

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

Profile of U.S. Resident Travelers Visiting Overseas Destinations: **2014 Outbound**



Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Travelers to Overseas Destination

U.S. Resident Travelers to Overseas Destinations: ⁽¹⁾ Total Number of Travelers**	All U.S. Travelers
Region/State/City of Residence	30,780,000
New England	7%
Massachusetts	4%
Connecticut	2%
Middle Atlantic	24%
New York	14%
New York City	11%
Nassau	2%
New Jersey	6%
Pennsylvania	4%
Philadelphia	2%
East North Central	10%
Michigan	3%
Illinois	3%
Chicago	2%
Ohio	2%
West North Central	5%
Minnesota	2%
East South Central	3%

Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Travelers to Overseas Destinations	All U.S. Travelers
Total Number of Travelers **	30,780,000
South Atlantic	20%
Florida	7%
Miami	3%
Virginia	3%
Georgia	3%
Atlanta	2%
North Carolina	2%
Maryland	2%
D.C. Metro Area	3%
East South Central	3%
West South Central	10%
Texas	8%
Houston	3%
Dallas	2%
Mountain	5%
Colorado	2%
Pacific	16%
California	13%
Los Angeles	4%
Washington	2%
Seattle	2%
Pacific Islands	0%
Atlantic Islands	0%

- (1) 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 30,780,000 (the total U.S. Residents visiting overseas destinations), 25,455,000 (82.7% Vacation/Holiday & Visit Friends/Relatives) and 5,233,000 (17.0% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	30,780,000	25,455,000	5,233,000
Advance Trip Decision:			
Average Number of Days	98.4	106.2	55.0
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation:			
Average Number of Days			
Median Number of Days	67.6	74.0	36.3
	50.0	60.0	21.0
Means of Booking Air Trip*:			
Directly with the Airline	38%	40%	31%
Internet Booking Service	29%	31%	17%
Travel Agency Office	21%	21%	13%
Company Travel Department	10%	4%	41%
Tour Operator/Travel Club	7%	7%	2%
Other	3%	3%	2%
Information Sources*:			
Airline	51%	52%	47%
Online Travel Agency	31%	34%	21%
Travel Agency Office	18%	19%	13%
Personal Recommendation	19%	21%	10%
Corporate Travel Dept.	10%	4%	40%
Tour Company/Travel Club	8%	8%	3%
Travel Guide	7%	8%	4%
National/State/City Travel Office	4%	4%	3%
Other	6%	6%	5%

* Multiple Response.

** NOTE: Percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 29,015,000 (total U.S. Residents visiting overseas destinations), to yield 23,850,000 (82.2% Vacation/Holiday & Visit Friends/Relatives) and 4,875,000 (16.8% Business/Convention).

Rounded percentages were listed for all categories reported by 1% or more of the respondents and may not sum to 100%.

Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	30,780,000	25,455,000	5,233,000
Use of Prepaid Package:			
Yes	13%	15%	5%
No	87%	85%	95%
Pre-Booked Lodging*:			
Responded - Yes	55%	54%	62%
Sources for Booking Lodging*:			
The Lodging Establishment Directly	19%	20%	19%
Internet Booking Service	15%	17%	12%
Travel Agency Office	9%	10%	4%
Corporate Travel Dept.	6%	2%	27%
Tour Operator/Travel Club	6%	6%	2%
The Airline	1%	1%	1%
Other	4%	4%	4%
Travel Companions*:			
Traveling Alone	64%	58%	83%
Spouse/Partner	22%	27%	8%
Family/Relatives	12%	15%	4%
Friends	5%	5%	1%
Business Associates	2%	0%	7%
Tour Group	1%	1%	0%
Travel Party Size: (persons)			
Adults Only	92%	91%	97%
Adults and Children	8%	9%	3%
Average Party Size	1.6	1.6	1.3
Median Party Size	1.0	1.0	1.0

* Multiple Response.

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Rounded percentages were listed for all categories reported by 1% or more of the respondents and may not sum to 100%.

Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	30,780,000	25,455,000	5,233,000
Main Purpose of Trip:			
Vacation/Holiday	51%	61%	5%
Visit Friends/Relatives	27%	33%	3%
Business	11%	2%	68%
Education	5%	2%	1%
Convention/Conference/Trade Show	3%	2%	21%
Religion/Pilgrimages	2%	1%	1%
Health Treatment	0%	0%	0%
Purpose of Trip*:			
Vacation/Holiday	62%	75%	19%
Visit Friends/Relatives	37%	45%	13%
Business	13%	4%	78%
Education	7%	5%	6%
Convention/Conference/Trade Show	5%	3%	29%
Religion/Pilgrimages	3%	2%	2%
Health Treatment	1%	1%	1%
Type of Accommodations*:			
Hotel, Motel	63%	60%	80%
Average Number of Nights	10.3	9.0	9.6
Median Number of Nights	7.0	7.0	6.0
Private Home	41%	45%	24%
Average Number of Nights	20.6	18.8	24.6
Median Number of Nights	12.0	12.0	8.0
Other	7%	7%	7%
Mean Number of Nights	13.3	11.0	16.2
Median Number of Nights	7.0	7.0	8.0

Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	30,780,000	25,455,000	5,233,000
Nights Outside the U.S.:			
Average Number of Nights	17.7	16.4	16.8
Median Number of Nights	10.0	10.0	7.0
First International Trip:			
First Time Visitors	8%	8%	5%
Repeat Visitors	92%	92%	95%
Number of International Trips in the Past 12 Months:			
Mean Number of Trips	2.6	2.2	4.4
Median Number of Trips	2.0	2.0	3.0
Number of Countries Visited*:			
One Country	83%	83%	82%
Two Countries	11%	11%	14%
Three or More Countries	6%	6%	4%
Average (Countries)	1.3	1.3	1.2
Median (Countries)	1.0	1.0	1.0
Number of Destinations Visited*:			
One Destination	57%	56%	58%
Two Destinations	23%	23%	25%
Three or More Destinations	20%	21%	17%
Average (No. of Destinations)	1.8	1.9	1.7
Median (No. of Destinations)	1.0	1.0	1.0

* Multiple Response.

** NOTE: Percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 30,780,000 (total U.S. Residents visiting overseas destinations), to yield 25,455,000 (82.7% Vacation/Holiday & Visit Friends/Relatives) and 5,233,000 (17.0% Business/Convention).

Rounded percentages were listed for all categories reported by 1% or more of the respondents and may not sum to 100%.

Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	30,780,000	25,455,000	5,233,000
Transportation Outside the U.S.: *			
Air Travel between Non-U.S. Cities	66%	65%	70%
Company or Private Auto	39%	38%	43%
Taxicab/Limousine	31%	30%	44%
Bus between Cities	21%	22%	13%
City Subway/Tram/Bus	21%	21%	22%
Railroad between Cities	14%	14%	15%
Rented Auto	11%	12%	10%
Ferry/River Taxi/Srt Scenic Cruise	7%	7%	4%
Cruise Ship/River Boat 1+ Nights	5%	6%	1%
Rented Bicycle/Motorcycle/Moped	3%	3%	2%
Motor Home/Camper	1%	0%	1%
Port-of-Entry:			
New York City	20%	21%	13%
Atlanta	11%	11%	9%
Los Angeles	9%	9%	9%
Newark	8%	8%	7%
Miami	7%	6%	8%
Dallas/Ft. Worth	6%	6%	8%
Houston	5%	5%	6%
Chicago	5%	5%	6%
Washington, D.C.	5%	5%	6%
Philadelphia	3%	4%	3%
San Francisco	3%	3%	5%
Boston	3%	3%	3%
Detroit	2%	2%	3%
Charlotte	1%	1%	1%
Seattle	1%	1%	1%
Ft. Lauderdale	1%	1%	0%
Minneapolis	1%	1%	1%

* Multiple Response.

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Rounded percentages were listed for all categories reported by 1% or more of the respondents and may not sum to 100%.

Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	30,780,000	25,455,000	5,233,000
International Destinations Visited:*			
Europe	35%	36%	37%
United Kingdom	9%	9%	10%
France	7%	7%	5%
Italy	6%	7%	4%
Germany	6%	6%	9%
Spain	4%	4%	3%
Ireland	2%	3%	2%
Netherlands	2%	2%	3%
Switzerland	2%	2%	2%
Austria	2%	2%	1%
Caribbean	24%	26%	13%
Dominican Republic	9%	10%	4%
Jamaica	5%	5%	2%
Bahamas	4%	4%	3%
South America	7%	7%	8%
Columbia	2%	2%	2%
Peru	2%	2%	1%
Central America	8%	8%	7%
Costa Rica	3%	3%	2%
Africa	3%	3%	3%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of U.S. Travelers **	30,780,000	25,455,000	5,233,000
International Destinations Visited:*			
Middle East	6%	5%	6%
Israel	2%	2%	1%
Asia	19%	17%	27%
P.R. of China	4%	3%	8%
India	4%	4%	3%
Japan	3%	2%	6%
Phillipines	2%	2%	1%
Republic of Korea (South)	2%	1%	3%
Hong Kong	2%	2%	3%
Republic of China (Taiwan)	2%	2%	3%
Oceania	2%	2%	2%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of U.S. Travelers **	30,780,000	25,455,000	5,233,000
Leisure/Recreational Activities *:			
Sightseeing	80%	82%	69%
Shopping	75%	77%	65%
Small Towns/Countryside	44%	46%	29%
Historical Locations	40%	42%	29%
Experience Fine Dining	39%	41%	38%
Guided Tours	37%	39%	21%
Art Galleries/Museums	32%	34%	25%
Cultural/Ethnic Heritage Sights	32%	33%	24%
National Parks/Monuments	29%	31%	21%
Nightclubbing/Dancing	23%	24%	16%
Water Sports	21%	23%	9%
Concert/Play/Musical	13%	14%	10%
Amusement/Theme Parks	10%	11%	7%
Casino/Gamble	9%	10%	5%
Camping/Hiking	8%	8%	5%
Environmental/Ecological Excursions	8%	8%	5%
Sporting Event	7%	6%	7%
Golfing/Tennis	4%	4%	5%
Hunting/Fishing	4%	4%	3%
Snow Sports	1%	1%	1%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of U.S. Travelers **	30,780,000	25,455,000	5,233,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,437	\$4,326	\$4,793
Per Visitor	\$2,831	\$2,634	\$3,792
Average International Airfare:			
Per Travel Party	\$2,021	\$1,883	\$2,522
Per Visitor	\$1,347	\$1,198	\$2,014
Average Package Price:			
Per Travel Party	\$5,978	\$6,031	-
Per Visitor	\$2,661	\$2,674	-
Average Expenditures Outside the United States:			
Per Travel Party	\$2,326	\$2,358	\$2,247
Per Visitor	\$1,484	\$1,435	\$1,778
Per Visitor Per Day	\$84	\$88	\$106
Trip Payment Method			
Purchases Using Credit Card	55%	53%	68%
Cash from Home/Travelers Checks	18%	19%	10%
Cash Adv./Withdrawal Using Credit Card	11%	11%	12%
Purchases Using Debit Card	9%	9%	5%
Cash Adv./Withdrawal Using Debit Card	7%	8%	5%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of U.S. Travelers **	30,780,000	25,455,000	5,233,000
Main factor in Airline Choice:			
Airfare	31%	33%	22%
Convenient Schedule	20%	20%	22%
Non-Stop Flights	17%	18%	15%
Mile Bonus/Frequent Flyer Program	10%	9%	14%
Previous Good Experience	7%	7%	6%
Loyalty to Carrier	3%	3%	5%
Employer Policy	2%	1%	9%
Safety Reputation	2%	2%	2%
On-time Reputation	1%	1%	1%
In-Flight Service Reputation	1%	1%	1%
Type of Airline Ticket*:			
Paid Ticket	82%	82%	87%
Frequent Flyer Award Ticket	6%	7%	3%
Paid Upgrade	3%	2%	4%
Non-revenue	3%	3%	2%
Discount/Group Fare	2%	2%	2%
Frequent Flyer Upgrade	1%	1%	2%
Don't Know	7%	7%	5%
Seating Area on Flight:			
Economy/Tourist/Coach	78%	80%	64%
Premium Economy	14%	13%	19%
Executive/Business Class	6%	4%	13%
First Class	3%	3%	4%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of U.S. Travelers **	30,780,000	25,455,000	5,233,000
Gender and Age of Traveler:			
Male Adults	50%	45%	69%
Female Adults	51%	55%	31%
Average Age of Male (years)	45.4	45.6	45.8
Average Age of Female (years)	44.0	44.7	42.7
Occupation:			
Mgmt., Business, Science, & Arts	42%	40%	66%
Retired	15%	17%	2%
Service Occupations	11%	11%	8%
Student	10%	10%	3%
Sales and Office	7%	7%	8%
Homemaker	5%	6%	2%
Military/Government	3%	3%	2%
Nat. Res., Const., & Maintenance	3%	2%	3%
Prod., Trans., & Material Moving	3%	2%	3%
Annual Household Income:			
Average	\$123,283	\$119,354	\$157,268
Median	\$100,000	\$95,000	\$120,000

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2014

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of U.S. Travelers **	30,780,000	25,455,000	5,233,000
Ethnicity			
Hispanic	14.7%	14.6%	13.4%
Non-Hispanic	85.3%	85.4%	86.6%
Race*			
American Indian/Alaskan Native	1.8%	1.6%	2.5%
Asian	16.2%	17.1%	13.3%
Hawaiian/Pacific Islander	1.0%	0.9%	0.8%
Black	7.6%	7.7%	6.6%
White	76.4%	75.8%	79.4%
Health Care Pre-Trip (Vaccinations, etc)			
Yes	12.2%	11.2%	10.3%
No	87.8%	88.8%	89.7%
Travel Insurance Purchased			
Yes	28.1%	29.8%	14.1%
No	71.9%	70.2%	85.9%

* Multiple Response.

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Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, "Survey of International Air Travelers," July 2015.

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

U.S. Department of Commerce

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