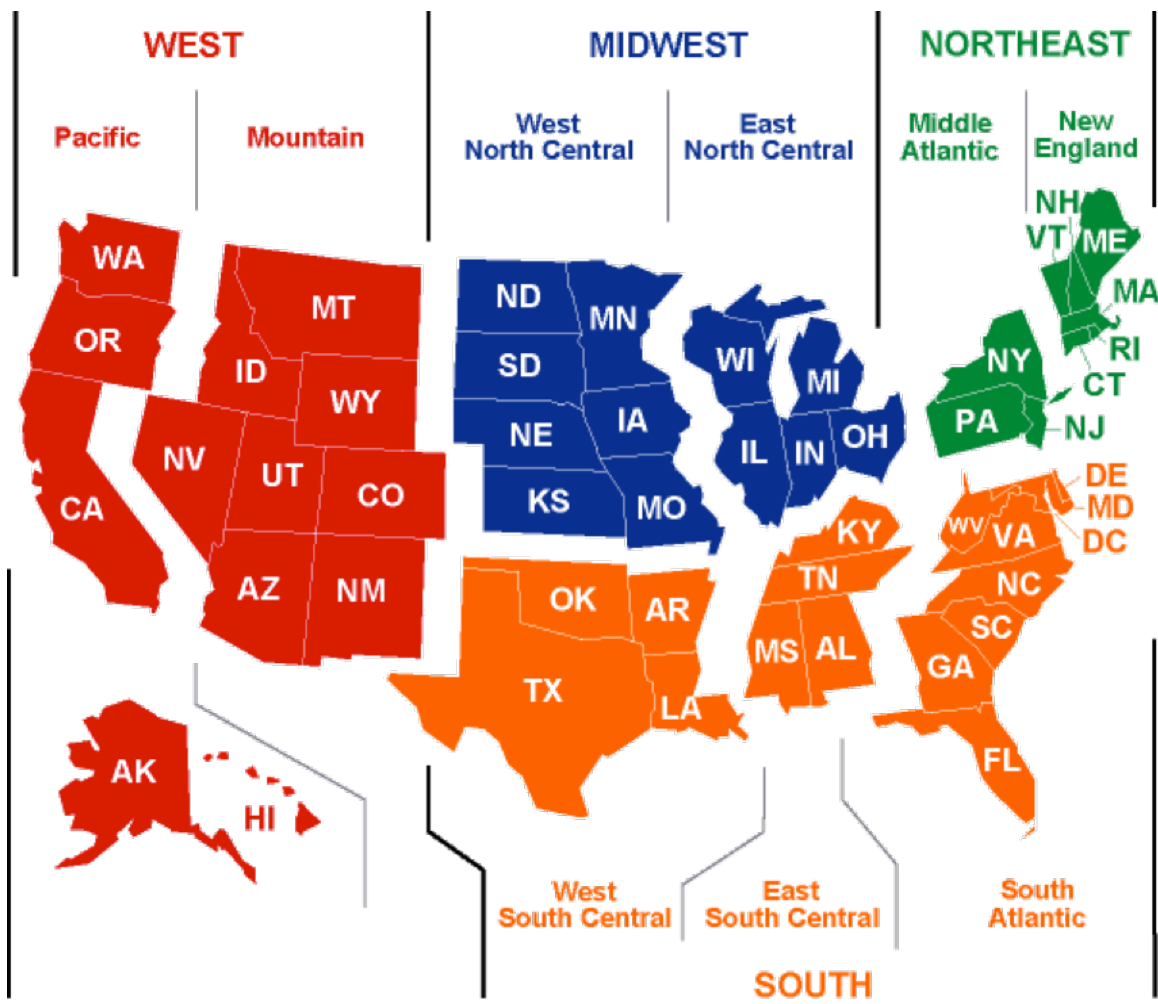




Tourism Intelligence
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THE TOP TEN US STATES FOR OUTBOUND TRAVEL



