

An aerial photograph of a coastal city, likely Miami Beach, featuring a wide sandy beach, turquoise ocean waves, a prominent Ferris wheel, and several high-rise buildings under a blue sky with scattered clouds. The text 'Brand USA Market Intelligence Insights Webinar' is overlaid in large white font on the left side of the image.

# Brand USA Market Intelligence Insights Webinar

November 28<sup>th</sup>, 2023





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Senior Director, Research & Analytics



# Methodology

- Quantitative study about international/intercontinental travel behaviors, motivations, and destination perceptions
- Data collection in Partnership with MMGY Travel Intelligence (Online survey)
- Fieldwork: August 2 – September 15, 2023
- 25 countries
- 25,219 responses (~1,000 per market)
- Base criteria:
  - Age: 20-64 years old
  - Active international leisure travelers (traveled since 2021) planning to travel intercontinentally in the next two years

# Markets

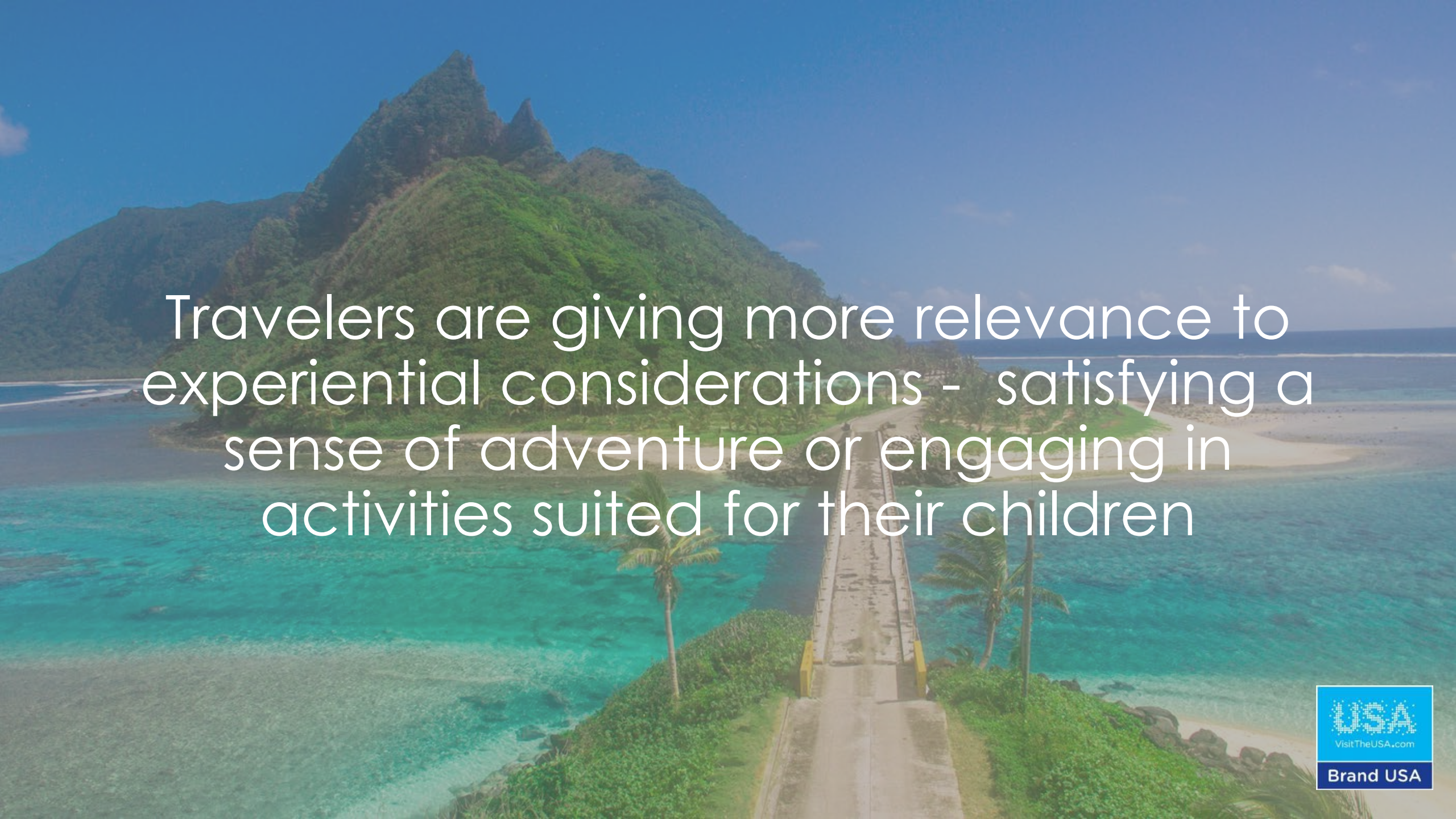
- Argentina
- Australia
- Belgium
- Brazil
- Canada
- China
- Chile
- Colombia
- Denmark
- Ecuador
- France
- Germany
- India
- Ireland
- Italy
- Japan
- Mexico
- Netherlands
- New Zealand
- Norway
- Peru
- South Korea
- Spain
- Sweden
- United Kingdom

