



## National Travel and Tourism Office

# Market Profile: EUROPE



## Background

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This profile contains inbound traveler volume, spending, and profile trends for residents of countries of Europe who visited the United States. Inbound profiles contain data from 1997 through the most current year, depending on availability and sample size limitations. This profile available on the [travel.trade.gov](http://travel.trade.gov) website always contains the most recent new or revised data available. Percentage-point and percentage changes are based on non-rounded data.

**Traveler volume** is based on the I-94 arrival and departure record, in either electronic or paper format, issued by a U.S. Customs and Border Protection (CBP) Officer to a foreign visitor entering the United States. The I-94 record is the only source for overseas (air, land, and sea) and Mexico-Air non-resident arrivals to the United States. For details on this program, please visit: <https://travel.trade.gov/research/programs/i94/index.asp>

**Traveler spending** is based on the Department of Commerce, Bureau of Economic Analysis Balance of Accounts system. International standards now use a broader definition of "travel" than previously used, and now adds a) education-related travel, b) health-related travel, and c) expenditures on goods and services by border, seasonal, and other short-term workers. All traveler spending (export) data shown in this profile use the new definition. For details on this program please visit: <https://travel.trade.gov/research/reports/recpay/index.asp>. For more information on definition changes, visit: <https://travel.trade.gov/pdf/restructuring-travel.pdf>

**Traveler profile** characteristics are based on the *Survey of International Air Travelers* (SIAT), a primary research program that provides visitor travel, trip and demographic characteristics. It is also a source of data used to estimate travel and passenger fare exports, imports and contributions to GDP for the U.S. government. The SIAT examines both non-resident overseas and Mexican air visitors to the United States and U.S. residents traveling overseas or to Mexico. The survey questionnaire was revised beginning with 2012 data. All data are shown in this profile as available regardless of whether question items were added, deleted, or modified beginning in 2012. The arrangement of question items varies across the tables. This profile shows only a portion of the 40 travel characteristics data reported on international travel to the U.S. Additional information may be obtained for a fee. For details on this program please visit:

<https://travel.trade.gov/research/programs/ifs/description.asp>

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## Visitation Trends (Arrivals)

	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
<b>Total Arrivals (000s)</b>	<b>11,597</b>	<b>10,313</b>	<b>11,985</b>	<b>12,895</b>	<b>14,161</b>	<b>15,790</b>	<b>14,831</b>	<b>14,974</b>	<b>15,424</b>	<b>15,706</b>
Percentage Change Previous Year (%)	3	6	4	3	10	12	-6	1	3	2

## Spending Trends (Exports)

[millions of U.S. dollars]	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
<b>Total Travel and Tourism Exports</b>	<b>\$99,396</b>	<b>\$93,434</b>	<b>\$130,076</b>	<b>\$172,935</b>	<b>\$191,844</b>	<b>\$208,829</b>	<b>\$206,667</b>	<b>\$209,839</b>	<b>\$212,362</b>	<b>\$211,391</b>
Travel (all purposes including education)	\$81,581	\$77,018	\$105,988	\$140,126	\$155,203	\$173,242	\$173,792	\$175,922	\$178,632	\$178,245
Of which: Education Related	\$9,626	\$12,948	-	\$25,960	\$29,390	\$33,742	\$37,341	\$40,641	\$42,962	OCT
Of which: Other Business/ Personal Travel	\$69,727	\$60,991	\$84,123	\$111,309	\$122,602	\$136,121	\$132,825	\$131,638	\$131,781	OCT
Passenger Air Transportation	\$17,815	\$16,416	\$24,088	\$32,809	\$36,641	\$35,587	\$32,875	\$33,917	\$33,730	\$33,146
<b>Percentage Change Previous Year (%)</b>	<b>\$7</b>	<b>\$10</b>	<b>\$14</b>	<b>\$10</b>	<b>\$11</b>	<b>\$9</b>	<b>-\$1</b>	<b>\$2</b>	<b>\$1</b>	<b>\$0</b>

Notes: Total Travel & Tourism Exports = travel receipts (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 U.S. visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel from foreign countries to the United States). All traveler spending data are subject to periodic, annual, and decennial revisions. BEA releases details for Education Related spending, Other Business/Personal Travel spending, and Passenger Air Transportation spending in their October release. NTTO estimates Passenger Air Transportation in order to provide a Total Travel and Tourism Export estimate prior to October of the current year. All NTTO estimates are supplanted by the BEA October release.

