

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

Profile of U.S. Resident Travelers Visiting Overseas Destinations: **2015 Outbound**



Profile of U.S. Travelers Visiting Overseas Destinations: 2015

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	32,789,000
New England	7%
Massachusetts	4%
Boston	2%
Middle Atlantic	20%
New York	10%
New York City	8%
New Jersey	5%
Pennsylvania	5%
Philadelphia	3%
East North Central	10%
Michigan	3%
Detroit	2%
Illinois	3%
Chicago	2%
Ohio	2%
West North Central	4%
Minnesota	2%
East South Central	3%

Profile of U.S. Travelers Visiting Overseas Destinations: 2015

U.S. Resident Travelers to Overseas Destinations	All U.S. Travelers
Total Number of Travelers **	
South Atlantic	23%
Florida	8%
Miami	2%
Ft. Lauderdale	2%
Virginia	3%
Georgia	3%
Atlanta	3%
North Carolina	3%
Maryland	3%
D.C. Metro Area	3%
West South Central	12%
Texas	9%
Houston	3%
Dallas	3%
Mountain	5%
Colorado	2%
Pacific	15%
California	11%
Los Angeles	3%
Washington	2%
Seattle	2%
Pacific Islands	1%
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 32,789,000 (the total U.S. Residents visiting overseas destinations), 27,609,000 (84.2% Vacation/Holiday & Visit Friends/Relatives) and 4,918,000 (15.0% Business/Convention).

Profile of U.S. Travelers Visiting Overseas Destinations: 2015

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	32,789,000	27,608,000	4,918,000
Advance Trip Decision:			
Average Number of Days	101.5	108.1	56.0
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation:			
Average Number of Days	69.9	75.5	36.9
Median Number of Days	60.0	60.0	24.0
Means of Booking Air Trip*:			
Directly with the Airline	39%	40%	30%
Internet Booking Service	31%	34%	20%
Travel Agency Office	18%	19%	13%
Company Travel Department	9%	4%	40%
Tour Operator/Travel Club	7%	7%	2%
Other	3%	3%	2%
Information Sources*:			
Airline	52%	53%	48%
Online Travel Agency	32%	35%	23%
Travel Agency Office	17%	17%	13%
Personal Recommendation	20%	22%	11%
Corporate Travel Dept.	9%	4%	40%
Tour Company/Travel Club	8%	8%	3%
Travel Guide	7%	8%	4%
National/State/City Travel Office	4%	4%	3%
Other	7%	6%	6%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2015

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	32,789,000	27,608,000	4,918,000
Use of Prepaid Package:			
Yes	13%	14%	5%
No	87%	86%	95%
Pre-Booked Lodging*:			
Responded - Yes	55%	55%	63%
Sources for Booking Lodging*:			
The Lodging Establishment Directly	19%	20%	19%
Internet Booking Service	17%	19%	13%
Travel Agency Office	9%	10%	4%
Tour Operator/Travel Club	6%	6%	2%
Corporate Travel Dept.	5%	2%	27%
The Airline	1%	1%	1%
Other	3%	3%	3%
Travel Companions*:			
Traveling Alone	63%	58%	83%
Spouse/Partner	23%	28%	9%
Family/Relatives	12%	14%	3%
Friends	5%	5%	1%
Business Associates	1%	0%	5%
Tour Group	1%	1%	0%
Travel Party Size: (persons)			
Adults Only	93%	92%	98%
Adults and Children	7%	8%	2%
Average Party Size	1.6	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: 2015

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	32,789,000	27,608,000	4,918,000
Main Purpose of Trip:			
Vacation/Holiday	53%	63%	5%
Visit Friends/Relatives	27%	32%	3%
Business	10%	2%	70%
Education	4%	2%	1%
Convention/Conference/Trade Show	3%	1%	21%
Religion/Pilgrimages	2%	1%	0%
Health Treatment	1%	0%	-
Purpose of Trip*:			
Vacation/Holiday	64%	76%	19%
Visit Friends/Relatives	38%	45%	13%
Business	12%	3%	79%
Education	7%	4%	6%
Convention/Conference/Trade Show	4%	2%	28%
Religion/Pilgrimages	3%	2%	2%
Health Treatment	1%	1%	1%
Type of Accommodations*:			
Hotel, Motel	63%	61%	79%
Average Number of Nights	9.9	8.7	9.9
Median Number of Nights	7.0	7.0	6.0
Private Home	41%	45%	25%
Average Number of Nights	19.4	18.0	22.6
Median Number of Nights	12.0	12.0	10.0
Other	7%	7%	8%
Mean Number of Nights	14.7	11.6	15.2
Median Number of Nights	7.0	7.0	6.0