# Findings

# International General Destination Preferences

USA  
VisitTheUSA.com

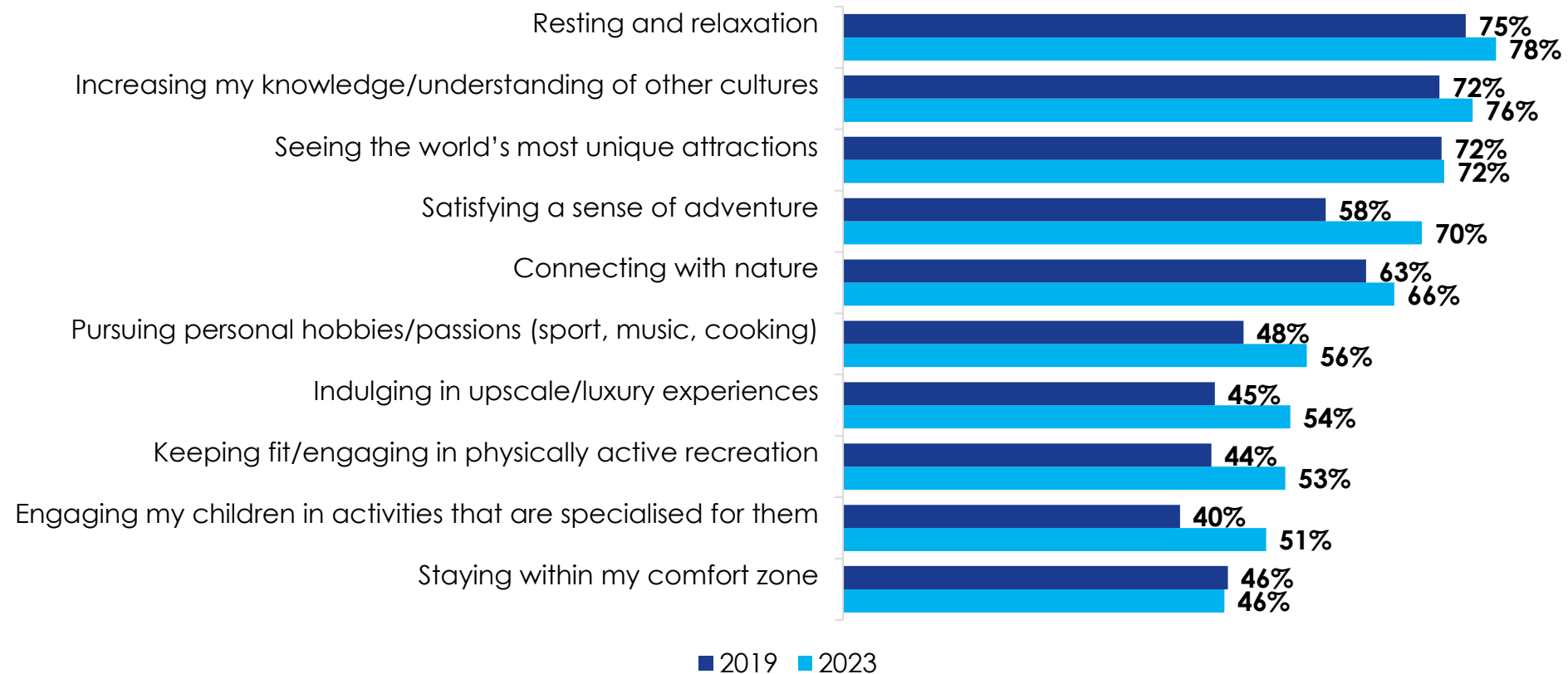
Brand USA



Travelers are giving more relevance to experiential considerations - satisfying a sense of adventure or engaging in activities suited for their children

# International Leisure Trip: Importance of Personal Considerations

% Important or Extremely Important



Q: Please indicate how important each of the following personal considerations generally are to you when deciding where to go on an international overnight leisure trip. Please select a number from 1 (= not at all important/not applicable) to 5 (= extremely important)

Base: All respondents, (2019 N= 17,343) (2023 N=25,219)

Source: Brand USA Market Intelligence Survey

# International Leisure Trip: Importance of Personal Considerations

(PPT change from 2019)



Q: Please indicate how important each of the following personal considerations generally are to you when deciding where to go on an international overnight leisure trip. Please select a number from 1 (= not at all important/not applicable) to 5 (= extremely important)

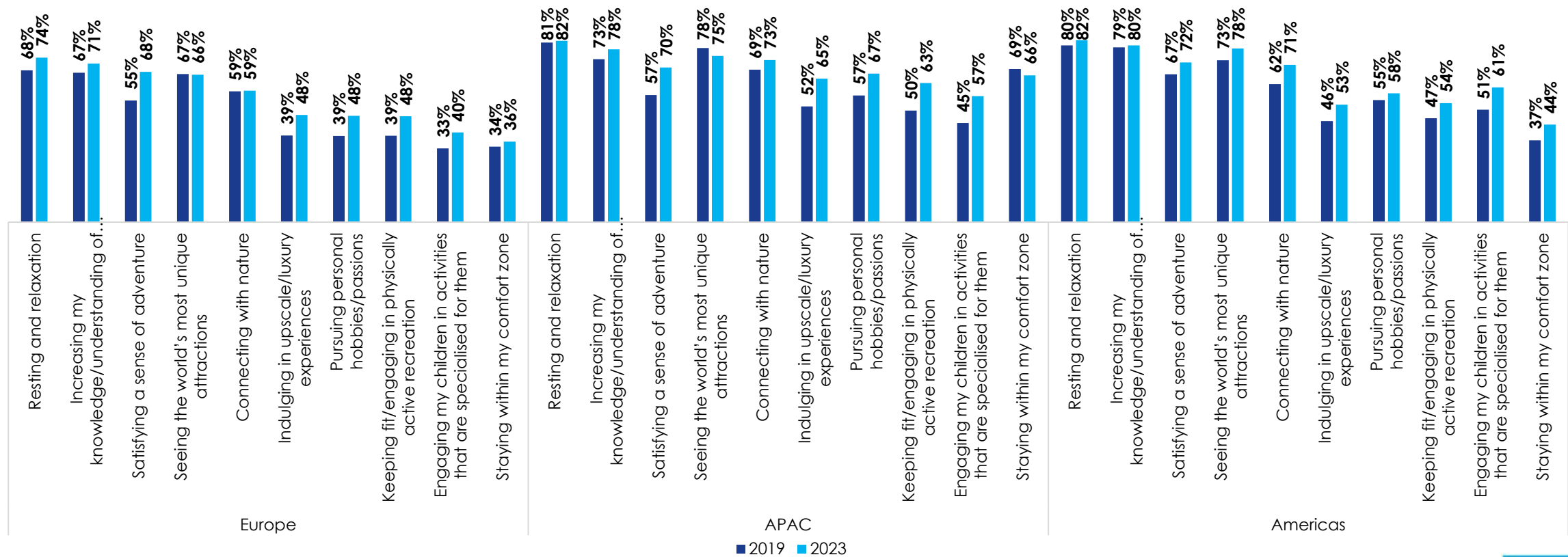
Base: All respondents, (2019 N= 17,343) (2023 N=25,219)

