

US Outbound - April 2014

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“US consumers’ mindsets have been somewhat altered in austere times, when financial pressures intensified demand for lower-budget holidays, last-minute deals and the pursuit of value for money. In 2014, many potential US travellers are facing high costs of living and remain focused on getting value for money.”

- Jessica Rawlinson, Senior Tourism Analyst

This report looks at the following areas:

- What are the current trends in US outbound tourism?
- Who travels outbound from the US, why and for how long?
- Which destinations do they travel to?
- How do they travel and where do they stay?
- How much has outbound tourism from the US been affected by external events?
- What does the future of US outbound tourism look like?

Although only one fifth of Americans travel abroad, the US outbound market is one of the largest sources of outbound tourism in the world and vital to many national tourism organisations (NTOs). The 61 million Americans that chose to travel in 2013 visit a wide variety of destinations around the world, often seeking out new cultural experiences or adventures to fulfil their travel aspirations. US travellers are also among the biggest tourism spenders in the world. In 2012, the US ranked third in the world in terms of international tourism expenditure after China and Germany, according to the United Nations World Tourism Organization (UNWTO)'s Tourism Highlights 2013.

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