Tourism Intelligence International

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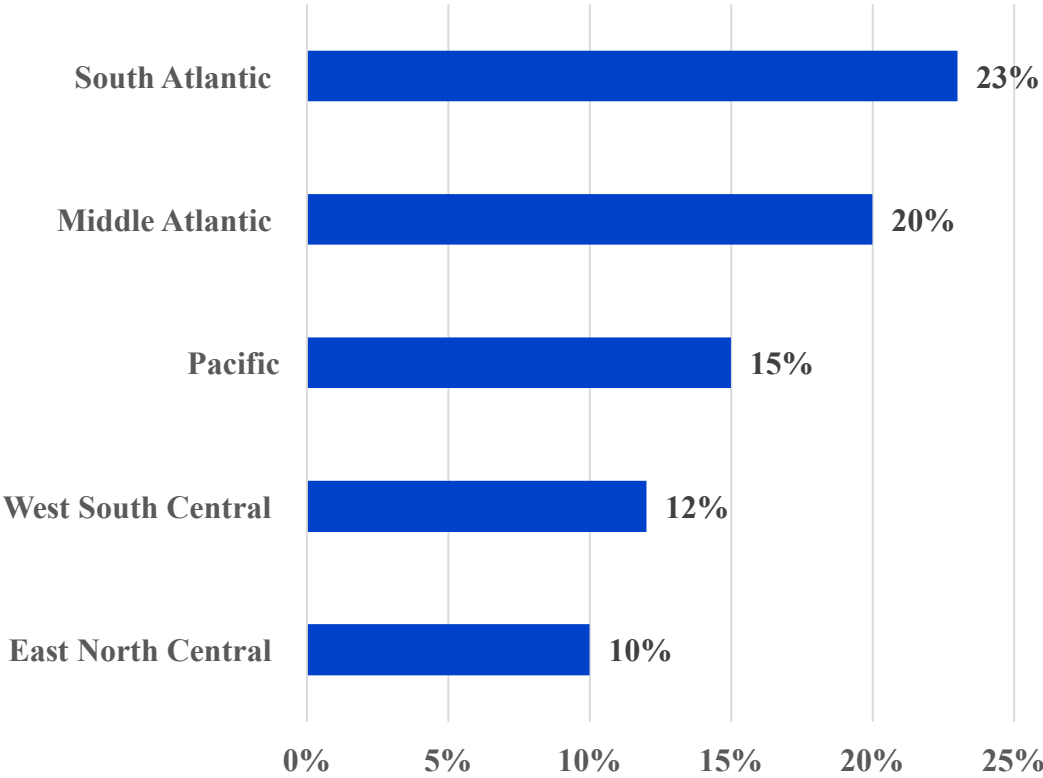
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The Top US Outbound Travel Regions

An examination of US overseas travelers shows that the greatest share of travel originates from the Middle Atlantic, Pacific and South Atlantic regions. Together, these three regions account for more than two-thirds of US overseas travel. The East and West South Central regions supply the least number of US overseas travelers as Figure 1 below demonstrates.