Source: Brand USA Market Intelligence Survey

# BYE-BYE, COMFORT ZONE

# International Leisure Trip: Importance of Personal Considerations

% Important or Extremely Important



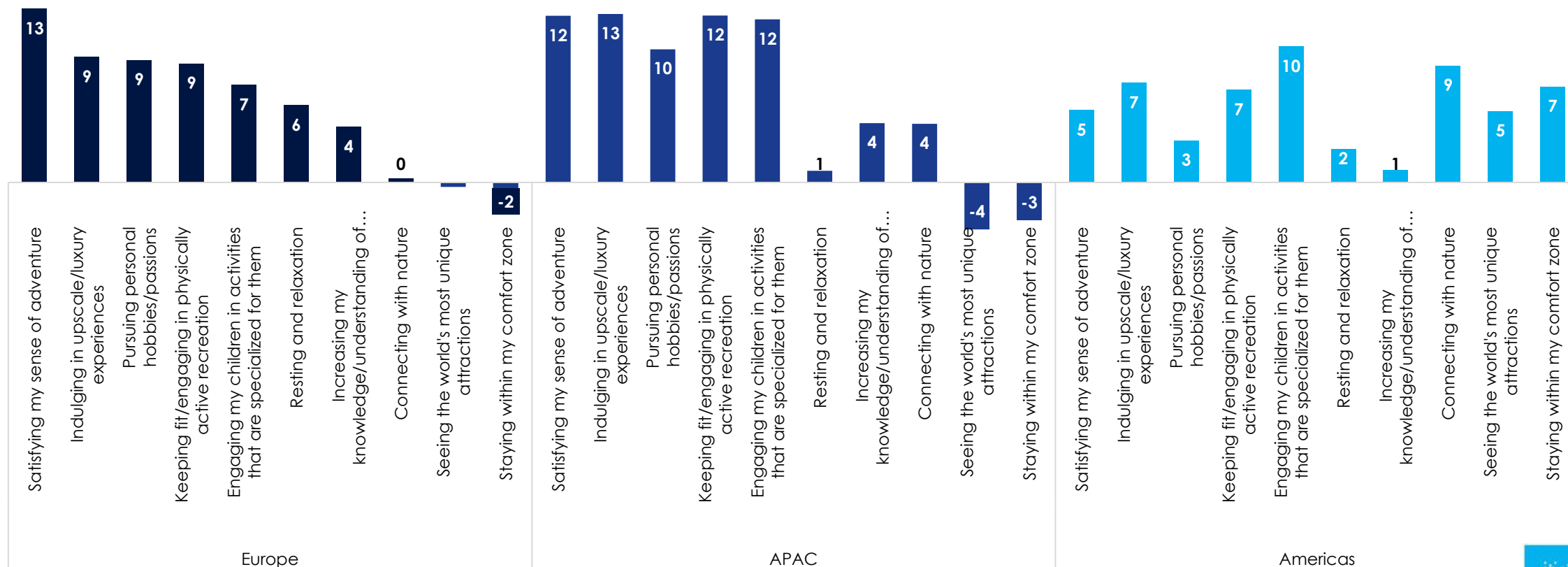
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# International Leisure Trip: Importance of Personal Considerations

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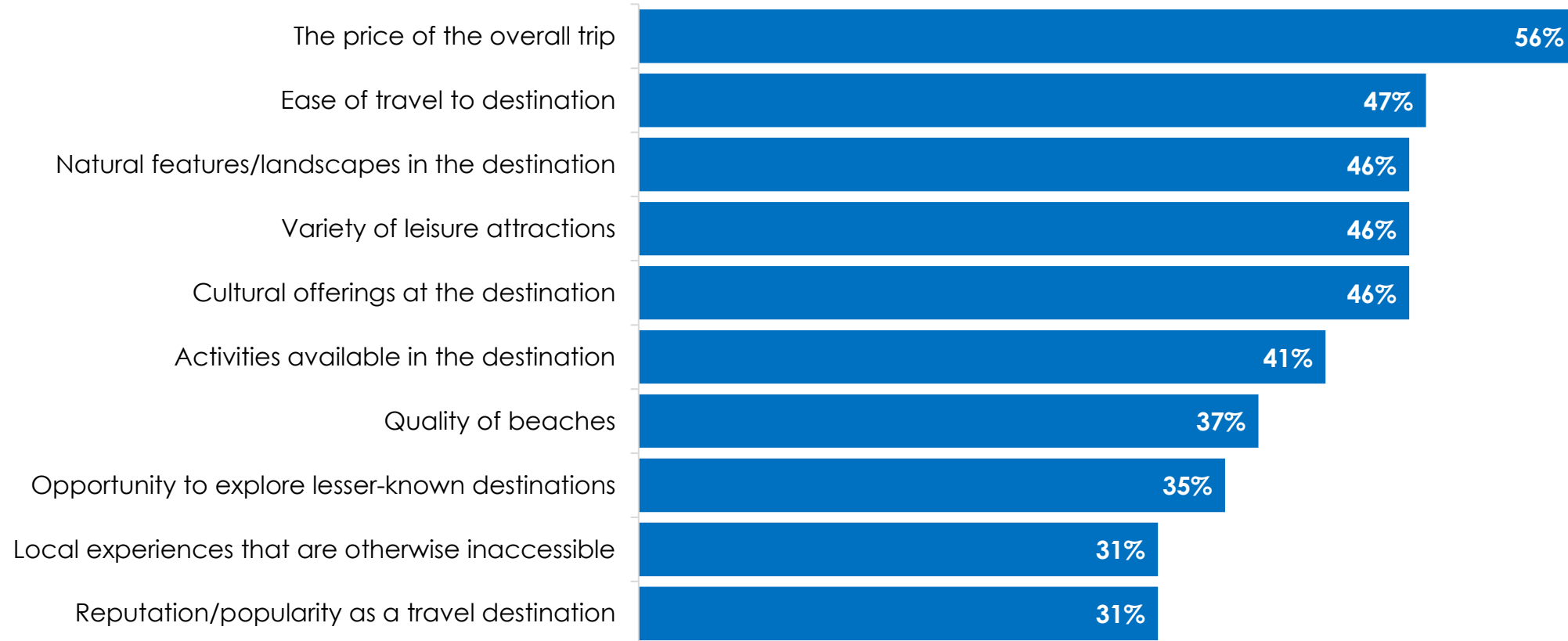


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Base: All respondents, (2019 N= 17,343) (2023 N=25,219)

Source: Brand USA Market Intelligence Survey

# International Leisure Trip: Top 10 Destination Considerations

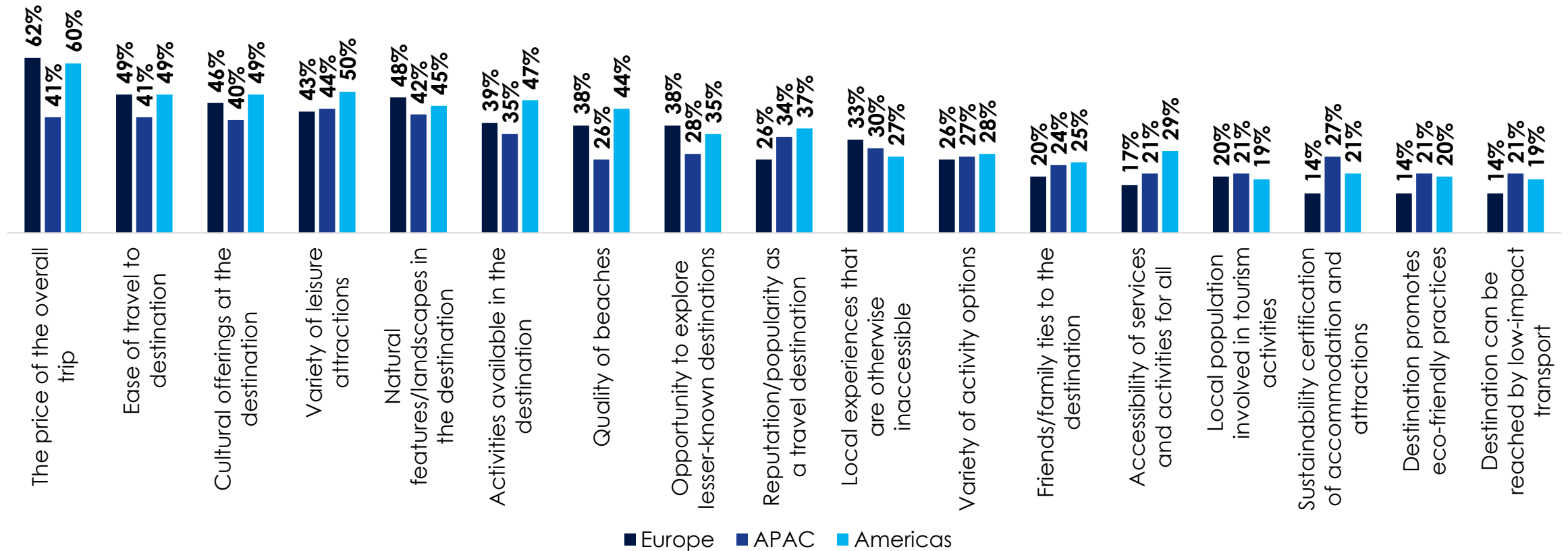


Q: When you choose to visit a destination for an international overnight leisure trip, which of the following are most important?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# International Leisure Trip: Top 10 Destination Considerations



