

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# Profile of Overseas Travelers to the United States: **2015 Inbound**



## Profile of Overseas Travelers to the United States: 2015

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
<b>TOTAL OVERSEAS</b>	<b>38,391,932</b>	<b>100.0%</b>
<b>Western Europe</b>	<b>14,750,225</b>	<b>38.4%</b>
United Kingdom	4,900,823	12.8%
Germany	2,271,820	5.9%
France	1,752,611	4.6%
Italy	1,039,397	2.7%
Spain	752,823	2.0%
Netherlands	726,011	1.9%
Sweden	586,332	1.5%
Switzerland	536,584	1.4%
Ireland	450,132	1.2%
Denmark	353,004	0.9%
Norway	323,130	0.8%
Belgium	316,985	0.8%
Austria	220,489	0.6%
<b>Eastern Europe</b>	<b>949,063</b>	<b>2.5%</b>
Russia	261,016	0.7%
Poland	168,957	0.4%
<b>Caribbean</b>	<b>1,489,613</b>	<b>3.9%</b>
Dominican Republic	316,863	0.8%
Bahamas	233,630	0.6%
Jamaica	247,615	0.6%
Trinidad and Tobago	167,422	0.4%
<b>Oceania</b>	<b>1,763,709</b>	<b>4.6%</b>
Australia	1,450,113	3.8%
New Zealand	296,008	0.8%

1 Country estimates are only listed if they generated at least 150,000 overseas visitors.

2 All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94.

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## Profile of Overseas Travelers to the United States: 2015

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Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
<b>South America</b>	<b>5,654,473</b>	<b>14.7%</b>
Brazil	2,218,883	5.8%
Colombia	853,624	2.2%
Argentina	791,905	2.1%
Venezuela	590,733	1.5%
Ecuador	372,254	1.0%
Chile	309,058	0.8%
Peru	282,431	0.7%
<b>Central America</b>	<b>1,068,099</b>	<b>2.8%</b>
Guatemala	233,120	0.6%
Costa Rica	229,400	0.6%
Panama	176,965	0.5%
Honduras	173,859	0.5%
<b>Asia (Far East)</b>	<b>10,816,172</b>	<b>28.2%</b>
Japan	3,758,297	9.8%
Peoples Rep. of China	2,591,333	6.7%
South Korea	1,764,871	4.6%
India	1,125,783	2.9%
Taiwan	440,802	1.1%
Philippines	238,862	0.6%
Singapore	159,517	0.4%
<b>Middle East</b>	<b>1,343,347</b>	<b>3.5%</b>
Israel	402,633	1.0%
Saudi Arabia	286,113	0.7%
Turkey	189,485	0.5%
<b>Africa</b>	<b>557,231</b>	<b>1.5%</b>
Nigeria	191,577	0.5%

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2 All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94.