BEA Release Date: March 2020

## Survey Respondent Sample Size and Volume Estimates

	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
<b>Respondents</b>	<b>9,523</b>	<b>9,919</b>	<b>17,945</b>	<b>16,352</b>	<b>17,967</b>	<b>19,990</b>	<b>18,615</b>	<b>13,380</b>	<b>14,284</b>	<b>13,177</b>

Notes: Survey respondent sample size reflects the total number of questionnaire records meeting the profile definition. Sample size for specific questions may be less than those shown above due to varying question response rates. All profile data are weighted by "Total Arrivals" visitor volume shown at the top of this page (*person-trips*), and thus 1) traveler profile segment volume can be estimated by multiplying the profile percentage for a given year by the Total Arrivals volume above; and 2) by implicit assumption, the total travel party has the same characteristics as the survey respondent (e.g. same trip purpose, same activities, same travel experience, etc.).

Destinations Visited

Visitation to U.S. Destinations (% of profiled inbound)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
<b>East North Central</b>	<b>10.0</b>	<b>9.3</b>	<b>7.2</b>	<b>7.5</b>	<b>6.38</b>	<b>7.39</b>	<b>6.86</b>	<b>6.81</b>	<b>7.06</b>	<b>6.81</b>
Illinois	6.1	5.9	4.9	4.9	4.14	4.96	4.46	4.47	4.49	4.25
Chicago	6.0	5.7	4.7	4.6	3.91	4.66	4.15	4.20	4.19	4.05
Michigan	2.2	1.4	1.0	1.3	1.12	1.41	1.25	1.25	1.35	1.18
Detroit					0.66		0.80	0.87	0.89	0.72
Ohio	1.4	1.4	1.2	1.1	0.88	0.83	0.95	0.96	0.94	1.06
Wisconsin				0.9	0.50	0.76	0.55	0.84	0.88	0.72
<b>East South Central</b>	<b>2.2</b>	<b>1.7</b>	<b>2.2</b>	<b>1.7</b>	<b>1.90</b>	<b>2.08</b>	<b>2.07</b>	<b>2.41</b>	<b>2.15</b>	<b>2.06</b>
Tennessee	1.4	1.3	1.3	1.1	1.14	1.50	1.42	1.49	1.41	1.43
Nashville					0.65	1.05	0.85	0.93	0.84	0.97
<b>Middle Atlantic</b>	<b>32.5</b>	<b>39.7</b>	<b>42.6</b>	<b>43.4</b>	<b>40.71</b>	<b>37.33</b>	<b>37.70</b>	<b>36.53</b>	<b>37.84</b>	<b>38.57</b>
New Jersey	4.3	5.0	3.8	3.0	2.51	2.55	2.68	2.18	2.86	2.65
Newark-Union			1.2	0.9	0.70	0.66	0.73			
New York	28.7	34.9	38.5	39.4	37.75	34.43	35.06	34.10	34.87	36.01
Buffalo			0.9	0.9	0.79	0.79	0.85	0.94	0.69	0.72
New York City	27.6	33.5	37.9	38.7	36.94	33.73	34.54	33.60	34.33	35.56
Pennsylvania	3.2	3.6	4.4	4.3	3.75	3.32	3.01	2.90	3.10	3.00
Philadelphia	2.0	2.9	3.3	3.1	2.51	2.34	2.10	1.95	2.22	2.23
<b>Mountain</b>	<b>13.0</b>	<b>12.0</b>	<b>14.9</b>	<b>13.3</b>	<b>13.72</b>	<b>13.95</b>	<b>14.05</b>	<b>13.16</b>	<b>13.31</b>	<b>13.48</b>
Arizona	4.2	3.4	4.1	3.7	3.99	4.19	4.56	4.04	4.14	4.35
Flagstaff/Gr. Can./Sed.	1.9	1.5	2.9	2.7	3.10	2.97	3.41	2.91	0.00	3.08
Phoenix	1.7		1.1	0.8	0.89	1.03	0.86	0.91	0.95	1.10
Colorado	2.7		1.6	1.6	1.67	1.37	1.53	1.44	1.83	1.49
Denver			1.0	0.9	0.97	0.83	0.90	0.94	1.12	0.91
Nevada	8.2	8.7	11.9	10.2	10.78	10.68	10.94	10.08	9.87	9.79
Las Vegas	7.7	8.5	11.6	9.9	10.45	10.43	10.70	9.86	9.48	9.60
Utah			2.7	2.2	2.59	2.34	2.55	2.34	2.50	2.71
Wyoming					0.74	0.61	0.69		0.65	
<b>New England</b>	<b>9.1</b>	<b>7.5</b>	<b>6.8</b>	<b>6.8</b>	<b>6.65</b>	<b>7.00</b>	<b>6.64</b>	<b>6.57</b>	<b>6.95</b>	<b>6.53</b>
Connecticut	1.4	1.4	1.1	1.0	0.92	0.97	1.07	0.87	0.75	0.91
Maine						0.63	0.61		0.69	
Massachusetts	7.2	5.5	5.4	5.5	5.34	5.69	5.24	5.38	5.71	5.26
Boston	6.5	5.1	4.8	4.9	4.73	5.10	4.81	4.78	5.03	4.71
<b>Pacific</b>	<b>22.4</b>	<b>21.2</b>	<b>21.0</b>	<b>20.7</b>	<b>21.38</b>	<b>21.76</b>	<b>21.91</b>	<b>21.69</b>	<b>22.44</b>	<b>21.02</b>
Alaska										
California	21.0	20.0	19.5	19.4	19.93	20.06	20.38	20.15	20.84	19.19
Anaheim-Santa Ana			1.0	1.1	1.03	1.10	1.39	1.11	1.31	0.95
Los Angeles	10.8	9.8	11.3	10.9	11.89	11.10	11.93	11.35	12.06	10.83
Monterey-Salinas			1.1	1.5	1.43	1.43	1.53	1.25	1.38	1.18
Riverside-San Bern.			1.3	1.0	1.30	1.31	1.23	1.35	1.52	1.14
Sacramento						0.82	0.79			
San Diego	3.2	2.4	3.3	2.8	3.19	3.30	3.71	3.08	3.42	2.51
San Francisco	10.3	10.7	10.5	11.0	10.41	10.67	10.54	10.05	10.48	9.57
San Jose	1.2	1.2	0.7	1.2	0.93	1.13	0.96	1.25	1.18	1.05
San Luis Obispo					0.74	0.69	0.85		0.81	0.77
Santa Barbara			1.0	1.0	1.27	1.37	1.37	1.02	1.26	1.14
Oregon					0.73	0.71	0.66		0.72	0.96
Portland (OR)						0.57	0.58			
Washington			1.5	1.5	1.53	1.84	1.62	1.56	1.77	1.98
Seattle			1.4	1.4	1.42	1.73	1.37	1.32	1.51	1.69