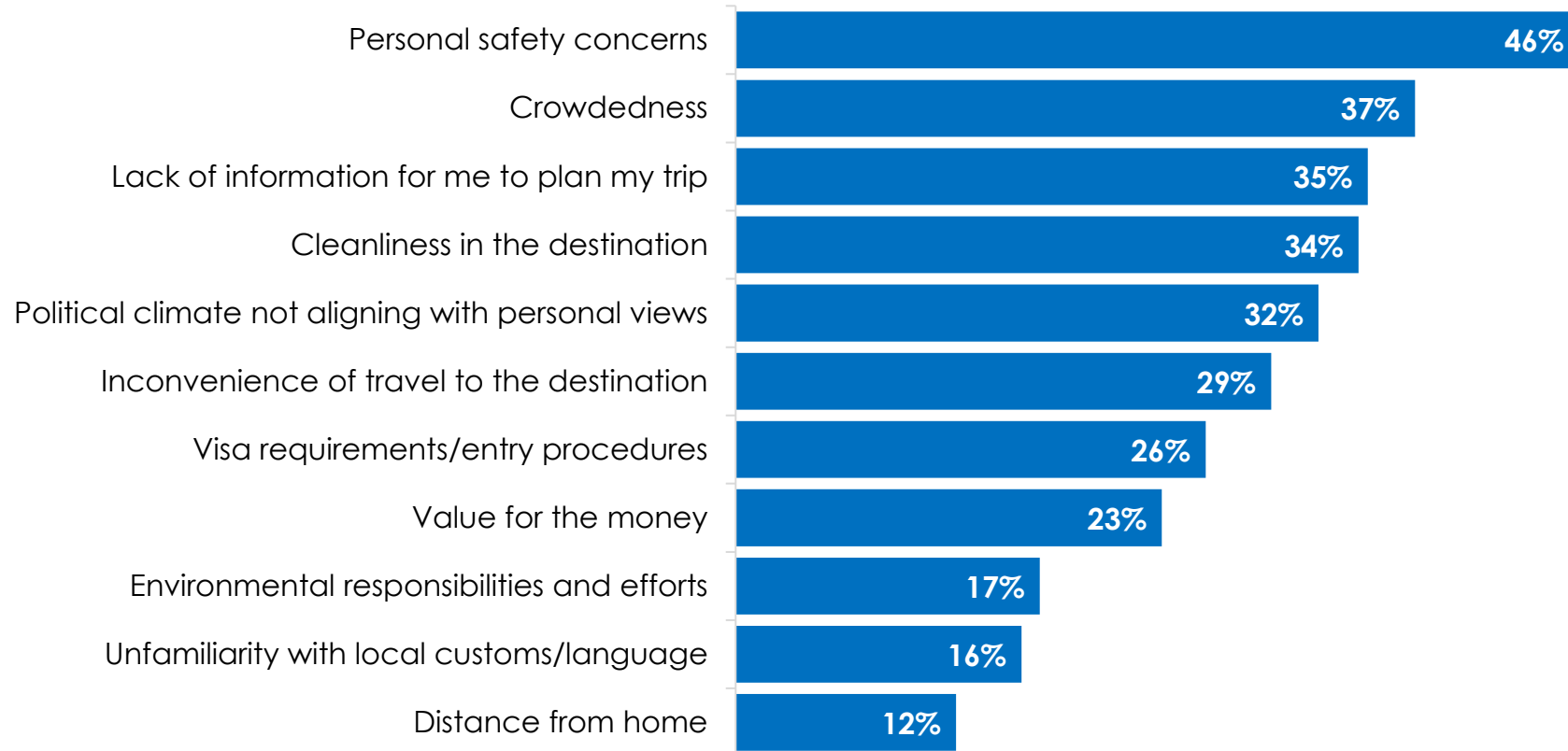
Q: When you choose to visit a destination for an international overnight leisure trip, which of the following are most important?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# International Leisure Trip: Discouraging Destination Characteristics

% Discouraging or Extremely Discouraging



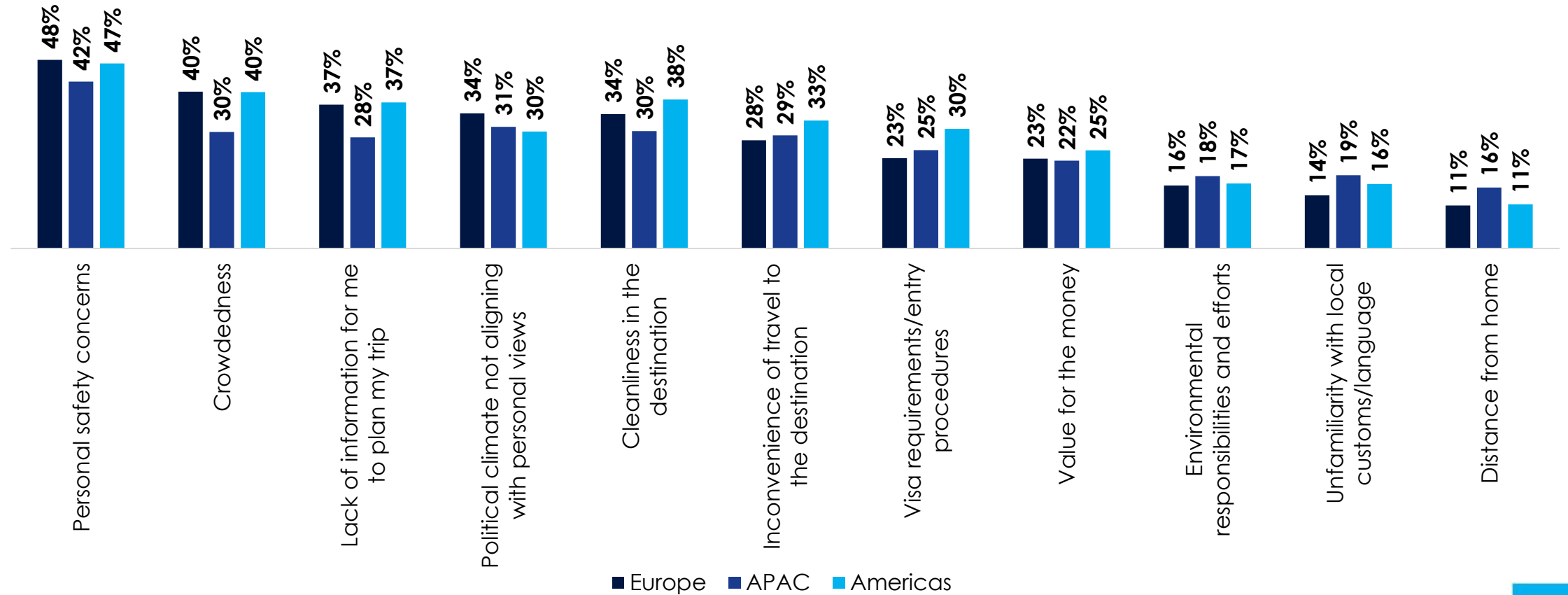
Q: When deciding on which country to visit for an international overnight leisure trip, please rate to what degree each of the following destination characteristics discourages you from visiting. Please select a number from 1 (extremely discouraging) to 5 (not at all discouraging).