## Profile of Overseas Travelers to the United States: 2015

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
<b>Total Number of Travelers</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Information Sources*:</b>			
Airlines	44.8%	45.1%	39.9%
Online Travel Agency	32.5%	36.7%	19.9%
Personal Recommendation	26.0%	29.8%	13.2%
Travel Agency Office	21.1%	22.2%	20.7%
Travel Guide	12.1%	15.3%	6.3%
Corporate Travel Dept.	11.9%	6.8%	38.5%
National/State/City Travel Office	8.4%	9.5%	6.2%
Tour Operator/Travel Club	8.2%	9.6%	5.0%
<b>Advance Trip Decision</b>			
Average Number of Days	99.5	118.8	44.4
Median Number of Days	60.0	90.0	30.0
<b>Advance Airline Reservation</b>			
Average Number of Days	73.8	89.8	28.8
Median Number of Days	50.0	60.0	18.0
<b>Means of Booking Air Trip</b>			
Airlines Directly	32.1%	33.8%	23.0%
Internet Booking Service	29.7%	31.6%	16.9%
Travel Agency Office	24.9%	26.5%	21.3%
Corporate Travel Dept.	10.9%	4.8%	41.3%
Tour Operator/Travel Club	8.7%	10.0%	4.8%
<b>Use of Pre-Paid Package</b>			
Yes	16.1%	20.2%	7.5%
No (Independent)	83.9%	79.8%	92.5%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>If Package Used, Type of Package*</b>			
Air/Lodging	5.4%	6.6%	3.1%
Air/Lodging/Bus or Coach	5.3%	6.8%	1.5%
Air/Lodging/Attractions/Events/Ent.	4.7%	6.2%	1.1%
Air/Lodging/Meals	4.7%	5.6%	2.7%
Air/Lodging/Guided Tours	3.2%	4.0%	0.8%
Air/Lodging/Rental Car	3.0%	3.8%	1.6%
Air/Lodging/Tour Guide for Entire Trip	2.0%	2.5%	0.6%
Air/Lodging/Cruise	1.7%	2.2%	0.5%
<b>Pre-Booked Lodging Reservations</b>			
Yes	69.1%	75.3%	73.9%
No	30.9%	24.7%	26.1%
<b>If Pre-Booked Lodging, Pre-Booked Through*</b>			
Internet Booking Service	29.6%	35.0%	22.8%
The Lodging Establishment Directly	16.7%	17.8%	17.2%
Travel Agency Office	13.0%	16.5%	5.8%
Corporate Travel Dept.	7.2%	2.9%	29.9%
Tour Operator/Travel Club	5.9%	7.6%	2.2%
The Airline	1.6%	2.0%	0.9%
<b>Travel Insurance Purchased</b>			
Yes	57.8%	61.8%	51.7%
No	42.2%	38.2%	48.3%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Travel Companions*</b>			
Traveling Alone	58.3%	41.9%	83.4%
Spouse/Partner	22.1%	32.9%	4.2%
Family/Relatives	16.0%	23.5%	2.9%
Friends	5.9%	8.8%	1.7%
Business Associates	2.7%	0.7%	9.2%
Tour Group	0.3%	0.4%	0.2%
<b>Travel Party Size (persons)</b>			
Adults Only	89.4%	84.3%	98.0%
Adults and Children	10.6%	15.7%	2.0%
Average Party Size	1.7	2.0	1.3
Median Party Size	1.0	2.0	1.0
<b>Main Purpose of Trip</b>			
Vacation/Holiday	57.8%	85.5%	4.3%
Visit Friends/Relatives	18.1%	8.6%	1.6%
Business	11.8%	1.7%	87.5%
Convention/Conference/Trade Show	7.0%	2.4%	5.9%
Education	4.3%	1.6%	0.6%
<b>Purpose of Trip*</b>			
Vacation/Holiday	67.8%	100.0%	15.5%
Visit Friends/Relatives	30.5%	25.2%	10.5%
Business	14.6%	3.3%	100.0%
Convention/Conference/Trade Show	9.3%	3.5%	16.2%
Education	6.3%	3.5%	3.2%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Type of Accommodations*</b>			
Hotel, Motel	75.6%	80.0%	87.5%
Average Number of Nights	9.9	9.1	9.8
Median Number of Nights	6.0	7.0	6.0
Private Home	32.9%	29.8%	17.4%
Average Number of Nights	19.5	16.4	22.6
Median Number of Nights	10.0	10.0	7.0
Other	5.4%	5.6%	4.2%
Mean Number of Nights	17.8	11.7	24.7
Median Number of Nights	6.0	6.0	6.0
<b>Nights Spent in the U.S.</b>			
Average	17.8	14.7	15.6
Median	10.0	10.0	7.0
<b>First International U.S. Trip</b>			
First Time Visitors	24.1%	27.1%	16.0%
Repeat Visitors	75.9%	72.9%	84.0%
<b>U.S. Trips in Last 12 Months:</b>			
Mean # of Trips	1.8	1.6	2.6
Median # of trips	1.0	1.0	2.0