Destinations Visited (continued)

Visitation to U.S. Destinations (% of profiled inbound)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
<b>Pacific Islands</b>	<b>2.2</b>	<b>2.0</b>	<b>1.7</b>	<b>2.0</b>	<b>2.36</b>	<b>1.73</b>	<b>1.75</b>	<b>2.11</b>	<b>1.76</b>	<b>1.76</b>
Guam			0.0	0.1	0.17	0.05		0.11	0.07	
Hawaii	2.2	2.0	1.7	1.9	2.19	1.68	1.69	1.99	1.69	1.70
Honolulu (Oahu)	1.6	1.3	0.9	0.9	1.28	0.85	0.88	0.99	0.90	1.02
<b>South Atlantic</b>	<b>37.4</b>	<b>35.1</b>	<b>34.5</b>	<b>30.1</b>	<b>32.54</b>	<b>33.24</b>	<b>33.85</b>	<b>33.21</b>	<b>29.94</b>	<b>30.56</b>
Florida	25.7	24.5	23.0	20.4	22.22	23.56	24.63	24.04	21.10	21.96
Florida Keys			2.1	2.3	2.75	2.97	3.45	2.53	2.08	2.42
Ft. Lauderdale	1.8	1.6	1.7	1.5	2.14	2.11	2.27	2.04	1.79	2.14
Ft. Myers			0.9	1.4	1.36	1.61	1.57	1.59	1.32	1.28
Melbourne			0.7	0.7	0.69	0.94	1.05	0.74		0.73
Miami	7.4	7.6	8.5	8.0	9.73	10.37	11.97	11.03	9.63	10.43
Naples	---	---	---	1.1	1.48	1.74	1.95	1.67	1.16	1.33
Orlando	16.5	14.1	12.2	10.4	10.06	12.02	11.94	12.13	9.80	9.85
Sarasota			0.8	0.8	0.94	0.82	0.83			
Tampa-St. Petersburg	3.5	3.3	2.1	2.1	2.07	2.35	2.74	1.98	1.57	1.89
West Palm Beach			0.8	0.7	0.61	0.75	0.94	1.01	0.90	0.90
Georgia	4.0	3.6	3.7	2.6	3.07	3.23	2.75	2.46	2.13	2.38
Atlanta	3.5	2.9	3.1	2.1	2.53	2.57	2.18	1.99	1.73	1.91
Maryland	1.6	1.2	0.9	1.2	1.01	0.98	1.02	0.96	0.79	0.99
Baltimore				0.7	0.69	0.56	0.58			
North Carolina	2.1	1.7	1.6	1.6	1.49	1.46	1.61	1.61	1.58	0.98
Charlotte				0.7	0.56	0.62	0.59	0.70		
South Carolina	1.0	1.4	1.2	1.1	1.16	1.30	1.02	1.24	0.88	0.74
Virginia	2.0	1.5	1.7	1.6	1.51	1.56	1.35	1.30	1.41	1.49
Washington, D.C. (metro area)	7.3	5.4	7.0	5.8	6.21	5.83	5.92	5.69	5.48	5.46
<b>West North Central</b>	<b>2.7</b>	<b>1.6</b>	<b>1.9</b>	<b>2.0</b>	<b>2.19</b>	<b>2.36</b>	<b>2.14</b>	<b>2.03</b>	<b>2.21</b>	<b>2.37</b>
Minnesota				0.8	1.01	1.07	0.75	0.73	0.80	0.83
Minneapolis-St. Paul				0.7	0.85	0.95	0.58		0.66	0.69
<b>West South Central</b>	<b>7.1</b>	<b>5.0</b>	<b>5.1</b>	<b>6.7</b>	<b>5.71</b>	<b>6.00</b>	<b>5.85</b>	<b>5.61</b>	<b>5.92</b>	<b>4.97</b>
Louisiana			1.3	1.5	1.41	1.75	1.95	1.86	1.73	1.72
New Orleans			1.2	1.4	1.30	1.61	1.79	1.77	1.61	1.58
Texas	4.8	4.1	3.8	5.2	4.34	4.26	3.87	3.98	4.13	3.34
Austin				0.7	0.58	0.71	0.55	0.65	0.66	
Dallas-Plano-Irving	1.9	1.5	1.1	1.3	0.96	1.20	1.16	1.09	1.16	1.17
Houston	1.9		1.7	2.6	2.53	2.14	1.93	2.17	1.98	1.51