Figure 1
The Top Five US Outbound Travel Source Regions

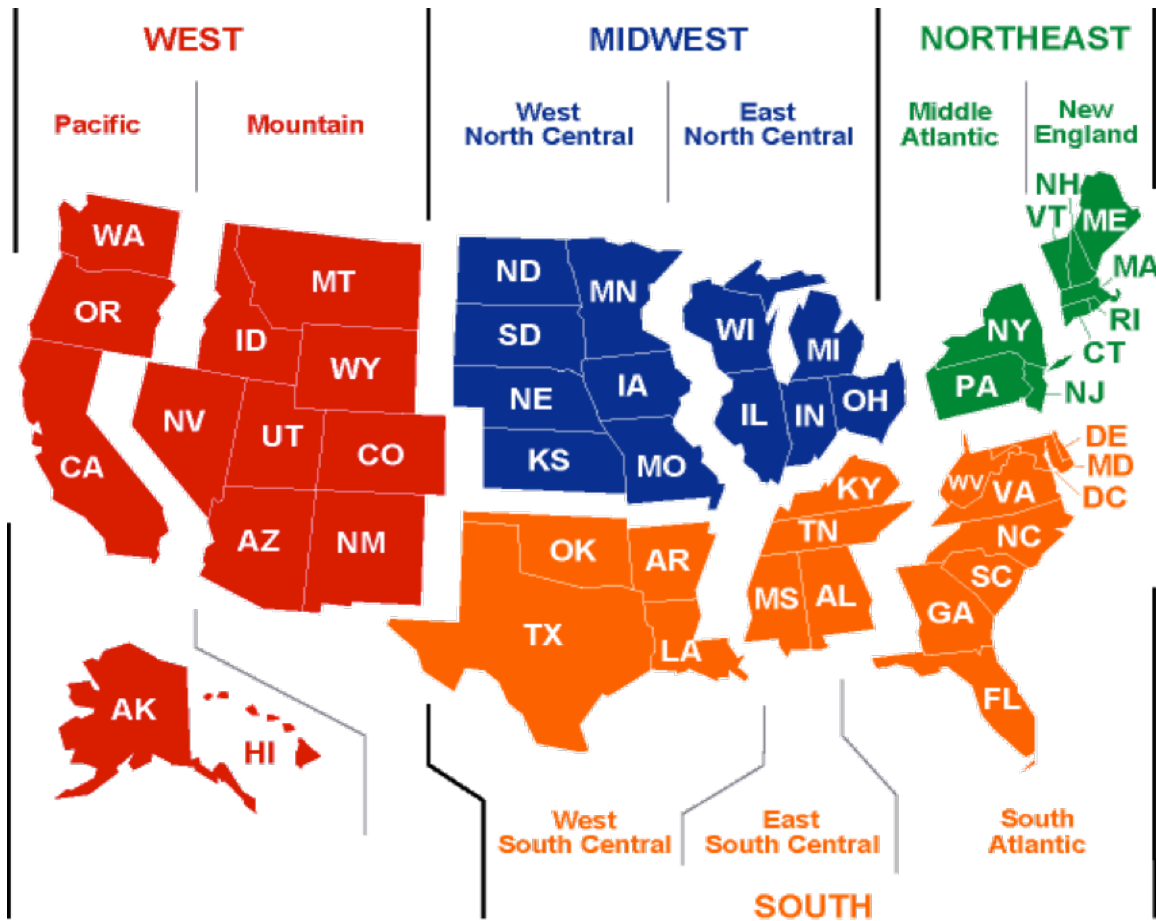


Source: National Travel and Tourism Office, 2017

The top source regions/markets within the US for outbound travel to overseas destinations are as follows:

- South Atlantic States (Florida, Georgia, Virginia, Washington D.C., Maryland and North Carolina) accounted for 23 percent of US outbound travel in 2015. This region also experienced the most growth (25%) in outbound travel between 2014 and 2015.
- Middle Atlantic States (New York, New Jersey and Pennsylvania), experienced a 20 percent share of all US travel abroad in 2015.
- Pacific States (California and Washington) generated 15 percent of outbound travel.
- West South Central States (mainly Texas) registered a 12 percent share and travel was up 18 percent.
- Travel from East North Central (primarily Illinois, Ohio and Michigan) accounted for 10 percent and was up seven percent.