Profile of U.S. Travelers Visiting Overseas Destinations: 2015

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	32,789,000	27,608,000	4,918,000
Nights Outside the U.S.:			
Average Number of Nights	17.2	15.9	17.2
Median Number of Nights	10.0	10.0	8.0
First International Trip:			
First Time Visitors	7%	7%	5%
Repeat Visitors	93%	93%	95%
Number of International Trips in the Past 12 Months:			
Mean Number of Trips	2.6	2.3	4.2
Median Number of Trips	2.0	2.0	3.0
Number of Countries Visited*:			
One Country	83%	82%	80%
Two Countries	12%	12%	15%
Three or More Countries	6%	6%	5%
Average (Countries)	1.3	1.3	1.3
Median (Countries)	1.0	1.0	1.0
Number of Destinations Visited*:			
One Destination	57%	55%	57%
Two Destinations	23%	23%	25%
Three or More Destinations	20%	22%	18%
Average (No. of Destinations)	1.8	1.9	1.7
Median (No. of Destinations)	1.0	1.0	1.0

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2015

U.S. Resident Traveler Characteristics	All U.S. Travelers	For Vacation & VFR	For Business & Conv.
Total Number of Travelers **	32,789,000	27,608,000	4,918,000
Transportation Outside the U.S.: *			
Air Travel between Non-U.S. Cities	65%	64%	69%
Company or Private Auto	39%	39%	41%
Taxicab/Limousine	30%	29%	42%
Bus between Cities	20%	21%	12%
City Subway/Tram/Bus	20%	20%	23%
Railroad between Cities	14%	15%	14%
Rented Auto	12%	13%	10%
Ferry/River Taxi/Srt Scenic Cruise	7%	7%	4%
Cruise Ship/River Boat 1+ Nights	5%	6%	1%
Rented Bicycle/Motorcycle/Moped	2%	3%	2%
Motor Home/Camper	1%	1%	0%
Port-of-Entry:			
New York City	14%	14%	11%
Atlanta	10%	10%	10%
Philadelphia	8%	9%	5%
Los Angeles	7%	7%	8%
Dallas/Ft. Worth	7%	7%	9%
Houston	7%	6%	7%
Miami	6%	6%	8%
Newark	5%	5%	5%
Washington, D.C.	5%	5%	6%
Chicago	5%	5%	6%
Boston	3%	3%	5%
San Francisco	3%	3%	5%
Charlotte	2%	2%	2%
Detroit	1%	1%	2%
Seattle	1%	1%	2%
Ft. Lauderdale	1%	1%	1%
Minneapolis	1%	1%	1%

* Multiple Response.

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Profile of U.S. Travelers Visiting Overseas Destinations: 2015

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Total Number of Travelers **	32,789,000	27,608,000	4,918,000
International Destinations Visited:*			
Europe	35%	35%	39%
United Kingdom	9%	9%	10%
France	7%	8%	7%
Italy	6%	7%	4%
Germany	5%	5%	9%
Spain	4%	4%	3%
Netherlands	3%	3%	3%
Ireland	2%	3%	1%
Switzerland	2%	2%	2%
Austria	1%	1%	2%
Caribbean	24%	27%	12%
Dominican Republic	9%	10%	3%
Jamaica	5%	5%	2%
Bahamas	3%	4%	2%
Aruba	2%	2%	1%
South America	7%	7%	8%
Columbia	2%	2%	3%
Peru	2%	2%	1%
Central America	8%	8%	7%
Costa Rica	3%	3%	3%
Africa	3%	3%	4%

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Total Number of U.S. Travelers **	32,789,000	27,608,000	4,918,000
International Destinations Visited:*			
Middle East	6%	5%	6%
Israel	2%	1%	1%
Asia	19%	17%	28%
P.R. of China	4%	3%	9%
India	3%	3%	3%
Japan	3%	2%	5%
Phillipines	3%	3%	2%
Hong Kong	2%	1%	4%
Republic of China (Taiwan)	2%	2%	3%
Republic of Korea (South)	2%	1%	3%
Oceania	2%	2%	2%
Australia	2%	1%	2%

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Profile of U.S. Travelers Visiting Overseas Destinations: 2015