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# International Leisure Trip: Discouraging Destination Characteristics

% Discouraging or Extremely Discouraging



Q: When deciding on which country to visit for an international overnight leisure trip, please rate to what degree each of the following destination characteristics discourages you from visiting. Please select a number from 1 (extremely discouraging) to 5 (not at all discouraging).

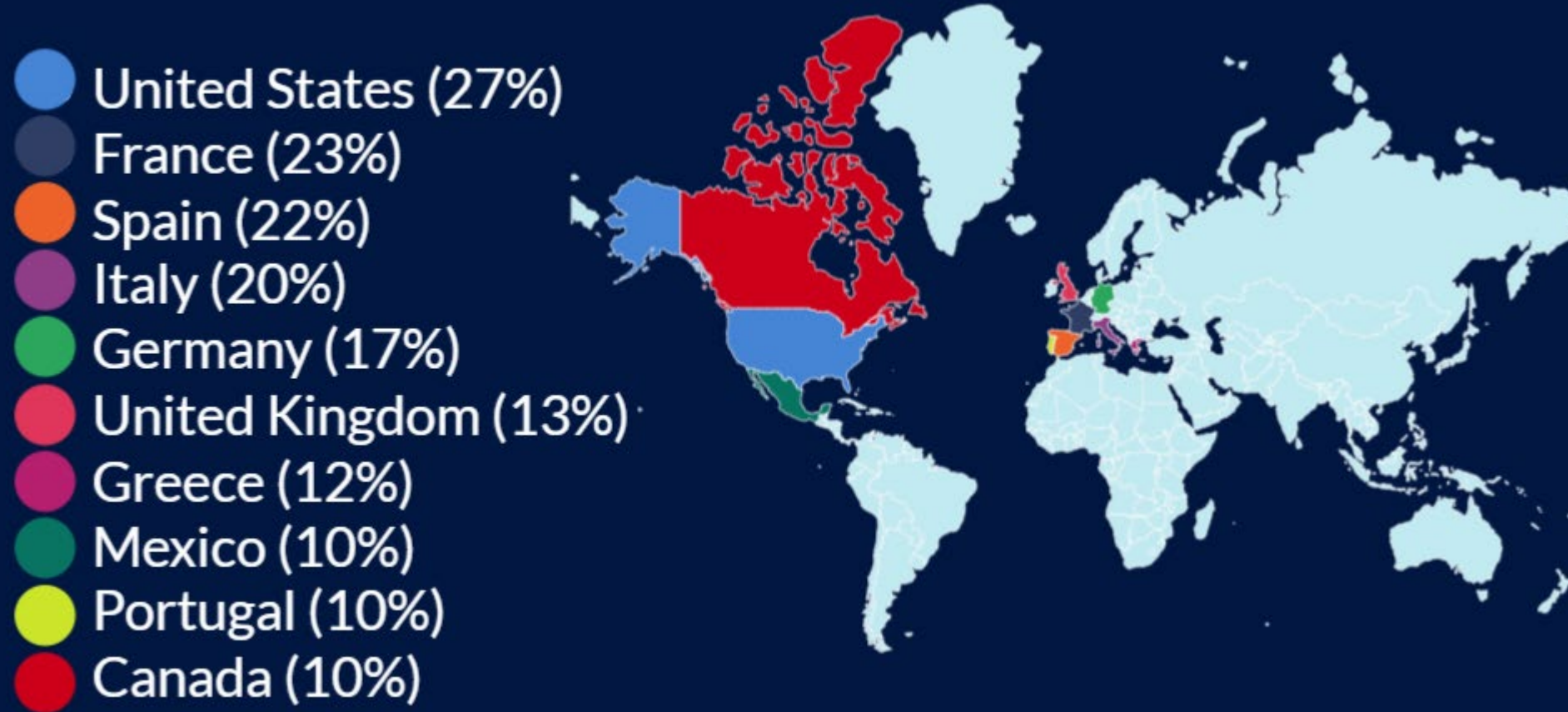
Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Past International Leisure Trip



# Top 10 Countries Visited in Past Two Years



Q: What countries have you visited during your international overnight leisure trip(s) taken since June 2021?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Top 10 Countries Visited in Past Two Years

| Europe               |            |
|----------------------|------------|
| Country              | % Visited  |
| Spain                | 28%        |
| France               | 27%        |
| Italy                | 24%        |
| Germany              | 21%        |
| <b>United States</b> | <b>20%</b> |
| Greece               | 17%        |
| United Kingdom       | 16%        |
| Portugal             | 13%        |
| Turkey               | 10%        |
| Canada               | 7%         |

| Asia Pacific (APAC)  |            |
|----------------------|------------|
| Country              | % Visited  |
| <b>United States</b> | <b>24%</b> |
| France               | 23%        |
| Germany              | 20%        |
| Japan                | 17%        |
| Australia            | 17%        |
| Italy                | 17%        |
| Canada               | 16%        |
| United Kingdom       | 15%        |
| Singapore            | 14%        |
| Mexico               | 9%         |

| Americas             |            |
|----------------------|------------|
| Country              | % Visited  |
| <b>United States</b> | <b>39%</b> |
| Spain                | 25%        |
| France               | 17%        |
| Mexico               | 17%        |
| Italy                | 16%        |
| Brazil               | 12%        |
| Argentina            | 12%        |
| Germany              | 10%        |
| Canada               | 9%         |
| Colombia             | 9%         |

Q: What countries have you visited during your international overnight leisure trip(s) taken since June 2021?