Figure 2
Breakdown of US Regions



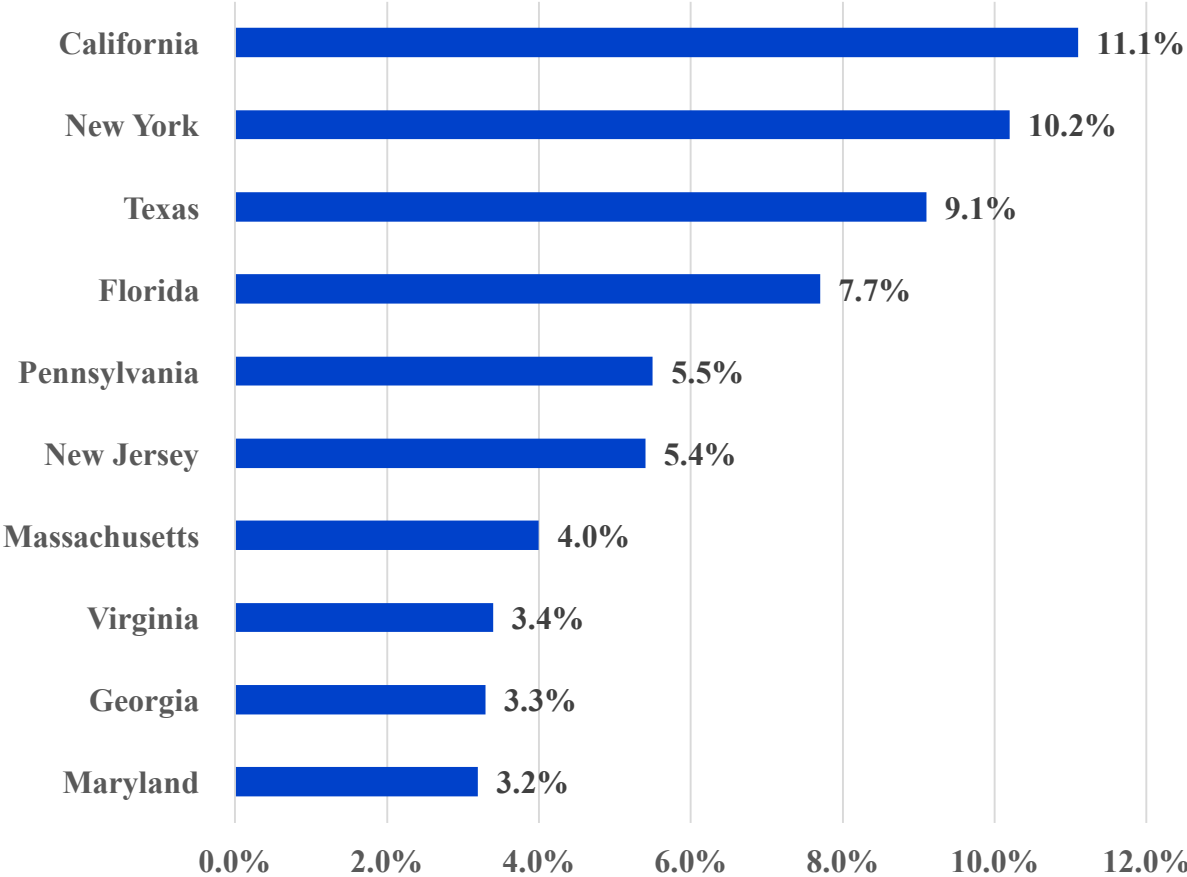
Source: The National Energy Information Center, 2016

Top Travel States

California is the leading American states in terms of the sheer volume of travelers. In 2015, there were over 3 million outbound travelers from California, representing 11% of the market. With 2.8 million travelers the state of New York was in second place and accounted for 10.2% of the US outbound market in 2015.

Texas was in third place representing 9.1% of the market with a travelling population of 2.5 million in 2015. These three top states collectively accounted for 30.4% of total US outbound travel. Other key states included Florida, Pennsylvania, New Jersey, Massachusetts, Virginia, Georgia and Maryland.