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Total Number of U.S. Travelers **	32,789,000	27,608,000	4,918,000
Leisure/Recreational Activities *:			
Sightseeing	81%	82%	71%
Shopping	76%	77%	68%
Small Towns/Countryside	43%	45%	29%
Experience Fine Dining	40%	42%	40%
Historical Locations	40%	41%	28%
Guided Tours	37%	39%	22%
Art Galleries/Museums	32%	33%	26%
Cultural/Ethnic Heritage Sights	32%	33%	23%
National Parks/Monuments	30%	32%	22%
Nightclubbing/Dancing	24%	25%	17%
Water Sports	21%	23%	11%
Concert/Play/Musical	13%	14%	9%
Amusement/Theme Parks	10%	10%	6%
Casino/Gamble	9%	10%	5%
Camping/Hiking	8%	8%	5%
Environmental/Ecological Excursions	8%	8%	5%
Sporting Event	6%	6%	5%
Hunting/Fishing	4%	4%	3%
Golfing/Tennis	4%	4%	3%
Snow Sports	1%	1%	1%

* Multiple Response.

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Total Number of U.S. Travelers **	32,789,000	27,608,000	4,918,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,286	\$4,067	\$4,781
Per Visitor	\$2,731	\$2,489	\$3,830
Average International Airfare:			
Per Travel Party	\$1,875	\$1,751	\$2,419
Per Visitor	\$1,243	\$1,116	\$1,956
Average Package Price:			
Per Travel Party	\$5,904	\$5,944	-
Per Visitor	\$2,669	\$2,662	-
Average Expenditures Outside the United States:			
Per Travel Party	\$2,335	\$2,244	\$2,339
Per Visitor	\$1,487	\$1,373	\$1,874
Per Visitor Per Day	\$87	\$86	\$109
Trip Payment Method			
Purchases Using Credit Card	56%	54%	70%
Cash from Home/Travelers Checks	18%	19%	11%
Cash Adv./Withdrawal Using Credit Card	11%	11%	8%
Purchases Using Debit Card	9%	9%	5%
Cash Adv./Withdrawal Using Debit Card	7%	7%	5%

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Total Number of U.S. Travelers **	32,789,000	27,608,000	4,918,000
Main factor in Airline Choice:			
Airfare	32%	34%	22%
Convenient Schedule	19%	18%	22%
Non-Stop Flights	17%	17%	17%
Mile Bonus/Frequent Flyer Program	10%	10%	13%
Previous Good Experience	7%	7%	7%
Loyalty to Carrier	3%	3%	5%
Employer Policy	2%	1%	8%
Safety Reputation	2%	2%	1%
On-time Reputation	1%	1%	1%
In-Flight Service Reputation	1%	1%	1%
Type of Airline Ticket*:			
Paid Ticket	81%	81%	84%
Frequent Flyer Award Ticket	6%	7%	4%
Paid Upgrade	3%	3%	4%
Non-revenue	3%	3%	2%
Discount/Group Fare	2%	2%	2%
Frequent Flyer Upgrade	1%	1%	2%
Don't Know	7%	7%	7%
Seating Area on Flight:			
Economy/Tourist/Coach	78%	80%	64%
Premium Economy	14%	13%	21%
Executive/Business Class	5%	4%	12%
First Class	3%	3%	4%

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Total Number of U.S. Travelers **	32,789,000	27,608,000	4,918,000
Gender and Age of Traveler:			
Male Adults	50%	46%	68%
Female Adults	50%	54%	32%
Average Age of Male (years)	45.0	45.4	45.6
Average Age of Female (years)	43.5	44.1	42.9
Occupation:			
Mgmt., Business, Science, & Arts	41%	39%	66%
Retired	15%	17%	3%
Service Occupations	11%	12%	7%
Student	11%	10%	3%
Sales and Office	7%	7%	9%
Homemaker	5%	5%	2%
Nat. Res., Const., & Maintenance	3%	3%	3%
Military/Government	3%	3%	1%
Prod., Trans., & Material Moving	3%	3%	3%
Annual Household Income:			
Average	\$124,633	\$122,107	\$152,868
Median	\$100,000	\$100,000	\$120,000

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Profile of U.S. Travelers Visiting Overseas Destinations: 2015

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Total Number of U.S. Travelers **	32,789,000	27,608,000	4,918,000
Ethnicity			
Hispanic	15%	15%	12%
Non-Hispanic	85%	85%	88%
Race*			
American Indian/Alaskan Native	2%	2%	1%
Asian	16%	16%	16%
Hawaiian/Pacific Islander	1%	1%	1%
Black	8%	9%	6%
White	76%	75%	79%
Visit Health Care Provider			
Yes	12%	11%	10%
No	88%	89%	90%

* Multiple Response.

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Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, "Survey of International Air Travelers," October 2016.



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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