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Number of States Visited*</b>			
One State	72.8%	70.5%	73.5%
Two States	15.5%	15.7%	17.3%
Three or More States	11.8%	13.8%	9.2%
Average (Number of States)	1.5	1.5	1.4
Median (Number of States)	1.0	1.0	1.0
<b>Number of Destinations Visited*</b>			
Average (Number of Destinations)	2.0	2.3	1.7
Median (Number of Destinations)	1.0	2.0	1.0
<b>Transportation in the U.S.*</b>			
Rented Auto	35.4%	40.1%	35.8%
Taxicab/Limousine	32.5%	31.7%	42.0%
Company or Private Auto	32.6%	29.2%	34.7%
City Subway/Tram/Bus	30.7%	34.0%	22.0%
Airline in the U.S.	29.4%	27.5%	35.0%
Bus between Cities	17.3%	19.2%	9.5%
Railroad between Cities	6.5%	6.5%	6.5%
<b>Air Arrivals Port-of-Entry</b>			
New York	18.1%	19.9%	15.4%
Miami	13.6%	16.3%	12.1%
Los Angeles	11.5%	11.8%	11.6%
Honolulu	5.9%	8.4%	1.1%
San Francisco	5.7%	4.7%	9.9%
Chicago	5.0%	3.3%	8.1%
Newark	4.8%	4.6%	6.4%
Orlando**	4.2%	5.7%	1.1%
Agana, Guam	3.5%	4.9%	0.6%
Atlanta	3.5%	2.7%	4.6%
Washington Dulles	3.0%	2.1%	3.7%
Houston	2.6%	1.7%	5.3%
Boston	2.5%	1.8%	3.4%
Ft. Lauderdale	2.3%	2.2%	1.2%
Dallas/Ft. Worth	2.2%	1.6%	3.4%
Seattle	1.8%	1.4%	3.1%
Las Vegas	1.5%	1.8%	0.4%
Detroit	1.3%	0.9%	2.2%
Philadelphia	1.1%	0.8%	1.4%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>U.S. Destinations Visited*:</b>			
<b>New England</b>	5.68%	4.65%	7.30%
Massachusetts	4.66%	3.93%	5.91%
Boston	4.19%	3.66%	5.18%
<b>Middle Atlantic</b>	29.68%	31.39%	26.72%
New York	27.05%	29.95%	21.70%
New York City-WP-Wayne	26.39%	29.47%	20.73%
Pennsylvania	2.68%	2.32%	3.55%
Philadelphia	1.77%	1.63%	2.44%
New Jersey	2.59%	2.03%	3.93%
<b>East North Central</b>	6.86%	4.79%	11.35%
Illinois	4.45%	3.56%	6.40%
Chicago	4.22%	3.38%	6.04%
<b>West North Central</b>	2.11%	1.53%	3.53%
<b>South Atlantic</b>	34.10%	37.33%	29.32%
Florida	25.18%	30.30%	16.91%
Miami	14.35%	17.17%	12.09%
Orlando	12.29%	16.59%	4.11%
Ft. Lauderdale	2.35%	2.81%	1.70%
Tampa-St. Petersburg	1.54%	1.92%	0.58%
Washington D.C. (Metro Area)	5.56%	5.62%	4.87%
Georgia	2.60%	1.99%	4.02%
Atlanta	2.18%	1.62%	3.53%
<b>East South Central</b>	1.68%	1.46%	2.36%
<b>West South Central</b>	6.04%	4.41%	10.74%
Texas	4.66%	3.11%	9.67%
Houston	2.25%	1.47%	4.77%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>U.S. Destinations Visited*:</b>			
<b>Mountain</b>	11.98%	13.99%	8.76%
Nevada	9.13%	11.62%	4.84%
Las Vegas	8.88%	11.38%	4.47%
Arizona	2.72%	3.21%	1.79%
Flagstaff-G. Cyn-Sedona	1.75%	2.40%	0.34%
Utah	1.55%	1.93%	0.85%
<b>Pacific</b>	23.19%	22.46%	28.08%
California	21.20%	20.92%	24.47%
Los Angeles	12.65%	14.09%	9.99%
San Francisco	9.46%	10.38%	9.77%
San Diego	3.02%	3.28%	1.89%
Anaheim	1.59%	1.78%	1.50%
Washington	2.22%	1.91%	3.85%
Seattle	2.04%	1.77%	3.57%
<b>Pacific Islands</b>	11.78%	15.38%	1.87%
Hawaiian Islands	7.87%	10.32%	1.27%
Oahu	6.20%	8.34%	0.91%
Guam	3.92%	5.06%	0.60%
<b>Atlantic Islands</b>	0.28%	0.30%	0.30%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Leisure/Recreational Activities*</b>			
Shopping	86.8%	89.8%	78.9%
Sightseeing	77.4%	83.6%	56.6%
Experience Fine Dining	37.3%	38.4%	36.6%
National Parks/Monuments	35.4%	40.4%	20.5%
Amusement/Theme Parks	29.0%	34.3%	13.5%
Art Gallery, Museum	28.7%	30.8%	20.1%
Small Towns/Countryside	28.3%	30.2%	18.0%
Historical Locations	26.7%	30.1%	16.8%
Guided Tours	22.7%	27.5%	11.2%
Cultural/Ethnic Heritage Sights	16.2%	18.5%	9.0%
Concert, Play, Musical	15.9%	17.6%	9.8%
Nightclub/ Dancing	14.9%	15.8%	14.7%
Sporting Event	13.5%	14.3%	11.1%
Water Sports	10.5%	12.3%	4.4%
Casinos/Gambling	9.5%	10.9%	6.0%
American Indian Communities	5.1%	5.7%	3.3%
Camping, Hiking	5.1%	5.5%	3.2%
Environmental/Ecological Excursions	3.8%	4.1%	2.3%
Golf/Tennis	3.4%	3.2%	3.9%
Hunting/Fishing	1.8%	1.7%	1.8%
Snow Sports	1.4%	1.3%	1.2%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Main factors involved in Airline Choice:</b>			
Airfare	51.3%	55.0%	39.0%
Convenient Schedule	40.7%	40.4%	42.1%
Non-Stop Flight	39.6%	40.8%	35.9%
Previous Good Experience	25.0%	25.1%	24.0%
Safety Reputation	18.3%	19.0%	15.8%
Mileage Bonus/Freq. Flyer program	16.7%	15.0%	26.2%
On-time Reputation	11.7%	11.8%	10.9%
In-Flight Service Reputation	11.1%	11.4%	12.2%
Loyalty to Carrier	9.4%	9.4%	9.5%
Employer Policy	4.3%	2.1%	13.1%
<b>Type of Airline Ticket*</b>			
Paid Ticket	80.3%	79.6%	82.4%
Frequent Flyer Award	3.2%	3.7%	2.3%
Discount/Group Fare	2.8%	3.0%	2.3%
Paid Upgrade	2.0%	1.8%	3.1%
Non-Revenue Passenger	1.3%	1.4%	0.9%
Frequent Flyer Upgrade	0.7%	0.5%	1.6%
Don't Know	11.5%	12.0%	10.3%
<b>Seating Area</b>			
Economy/Tourist/Coach	83.3%	85.7%	70.9%
Premium Economy	10.2%	9.3%	14.3%
Executive/Business	5.6%	4.2%	13.6%
First Class	0.9%	0.8%	1.2%
<b>Average Total Trip Expenditures</b>			
Per Travel Party	\$4,857	\$5,407	\$4,662
Per Visitor	\$2,873	\$2,743	\$3,671
<b>Average International Airfare</b>			
Per Travel Party	\$2,093	\$2,189	\$2,451
Per Visitor	\$1,299	\$1,163	\$1,958
<b>Average Package Price</b>			
Per Travel Party	\$5,076	\$5,130	\$4,828
Per Visitor	\$2,205	\$2,096	\$3,110
<b>Average Expenditures in the U.S.</b>			
Per Travel Party	\$2,661	\$3,114	\$2,176
Per Visitor	\$1,575	\$1,580	\$1,713
Per Visitor Per Day	\$89	\$108	\$110