Figure 3
The Top Ten US States for Outbound Travel



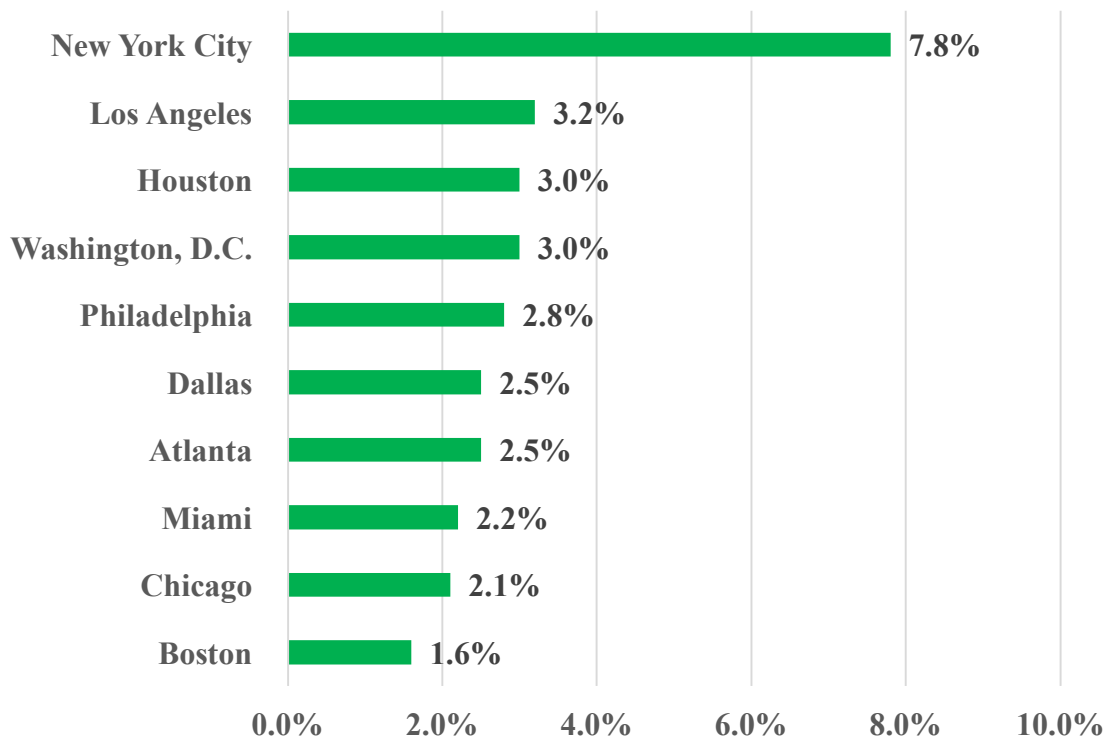
Source: National Travel and Tourism Office, 2017

Top US Travel Cities

Overall the largest outbound travel generating city in the US is New York City. In 2015, 2.15 million travelers left their resident base of New York City to take a trip abroad. New York City accounted for 7.8% of outbound travel in 2015. Los Angeles follows in the distance with 883,000 travelers in 2015, accounting for 3.2% of the market share. Washington DC and Houston shared third position with 828,000 travelers each; a 3% market share. Philadelphia followed in 4th position with 773,000 travelers.

