1	17.7	-0.4
Length of Stay Outside the U.S. (median nights)	10	10	0.0
Number of Countries Visited (% 1 country)	82.5	83.3	0.8
Average Number of Countries Visited	1.2	1.3	0.1
Hotel/Motel (% 1+ nights)	63.5	62.7	-0.8
Average # of Nights in Hotel/Motel	10.4	10.3	-0.1
Travel Party Size (mean # of persons)	1.5	1.6	0.1
Gender: % Male (among adults)	50.7	49.5	-1.2
Household Income (mean average)	\$122,978	\$123,283	\$305
Household Income (median average)	\$100,000	\$100,000	\$0
Average Age: Female	43.6	44.0	0.4
Average Age: Male	45.1	45.4	0.3

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Residence of U.S. Travelers

Residence of U.S. Travelers ⁴	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
REGIONS				
MIDDLE ATLANTIC	24.7	7,167	23.5	7,233
SOUTH ATLANTIC	19.7	5,716	19.9	6,125
PACIFIC	14.5	4,207	16.1	4,956
EAST NORTH CENTRAL	10.2	2,960	10.4	3,201
WEST SOUTH CENTRAL	10.8	3,134	10.4	3,201
NEW ENGLAND	4.8	1,393	6.9	2,124
MOUNTAIN	5.2	1,509	4.9	1,508
WEST NORTH CENTRAL	5.9	1,712	4.6	1,416
EAST SOUTH CENTRAL	3.3	957	2.7	831
STATES				
New York	12.5	3,627	14.1	4,340
California	12.1	3,511	12.7	3,909
Texas	8.2	2,379	8.4	2,586
Florida	5.6	1,625	7.4	2,278
New Jersey	7.3	2,118	5.6	1,724
Pennsylvania	4.9	1,422	3.9	1,200
Massachusetts	2.0	580	3.6	1,108
Michigan	2.3	667	3.4	1,047
Virginia	2.7	783	3.3	1,016
Illinois	3.6	1,045	3.1	954
Georgia	4.4	1,277	2.8	862
Washington	1.5	435	2.3	708
Maryland	2.2	638	2.1	646
North Carolina	2.5	725	2.1	646
Connecticut	1.8	522	2.0	616
Ohio	2.1	609	2.0	616
Colorado	1.6	464	1.7	523
Minnesota	2.3	667	1.7	523
Arizona	**	**	1.2	369
Wisconsin	**	**	1.1	339

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Residence of U.S. Travelers (continued)

Residence of U.S. Travelers ⁴	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
CITIES				
New York City	11.0	3,192	11.4	3,509
Los Angeles	3.5	1,016	4.2	1,293
Washington, D.C.	2.1	609	2.9	893
Houston	3.5	1,016	2.6	800
Miami	**	**	2.5	770
Atlanta	3.6	1,045	2.2	677
Dallas	1.3	377	2.2	677
Chicago	2.5	725	2.1	646
Nassau	1.5	435	2.0	616
Detroit	**	**	1.7	523
Philadelphia	2.5	725	1.7	523
Seattle	**	**	1.6	492
Boston	**	**	1.5	462
Anaheim	1.2	348	1.4	431
Edison-New Brunswick	1.8	522	1.4	431
Newark	1.6	464	1.4	431
Minn./St. Paul	1.8	522	1.3	400
Ft. Lauderdale	**	**	1.2	369
San Diego	**	**	1.2	369
San Francisco	1.1	319	1.2	369
San Jose	1.1	319	0.9	277
Oakland	0.9	261	**	**



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Destinations Visited

Visitation to Destinations ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
EUROPE	34.6	10,039	35.1	10,804
United Kingdom	9.1	2,640	9.2	2,832
France	6.9	2,002	6.9	2,124
Italy	6.2	1,799	6.2	1,908
Germany	6.0	1,741	6.1	1,878
Spain	3.6	1,045	3.8	1,170
Ireland	2.5	725	2.3	708
Netherlands	2.2	638	2.3	708
Switzerland	1.7	493	1.8	554
Austria	1.5	435	1.6	492
Greece	1.3	377	1.4	431
Czech Republic	**	**	1.1	339
Hungary	**	**	1.1	339
Russia	**	**	0.7	215
Poland	0.7	203	**	**
CARIBBEAN	24.8	7,196	24.0	7,387
Dominican Rep.	**	**	8.8	2,709
Jamaica	6.2	1,799	4.5	1,385
Bahamas	**	**	3.6	1,108
SOUTH AMERICA	7.3	2,118	7.4	2,278
Colombia	**	**	2.0	616
Peru	1.6	464	1.6	492
Brazil	1.4	406	1.4	431
Ecuador	**	**	1.0	308
Argentina	**	**	0.7	215
CENTRAL AMERICA	6.9	2,002	7.7	2,370
Costa Rica	**	**	2.8	862
AFRICA	3.1	899	2.9	893
South Africa	0.8	232	0.8	246

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Destinations Visited (continued)

Visitation to Destinations ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
MIDDLE EAST	5.9	1,712	5.6	1,724
Israel	2.2	638	1.8	554
Turkey	1.2	348	1.3	400
United Arab Emirates	1.0	290	1.2	369
ASIA	18.8	5,455	18.5	5,694
P. R. of China	3.9	1,132	3.7	1,139
India	3.6	1,045	3.5	1,077
Japan	2.8	812	2.6	800
Philippines	2.0	580	2.3	708
Hong Kong	1.9	551	1.7	523
Korea, South	2.0	580	1.7	523
R. of China Taiwan	1.5	435	1.6	492
Thailand	1.2	348	1.1	339
Vietnam	**	**	0.8	246
Singapore	0.7	203	0.7	215
Pakistan	0.4	116	**	**
OCEANIA	1.9	551	1.9	585
Australia	**	**	1.4	431

(1) Total Travel & Tourism Imports = travel payments (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare payments (fares paid to foreign air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

(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. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(4) Only U.S. origin areas having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(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://tinnet.ita.doc.gov/research/programs/ifs/index.html>

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.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/reports/ifs/customized.html>

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?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

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

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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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