Notes: Only country and world region destinations having a sample size consistently of 100 or more are displayed. Visitation incidence was rounded to two decimal places in NTTO source files beginning in 2014 to reduce artificial 'jumpiness' in the data caused by rounding to only one decimal places, especially for destinations having incidence of less than two percentage points. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

## Trip Purpose

Main Purpose of Trip (% of profiled inbound)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
Business	---	---	---	11.6	11.0	11.6	11.0	11.2	11.3	10.5
Business/Professional	27.1	20.0	15.5	---	---	---	---	---	---	---
Convention/Conference/Trade Show	3.9	3.4	3.5	6.3	5.8	6.1	6.1	5.9	5.9	5.7
Education	---	---	---	3.6	3.1	2.9	2.6	2.9	3.0	2.6
Study/Teaching	1.9	2.0	2.5	---	---	---	---	---	---	---
Health Treatment	0.1	0.2	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.1
Vacation/Holiday	---	---	---	58.3	60.6	60.3	61.6	61.2	60.8	61.3
Leisure/Recreation/Holidays	47.0	50.9	56.9	---	---	---	---	---	---	---
Visit Friends/Relatives	19.6	22.9	20.7	18.0	18.4	18.4	18.1	18.1	18.3	19.1
Religion/Pilgrimages	0.1	0.1	0.3	0.3	0.2	0.2	0.1	0.3	0.1	0.3
Other	0.4	0.7	0.4	1.6	0.8	0.4	0.3	0.3	0.4	0.5
<b>Purpose of Trip (multiple responses; % of profiled inbound)</b>										
Business	---	---	---	14.6	14.0	13.8	13.6	13.7	13.8	12.7
Business/Professional	31.3	23.2	17.8	---	---	---	---	---	---	---
Convention/Conference/Trade Show	6.5	6.1	5.8	8.2	7.6	7.9	8.0	7.9	7.6	7.3
Education	---	---	---	5.7	5.2	4.9	4.7	4.7	4.6	4.3
Study/Teaching	3.6	3.9	3.8	---	---	---	---	---	---	---
Health Treatment	0.6	0.4	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4
Vacation/Holiday	---	---	---	68.9	71.0	70.7	72.0	72.3	70.7	71.7
Leisure/Recreation/Holidays	61.5	65.9	70.8	---	---	---	---	---	---	---
Visit Friends/Relatives	33.9	36.3	32.8	30.0	30.0	30.3	29.6	29.0	29.3	30.0
Religion/Pilgrimages	0.4	0.3	0.5	0.7	0.6	0.5	0.4	0.7	0.5	0.6
Other	1.0	1.3	0.9	2.2	1.1	0.5	0.5	0.5	0.6	0.7
BUSINESS &/or CONVENTION	34.3	26.3	21.3	20.6	19.6	19.9	19.7	19.7	19.7	18.4
LEISURE &/or VISIT FRIENDS OR RELATIVES	76.5	82.4	84.6	81.0	83.4	83.4	83.9	83.8	83.0	84.3