Base: All respondents, N=25,219

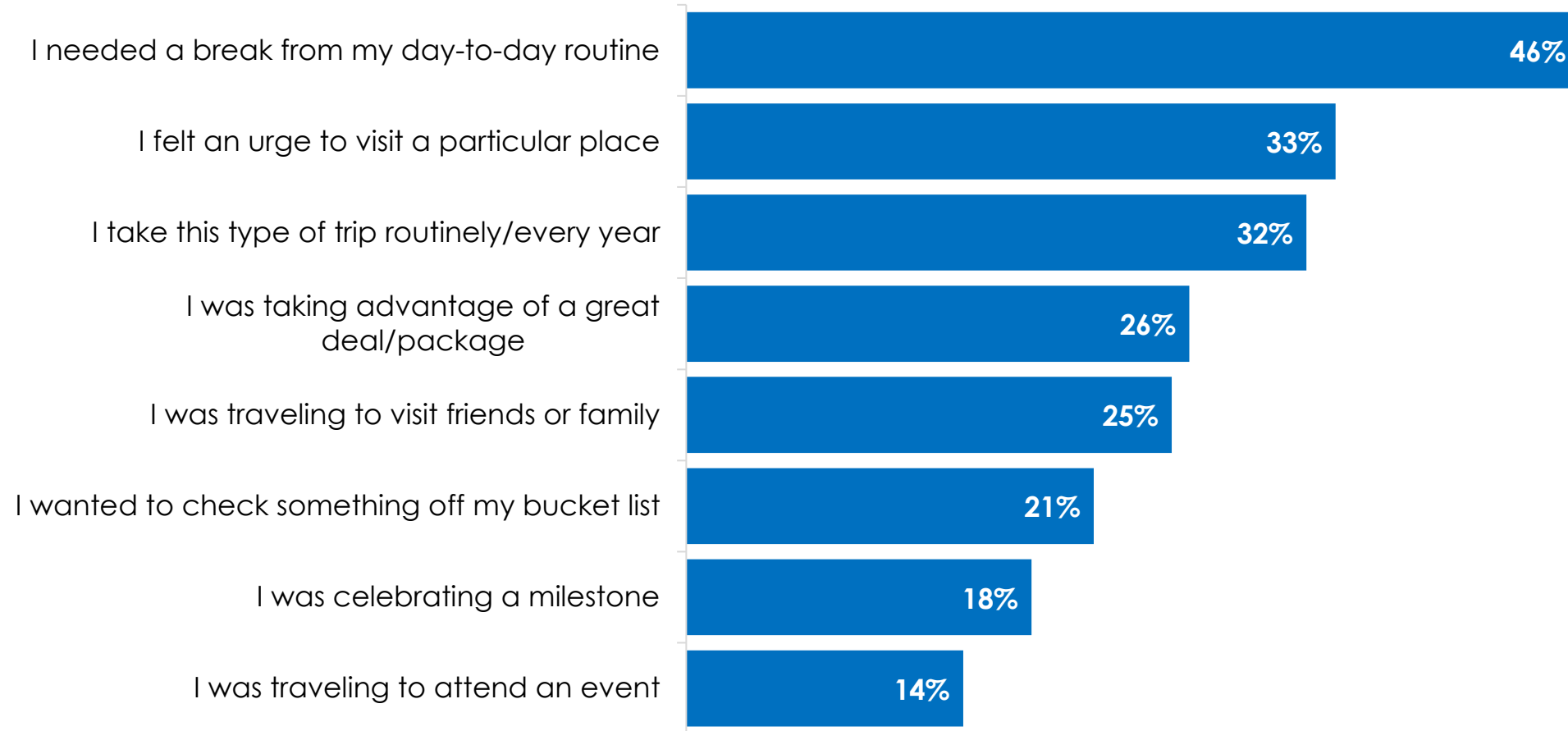
Source: Brand USA Market Intelligence Survey, September 2023

# Most Recent International Leisure Trip in past two years



46%  
Travel to break  
free from daily  
routines

# Last International Leisure Trip: Reasons



Q: Which of the following best describes what prompted you to take your most recent international overnight leisure trip?

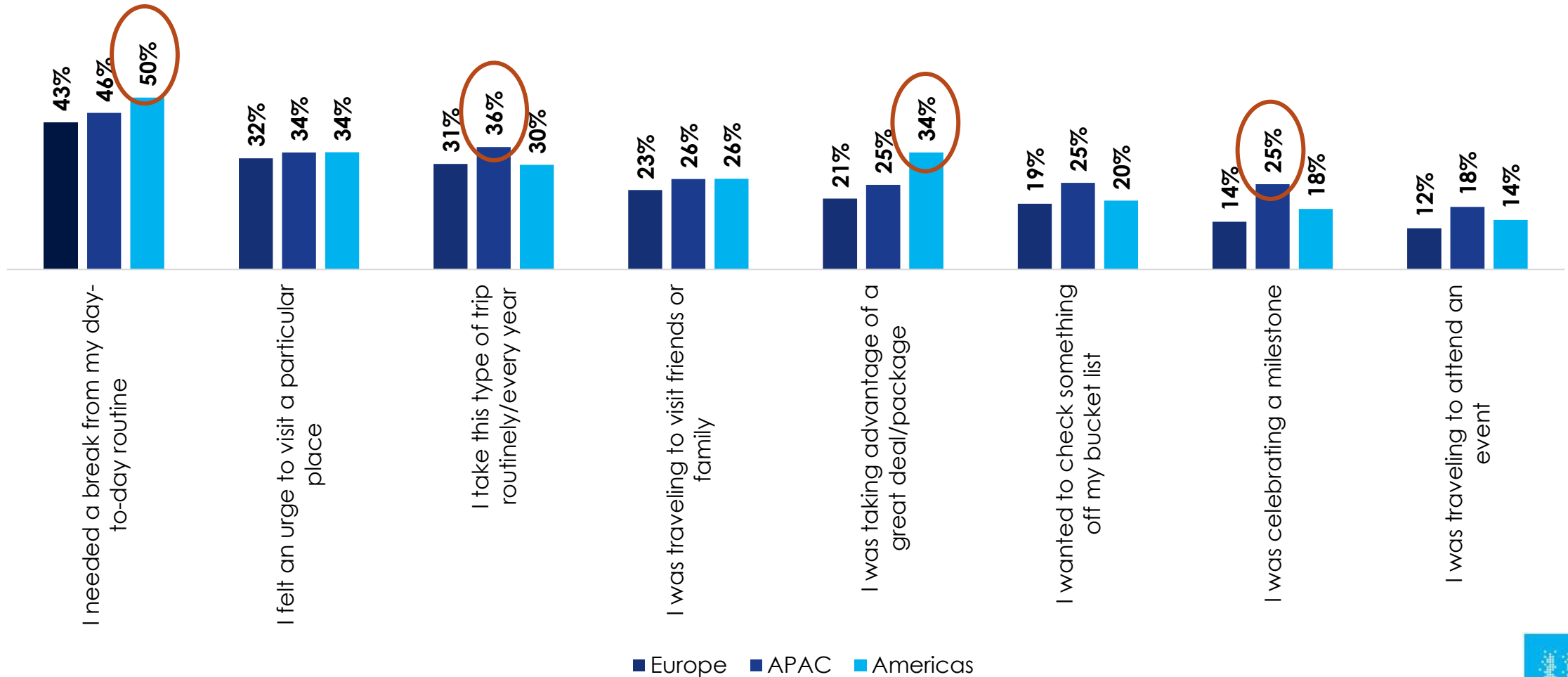
Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023