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Avg. Exp. by Category (per visitor):</b>			
Shopping, Gifts & Other Purchases	\$375	\$398	\$277
Lodging	\$456	\$403	\$774
Food, Beverages	\$311	\$321	\$294
Entertainment	\$198	\$233	\$105
Ground Transportation	\$91	\$88	\$120
Air Transportation	\$75	\$76	\$80
Medical Services	\$2	\$2	\$1
Other	\$38	\$32	\$25
<b>Trip Expenses Payment Methods</b>			
Purchases Using Credit Cards	41.3%	39.3%	55.2%
Cash from Home/Travelers Checks	32.0%	35.1%	17.9%
Cash Adv./Withdrawal Using Credit Card	16.0%	15.0%	18.4%
Purchases Using Debit Cards	5.5%	5.2%	4.4%
Cash Adv./Withdrawal Using Debit Card	5.1%	5.4%	4.0%
<b>Travelers Use of Payment Methods*:</b>			
Purchases Using Credit Cards	65.2%	66.4%	71.8%
Cash from Home/Travelers Checks	63.7%	68.3%	48.5%
Cash Adv./Withdrawal Using Credit Card	30.4%	29.7%	33.4%
Cash Adv./Withdrawal Using Debit Card	12.4%	13.0%	10.2%
Purchases Using Debit Cards	12.0%	12.2%	8.7%
<b>Share of Expenses by Payment Methods</b>			
Purchases Using Credit Cards	44.2%	41.0%	59.6%
Cash from Home/Travelers Checks	29.0%	32.3%	16.1%
Cash Adv./Withdrawal Using Credit Card	14.3%	14.0%	15.1%
Purchases Using Debit Cards	6.5%	6.6%	4.6%
Cash Adv./Withdrawal Using Debit Card	6.0%	6.1%	4.5%