## Information Sources Used for Trip Planning

Information Sources Used (multiple response; % of profiled inbound)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
Airlines	16.3	18.4	24.2	46.1	46.2	46.4	46.8	49.4	51.4	51.2
Corporate Travel Department	11.3	7.7	6.6	12.6	11.7	12.0	11.3	11.8	12.0	11.3
In-flight Information Systems	0.6	1.1	1.3	---	---	---	---	---	---	---
Newspapers/Magazines	4.2	3.1	1.8	---	---	---	---	---	---	---
Personal Recommendation	---	---	---	22.1	23.3	23.1	25.5	25.1	26.2	26.9
Friends/Relatives	14.8	14.1	14.8	---	---	---	---	---	---	---
Travel Agency (Online)	---	---	---	34.4	36.4	35.9	36.1	36.1	34.8	33.8
Travel Agency (Office)	---	---	---	19.6	19.5	18.4	18.2	18.1	16.8	15.4
Travel Agency	53.7	37.4	30.6	---	---	---	---	---	---	---
Travel Office (National/State/City)	---	---	---	6.9	6.9	6.3	6.6	7.3	7.1	6.3
National Government Tourist Office	1.3	1.4	1.1	---	---	---	---	---	---	---
State/City Travel Office	6.7	5.6	5.2	---	---	---	---	---	---	---
Personal Computer	18.0	39.2	48.1	---	---	---	---	---	---	---
Tour Operator/Travel Club	---	---	---	8.2	7.8	7.8	8.0	7.8	8.0	7.4
Tour Company	5.7	6.0	4.1	---	---	---	---	---	---	---
Travel Guides	9.0	7.9	8.4	13.1	14.2	12.8	13.6	13.6	13.0	13.1
TV/Radio	2.9	1.4	0.7	---	---	---	---	---	---	---
Other	---	---	---	5.0	5.7	5.1	5.1	5.0	4.8	5.3





Activity Participation While in the United States

Activity Participation While in Other Countries (multiple responses; % of profiled inbound)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
American Indian Communities	5.1	4.5	4.8	5.1	5.6	5.6	6.0	5.1	5.6	5.9
Amusement/Theme Parks	31.9	29.7	30.0	25.4	25.4	26.8	25.8	25.4	23.7	23.3
Art Gallery/Museum	23.6	25.8	28.7	34.7	32.9	33.6	34.1	33.4	34.3	34.7
Camping/Hiking	5.0	4.5	5.7	5.5	6.2	5.9	6.0	6.7	5.8	6.7
Casinos/Gamble	9.1	9.8	11.5	10.6	11.0	10.9	10.7	9.6	9.3	8.9
Concert/Play/Musical	14.4	16.7	18.6	19.3	19.6	17.8	18.8	17.6	16.7	16.9
Cruises (see note below)	5.0	5.5	6.2	---	---	---	---	---	---	---
Cultural / Ethnic Heritage Sites	---	---	---	18.1	17.5	17.7	18.0	18.6	18.3	17.7
Cultural Heritage Sites	22.3	24.4	30.3	---	---	---	---	---	---	---
Ethnic Heritage Sites	5.6	4.4	5.0	---	---	---	---	---	---	---
Dining (Experience Fine)	---	---	---	38.3	37.3	35.9	32.5	28.6	27.7	25.9
Dining in Restaurants	87.9	89.3	87.6	---	---	---	---	---	---	---
Environmental/Eco. Excursions	4.7	4.2	3.8	3.5	4.5	4.0	3.7	3.5	3.0	3.8
Golfing/Tennis	7.0	5.8	4.8	3.9	3.9	3.5	3.3	3.2	2.5	2.5
Guided Tours	13.7	17.4	18.2	27.1	26.7	26.6	27.5	26.3	26.1	25.0
Historical Locations	---	---	---	33.3	32.8	32.6	33.3	32.5	32.5	32.4
Historical Places	37.3	43.8	48.5	---	---	---	---	---	---	---
Hunting/Fishing	2.4	2.2	2.1	1.8	2.0	2.1	1.6	1.7	1.7	1.1
National Parks/Monuments	---	---	---	41.4	42.0	42.7	44.2	43.5	42.4	42.8
National Parks	22.5	22.1	24.9	---	---	---	---	---	---	---
Nightclubbing/Dancing	15.0	15.1	14.7	17.0	17.3	15.4	15.5	13.6	13.4	13.5
Ranch Vacations	1.0	1.4	1.1	---	---	---	---	---	---	---
Shopping	84.1	89.2	86.7	87.4	87.5	86.3	85.4	84.5	84.2	83.4
Sightseeing	---	---	---	78.6	79.0	80.0	80.4	79.8	79.7	79.9
Sightseeing in Cities	40.3	44.1	46.5	---	---	---	---	---	---	---
Touring Countryside	26.8	25.9	23.6	---	---	---	---	---	---	---
Small Towns	29.0	29.4	30.5	33.8	34.3	34.4	33.3	33.3	32.4	32.5
Snow Sports	---	---	---	1.5	1.4	1.0	0.9	1.0	0.9	0.9
Snow Skiing	2.3	2.2	1.2	---	---	---	---	---	---	---
Sporting Event	---	---	---	14.9	15.6	15.3	14.9	14.5	14.5	14.2
Attend Sporting Event	6.8	6.5	8.3	---	---	---	---	---	---	---
Water Sports	---	---	---	8.0	9.1	8.9	8.7	7.4	7.1	6.9
Water Sports/Sunbathing	26.3	23.0	23.4	---	---	---	---	---	---	---
Other	---	---	---	2.1	1.8	1.6	1.3	1.3	1.4	1.8

