



OVERSEAS TRAVELERS CHARACTERISTICS:	ALL OVERSEAS VISITORS	ALL LEISURE VISITORS	ALL BUSINESS VISITORS
Total Number of Travelers =	21,668,000	13,196,000	5,135,000
U.S. Trips in Last 12 Months:			
Mean # of Trips	1.9	1.6	2.9
Median # of trips	1.0	1.0	2.0
U.S. Trips in Last 5 Years:			
Mean # of Trips	5.8	4.2	10.1
Median # of trips	3.0	2.0	6.0
Advance Trip Decision:			
Average Number of Days	78.5	95.5	40.2
Median Number of Days	50.0	60.0	21.0
Sex & Age of Traveler:			
Male Adults	59%	53%	80%
Female Adults	41%	47%	20%
Average Age of Male (years)	43.0	42.6	41.8
Average Age of Females (years)	39.2	38.2	37.8
Travel Companions*:			
Traveling Alone	37%	22%	63%
Spouse	29%	39%	8%
Family/Relatives	27%	36%	6%
Friends	12%	18%	4%
Business Associates	7%	3%	22%
Tour Group	2%	2%	1%
Nights Spent in the U.S.:			
Average	15.8	13.9	14.1
Median	8.0	8.0	7.0
Annual Household Income:			
Average	\$87,500	\$86,900	\$104,000
Median	\$74,300	\$73,800	\$94,400
Average Total Trip Expenditures:			
Per Travel Party	\$5,074	\$5,385	\$5,752
Per Visitor	\$3,215	\$2,839	\$4,678
Trip Expenses Payment Method:			
Credit Cards	46%	42%	62%
Cash	44%	47%	32%
Debit Cards	5%	5%	4%
Travelers Checks	5%	6%	4%

Source: Tourism Industries, International Trade Administration, 3/07.
 REPORTED FROM: SURVEY OF INTERNATIONAL AIR TRAVELERS (IFS)

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Main Purpose of Trip:			
Leisure/Recreation/Holiday	47%	77%	5%
Visit Friends/Relatives	23%	13%	3%
Business/Professional	21%	6%	88%
Convention/Conference	5%	3%	4%
Study/Teaching	3%	1%	1%
Leisure/Recreational Activities*:			
Shopping	88%	92%	79%
Dining in Restaurants	84%	85%	86%
Sightseeing in Cities	44%	52%	30%
Visit Historical Places	36%	41%	24%
Amusement/Theme Parks	27%	34%	14%
Visit Small Towns/Villages	27%	30%	1%
Water Sports/Sunbathing	22%	30%	8%
Art Gallery, Museum	20%	23%	17%
Cultural/Heritage Sights	20%	24%	11%
Touring the Countryside	19%	23%	12%
Visit National Parks	18%	22%	11%
Guided Tours	17%	23%	6%
Concert, Play, Musical	15%	17%	10%
Nightclub/Dancing	12%	12%	14%
Casinos/Gambling	10%	11%	7%
Attend Sports Events	7%	7%	7%
Cruises	6%	9%	3%
Golf/Tennis	6%	6%	7%
Ethnic Heritage Sights	5%	6%	3%
Camping, Hiking	4%	4%	2%
Environmental/Ecological Excursions	3%	4%	2%
Visit American Indian Communities	3%	4%	2%
Snow Skiing	2%	2%	2%
Hunting/Fishing	2%	2%	1%
Ranch Vacations	1%	2%	1%

Source: Tourism Industries, International Trade Administration, 3/07.

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