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<b>Total Number of Travelers:</b>	<b>38,392,000</b>	<b>26,030,000</b>	<b>5,605,000</b>
<b>Sex &amp; Age of Traveler</b>			
Male Adults	55.0%	48.5%	76.4%
Female Adults	45.0%	51.5%	23.6%
Average Age of Male (years)	41.2	40.3	41.4
Average Age of Female (years)	38.7	37.4	36.9
<b>Occupation</b>			
Mgmt., Business, Science, & Arts	44.1%	41.0%	63.0%
Service Occupations	11.9%	13.1%	8.9%
Sales & Office	11.1%	12.4%	11.9%
Student	10.4%	10.4%	3.5%
Retired	7.2%	6.9%	0.9%
Homemaker	4.3%	4.5%	0.9%
Production, Trans., & Material Moving	4.0%	3.7%	6.7%
Government/Military	3.2%	3.9%	0.9%
Natural Resources, Const., & Maintenance	2.9%	3.1%	2.7%
Other	1.0%	1.1%	0.7%
<b>Annual Household Income</b>			
Average	\$83,986	\$82,755	\$104,591
Median	\$60,000	\$60,000	\$79,678

\* Multiple Response.

NOTE: All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 38,392,000 (total overseas travelers to the U.S.), 26,030,000 (total leisure-vac. travelers), or 5,605,000 (total business travelers).

Only destinations with more than 1.5% of all overseas visitors are listed. All percentages have been rounded to nearest whole number.

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, Survey of International Air Travelers. DHS Form I-94 arrival records.

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# Survey of International Air Travelers

The Survey of International Air Travelers 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-seven 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 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
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# 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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