Notes: "Cruises" was removed as an activity type in 2012, but was added as a transportation type ("Cruise Ship/River Boat 1+ Nights").  
See *Transportation Used in the U.S.* in this profile.

## Transportation Used in the U.S.

Transportation Types Used in Other Countries (multiple responses; %)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
Air Travel between U.S. Cities	24.0	21.6	22.4	27.1	26.1	25.5	24.6	23.6	22.2	21.9
Bus between Cities	7.9	8.0	9.0	14.0	14.5	14.1	13.5	13.6	13.8	13.7
Railroad between Cities	10.0	11.6	13.4	7.5	7.3	7.1	7.5	6.5	7.2	7.2
City Subway/Tram/Bus	18.9	23.7	26.6	39.3	37.9	37.0	38.4	36.7	38.2	38.0
Ferry/River Taxi/Short Scenic Cruise	---	---	---	13.9	13.4	13.6	13.8	14.2	13.3	14.0
Rented Bicycle/Motorcycle/Moped	---	---	---	3.4	3.7	3.7	3.9	3.7	3.8	3.8
Ride-Sharing Service	---	---	---	---	---	---	10.5	13.2	16.2	19.4
Taxicab/Limousine	39.9	42.2	41.4	38.7	37.1	35.7	35.4	32.1	31.8	28.3
Auto, Private or Company	26.3	24.9	23.1	31.5	30.7	31.7	31.0	31.4	32.1	30.8
Rented Auto	37.1	34.4	31.8	34.5	35.7	36.3	34.9	34.0	31.4	30.8
Cruise Ship/River Boat 1+ Nights (see note below)	---	---	---	4.6	5.8	5.4	5.8	6.2	5.5	5.9
Motor Home/Camper	1.1	0.9	1.3	1.1	1.0	1.1	1.1	0.8	0.9	1.2

Notes: "Cruise Ship/River Boat 1+ Nights" was added as a transportation type beginning in 2012, but removed as an activity type (Cruise). See *Activity Participation While in the U.S.* in this profile.

## Select Traveler Characteristics

Traveler Characteristics	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
Advance Trip Decision (mean days)	88	103	112	115	117	122	122	125	126	125
Advance Trip Decision (median days)	60	60	90	90	90	90	90	90	90	90
% Used Prepaid Package	16.6	16.6	15.2	12.8	13.1	12.4	12.3	12.0	11.1	10.5
% First International U.S. Trip	20.4	21.4	26.2	22.1	21.4	21.4	21.4	21.4	19.9	19.8
Length of Stay in the U.S. (mean nights)	15.3	15.6	15.9	16.0	16.7	16.4	15.9	15.4	14.5	14.9
Length of Stay in the U.S. (median nights)	10	10	10	10	10	10	10	10	9	9
U.S. Trips Past 12 Months (mean)	2.2	1.9	1.7	1.7	1.7	1.7	1.7	1.8	1.8	1.8
U.S. Trips Past 12 Months (median)	1	1	1	1	1	1	1	1	1	1
U.S. Trips Past 5 Years (mean)	7.1	5.9	4.8	---	---	---	---	---	---	---
U.S. Trips Past 5 Years (median)	3	3	2	---	---	---	---	---	---	---
Number of States Visited (% 1 state only)	64.4	67.9	65.4	69.7	69.7	70.5	71.1	72.8	72.7	73.5
Number of States Visited (mean average)	1.6	1.5	1.6	1.5	1.5	1.5	1.5	1.5	1.5	1.5
Hotel/Motel (% used 1+ nights)	79.6	78.2	78.1	76.2	76.7	75.6	78.5	78.6	77.4	77.6
Hotel/Motel (mean average # of nights)	8.2	8.5	8.4	9.8	9.4	9.6	9.9	9.7	9.5	9.2
Travel Party Size (mean # of persons)	1.6	1.6	1.6	1.6	1.6	1.7	1.7	1.7	1.7	1.7
Gender (% Male-among respondents)	63.4	57.5	54.0	54.3	52.9	52.8	52.0	51.1	50.8	50.3
Household Income (mean average)	\$84,000	\$96,700	\$95,600	\$106,813	\$103,447	\$96,291	\$88,244	\$89,258	\$96,598	\$94,864
Household Income (median average)	\$68,300	\$84,500	\$82,600	\$80,040	\$80,211	\$76,217	\$67,848	\$68,871	\$74,276	\$72,827
Age: Female (mean average among respondents)	39.0	40.1	39.7	39.7	39.5	39.8	40.3	39.5	40.9	40.9
Age: Male (mean average among respondents)	42.6	43.0	42.3	41.3	41.8	41.9	41.8	42.1	42.3	42.6