**1 in 3**  
**International**  
**travelers from**  
**the Americas**  
**took advantage**  
**of a travel deal**

# Last International Leisure Trip: Reasons



Q: Which of the following best describes what prompted you to take your most recent international overnight leisure trip?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Last International Leisure Trip: Primary Motivations

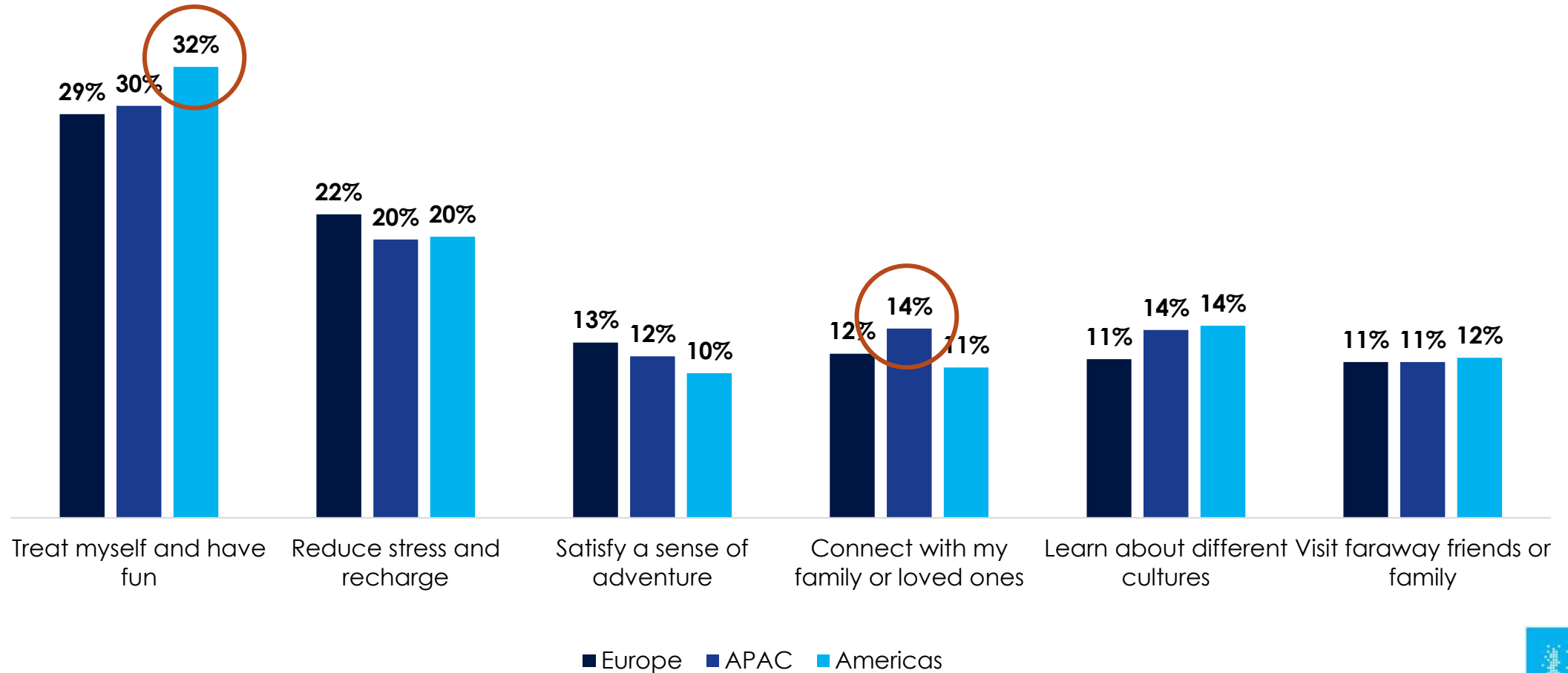


Q: What was the main motivation for your most recent international overnight leisure trip?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Last International Leisure Trip: Primary Motivations



Q: What was the main motivation for your most recent international overnight leisure trip?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

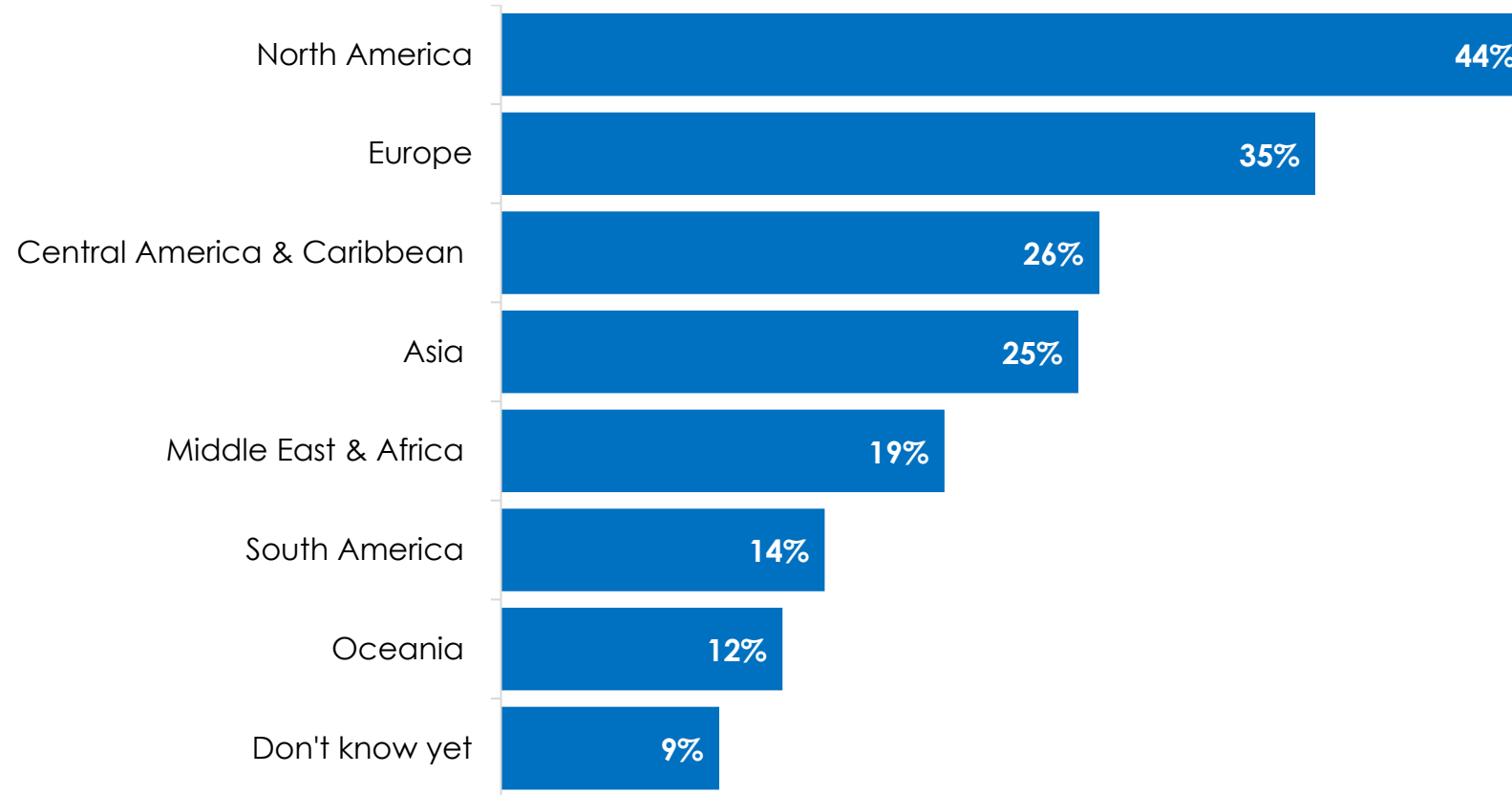
A large commercial airplane is positioned on a runway at night, viewed from the front. The runway is illuminated by ground lights, and the city skyline of Charlotte, North Carolina, is visible in the background under a dark sky with some clouds. The text "Next Intercontinental Leisure Trip" is overlaid in the center of the image.