Figure 4

Top Ten US Cities for Outbound Travel



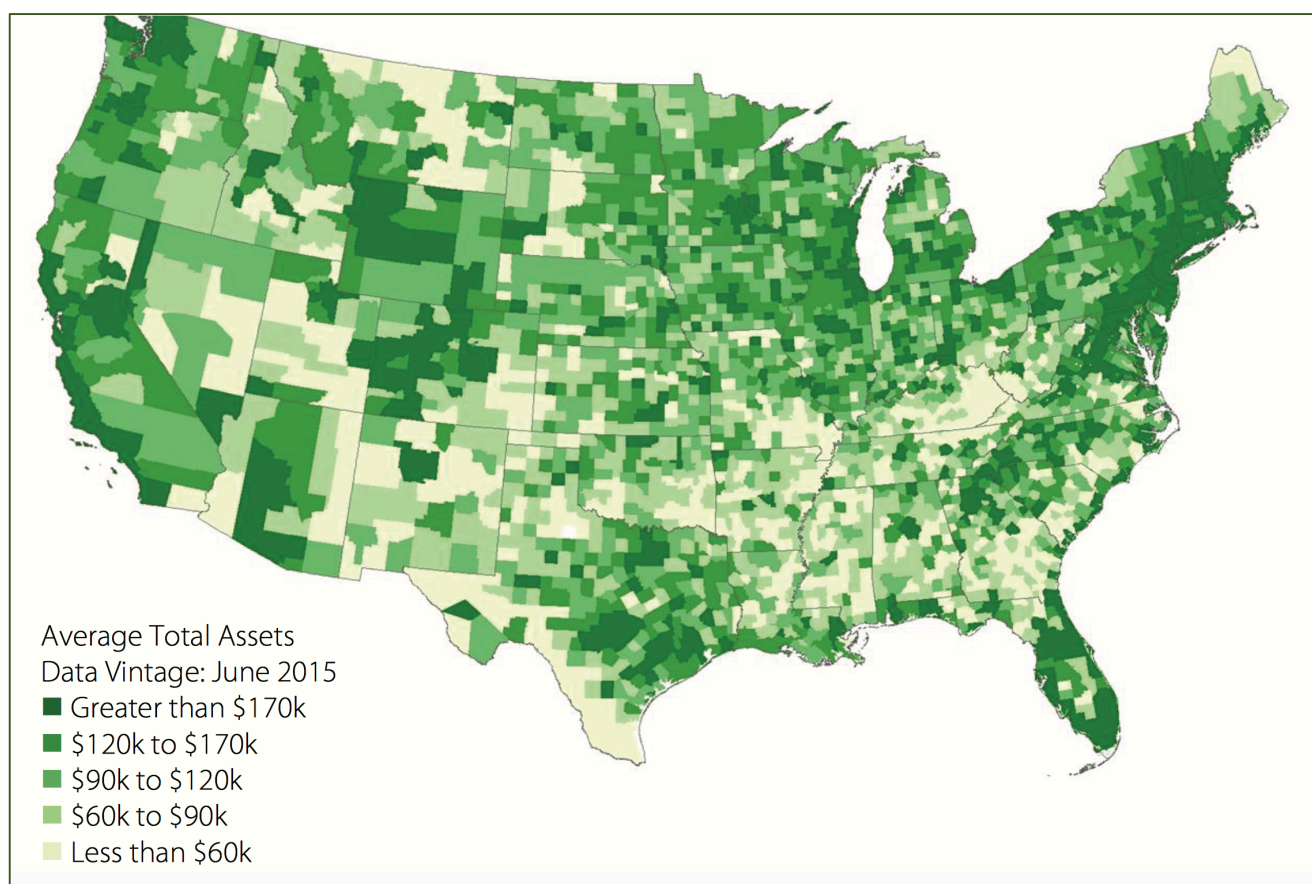
Source: National Travel and Tourism Office, 2017

The Most Lucrative States

While market volume is an important indicator of market significance there are also other factors to take into consideration. Tourism Intelligence International analyzed a number of key indicators in determining the most lucrative states overall. These indicators included population size, outbound travel, income per capita, average household income, and employment rate. These indicators were combined to determine the most lucrative states.

Figure 5

Wealth Map of the United States



Source: WealthComplete, IXI Services, 2016

California has the greatest overseas travel potential. California has the largest population and the highest number of overseas travelers. The state ranks 5th and 6th in average income and per capita personal income, respectively. Although its unemployment rate is one of the highest, and higher than the national average, its overseas travel intensity ranks 6th at 18%.

New York is the second most lucrative state for overseas travel. New York produces the 2nd highest number of overseas travelers, has the 3rd largest population and ranks 4th in per capita personal income. New York's unemployment rate is the 4th lowest and below the national average. It ranks 2nd in overseas travel intensity at 27%.

New Jersey is the third most lucrative state for overseas travel. New Jersey ranks 1st in average income, 3rd in per capita personal income, 7th in unemployment and has an overseas travel intensity of 21%, the 4th highest among the states.

Massachusetts has the fourth greatest overseas travel potential. The state ranks 1st in per capita personal income, 6th in unemployment and has the 3rd highest overseas travel intensity of 24%.