U.S. Port of Entry

(% of profiled inbound)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
Agana, GU	0.0	0.0	0.0	0.1	0.2	0.0	0.1	0.1	0.1	0.1
Atlanta, GA	4.7	4.1	4.6	4.1	3.5	4.5	3.6	3.6	3.4	3.4
Baltimore, MD	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boston, MA	4.1	3.7	3.8	3.8	3.7	4.1	4.0	3.9	3.9	4.0
Charlotte, NC	0.0	0.0	0.0	1.4	1.3	1.0	1.0	0.9	0.9	1.0
Chicago, IL	7.9	7.5	6.1	6.2	5.7	6.2	5.3	5.0	5.2	5.1
Cincinnati, OH	0.5	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dallas/Ft. Worth, TX	1.1	1.1	1.2	1.4	1.2	1.6	1.3	1.3	1.3	1.4
Denver, CO	0.0	0.0	0.0	0.8	0.7	0.9	0.8	0.9	1.1	1.1
Detroit, MI	1.8	0.9	1.4	1.5	1.4	1.6	1.3	1.2	1.2	1.2
Ft. Lauderdale, FL	0.0	0.0	0.0	0.3	0.8	0.9	0.9	1.3	1.5	1.2
Honolulu, HI	0.2	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Houston, TX	1.4	1.5	2.2	2.1	2.1	1.8	1.8	1.7	1.7	1.6
Las Vegas, NV	0.0	0.0	0.0	2.9	2.7	2.7	3.2	3.1	2.8	2.7
Los Angeles, CA	7.8	6.4	7.7	7.3	8.0	8.3	8.6	9.3	9.4	9.3
Miami, FL	7.2	6.3	7.1	8.2	9.0	9.9	10.4	10.1	9.1	9.6
Minn./St. Paul, MN	0.9	0.1	0.8	0.9	0.8	0.8	0.7	0.7	0.7	0.7
New York, NY	17.8	19.8	22.2	24.5	24.6	24.2	24.3	23.9	24.0	25.0
Newark, NJ	9.7	8.7	12.2	10.2	10.0	8.0	8.7	8.3	8.6	8.0
Orlando, FL	5.7	5.2	5.4	4.9	4.6	5.8	5.9	5.8	5.8	6.0
Philadelphia, PA	0.5	2.2	3.2	3.3	3.0	2.2	1.8	1.7	1.8	1.6
Pittsburgh, PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portland, OR	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sanford, FL	0.0	0.0	0.0	1.6	1.1	0.7	0.8	0.8	0.7	0.7
San Francisco, CA	5.2	4.4	4.8	5.6	5.6	5.6	5.9	5.8	6.0	6.5
San Jose, CA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
San Juan, PR	0.2	0.0	0.3	0.3	0.2	0.3	0.4	0.3	0.1	0.1
Seattle, WA	0.4	0.3	1.0	1.2	1.3	1.6	1.4	1.4	1.6	1.6
Washington, DC	4.9	4.4	4.2	3.9	3.8	3.6	3.3	3.2	3.1	3.1
Other Port	18.1	22.4	7.4	3.2	4.3	3.5	4.2	5.1	5.6	4.6

Notes: The proportions in this *U.S. Port of Entry* table, like other data in this profile, represent survey findings weighted by actual known volumes from each country for each U.S. port of entry. These proportions may differ slightly from those in the data used for weighting because not all ports of departure (typically, but not always the same as the port of entry) are used as survey locations. Travelers who departed one of these non-surveyed airports are unlikely to be represented in this table.

Residence of Travelers

Residence of Travelers (% of profiled inbound)	2000	2005	2010	2013	2014	2015	2016	2017	2018	2019
<b>EUROPE</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>EASTERN EUROPE</b>	<b>3.7</b>	<b>4.2</b>	<b>5.0</b>	---	---	---	---	---	---	---
Czech Republic	---	---	---							
Poland	1.0	1.3	0.9	1.0	1.1	1.0	1.1	1.3	1.3	1.4
Russia	0.7	0.8	1.5	2.7	2.6	1.7	1.7	2.0	1.7	1.6
Other Eastern Europe	2.0	2.0	2.6	---	---	---	---	---	---	---
<b>WESTERN EUROPE</b>	<b>96.3</b>	<b>95.8</b>	<b>95.0</b>	---	---	---	---	---	---	---
Austria	1.5	1.1	1.4	1.4	1.4	1.4	1.4	1.3	1.3	1.3
Belgium	2.2	1.9	2.2	2.1	2.1	2.0	1.9	1.9	1.9	1.9
Denmark	1.3	1.7	2.2	2.1	2.2	2.3	2.3	2.3	2.2	2.0
Finland	0.8	0.9	1.0	1.0	1.0	1.0	1.0	1.0	0.9	0.9
France	9.3	8.4	11.1	11.4	11.6	10.8	10.8	10.8	11.2	11.5
Germany	15.4	13.7	14.2	14.6	14.1	14.4	13.8	13.8	13.3	13.1
Greece										
Iceland	0.2	0.4	0.3							
Ireland	2.5	3.8	3.1	2.9	2.9	2.9	3.0	3.3	3.5	3.3
Italy	5.3	5.3	7.0	6.5	6.8	6.7	6.8	7.0	7.0	7.0
Netherlands	4.7	4.3	4.7	4.6	4.5	4.6	4.6	4.7	4.7	4.6
Norway	1.3	1.4	1.9	2.3	2.3	2.1	1.9	2.0	1.9	1.7
Portugal	---	---	---				0.9	0.9	0.9	
Spain	3.2	3.8	5.3	4.8	5.1	4.8	5.5	5.6	5.7	6.0
Sweden	2.8	2.9	3.2	3.8	4.1	3.8	3.9	3.6	3.4	2.9
Switzerland	3.4	2.5	3.3	3.7	3.6	3.4	3.2	2.9	3.0	3.0
United Kingdom	40.6	42.1	32.2	30.0	29.2	31.4	31.1	30.0	30.3	30.6
Other Western Europe	1.4	1.2	1.4	---	---	---	---	---	---	---
Other Europe	---	---	---	3.3	3.6	3.8	4.1	4.4	4.4	4.6

Notes: Origin areas having a sample size consistently of 100 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported origins may have a higher proportion of total than those reported.

## Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a.	Where do you live (country 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 - Q18a./b.	Is this trip part of a prepaid, inclusive tour package? (%)
TABLE 8 - Q12a./b.	Before you left home, did you make reservations for lodging, if so, how? (%)
TABLE 9 - Q11.	Was travel insurance purchased for this trip? (%)
TABLE 10 - Q14.	With whom are you traveling now? (%)
TABLE 11 - Q15.	Including yourself, how many adults and/or children are in your travel party? (%)
TABLE 12 - Q13a.	What was the main purpose of your trip? (%)
TABLE 13 - Q13a./b.	All purposes (net) of trip. (%)
TABLE 14 - Q17.	Type of accommodations in the U.S. and number of nights stayed. (%)
TABLE 15 - Q16a.	How many nights in the U.S.A. have you spent on this trip? (%)
TABLE 16 - Q16c.	How many total nights away from home have you spent on this trip? (%)
TABLE 17 - Q30a.	Was this your first trip by air to the United States? (%)
TABLE 18 - Q30b.	How many round trips by air have you made to the U.S. in the past 12 months? (%)
TABLE 19 - Q3c./Q17.	Number of states visited. (%)
TABLE 20 - Q3c./Q17.	Number of destinations visited. (%)
TABLE 21 - Q21.	What types of transportation were used on this trip? (%)
TABLE 22 - Q5b.	What city or airport did you pass through U.S. Customs and Passport Control (port of entry) (%)
TABLE 23 - Q3c.	What was the main destination that you visited since you left home? (%)
TABLE 24 - Q3c./Q17.	What U.S. destinations did you visit (includes main destination)? (%)
TABLE 25 - Q22.	Did anyone engage in any of the following leisure activities? (%)
TABLE 26 - Q18d./Q19.	How much total money has been spent outside your own country? (\$)
TABLE 27 - Q19e.	Itemized trip expenditures from Q19d. (\$)
TABLE 28 - Q20.	Expenses payment methods. (%)
TABLE 29 - Q20.	Travelers use of payment methods. (%)
TABLE 30 - Q20.	Share of total trip expenditures by payment methods. (%)
TABLE 31 - Q25.	What were your three main reasons for flying on this airline? (%)
TABLE 32 - Q25.	What was the most important reason for flying on this airline? (%)
TABLE 33 - Q26a.	Where are you sitting in the aircraft today? (%)
TABLE 34 - Q26b.	What type of airline ticket do you have? (%)
TABLE 35 - Q31bc.	What is your age and what is your gender? (%)
TABLE 36 - Q31a.	What is your occupation? (%)
TABLE 37 - Q32.	What is your total combined annual household income? (%)

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- Survey of International Air Travelers (SIAT)
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