# Next Intercontinental Leisure Trip

USA  
VisitTheUSA.com

Brand USA

# Next Intercontinental Leisure Trip: Regions



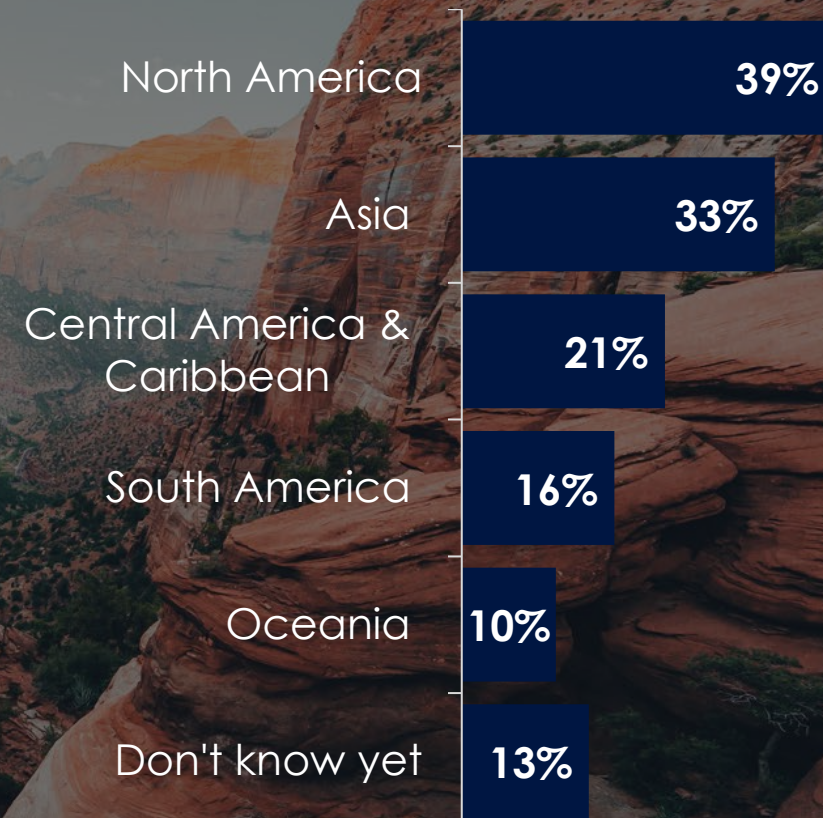
Q: What country(ies) will you likely visit during your next Intercontinental/International\* overnight leisure trip in the next 12 months?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

# Nearly 40% of Europeans are likely to visit North America next year



Q: What country(ies) will you likely visit during your next Intercontinental overnight leisure trip in the next 12 months?

Base: All European respondents, N=11,099

Source: Brand USA Market Intelligence Survey, September 2023

# Two-thirds of Asia-Pacific travelers are likely to visit Europe in next 12 Months



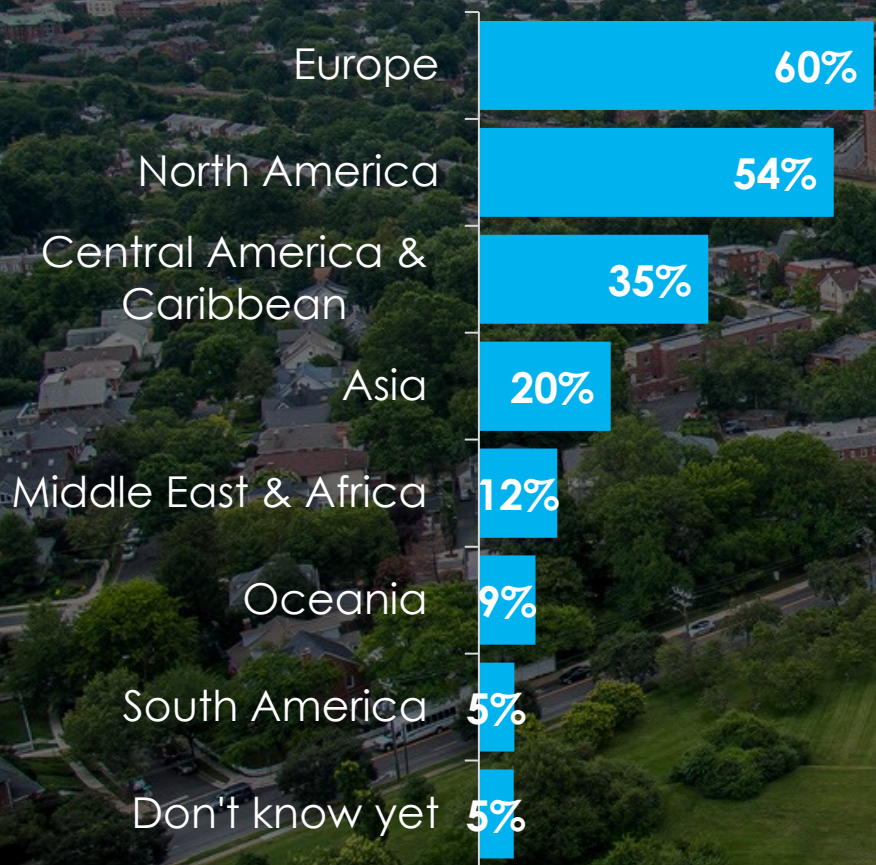
Q: What country(ies) will you likely visit during your next intercontinental overnight leisure trip in the next 12 months?

Base: All Asia-Pacific respondents, N=6,045

Source: Brand USA Market Intelligence Survey, September 2023



# 60% of Americas travelers are likely to visit Europe in next 12 Months



Q: What country(ies) will you likely visit during your next Intercontinental/International\* overnight leisure trip in the next 12 months?

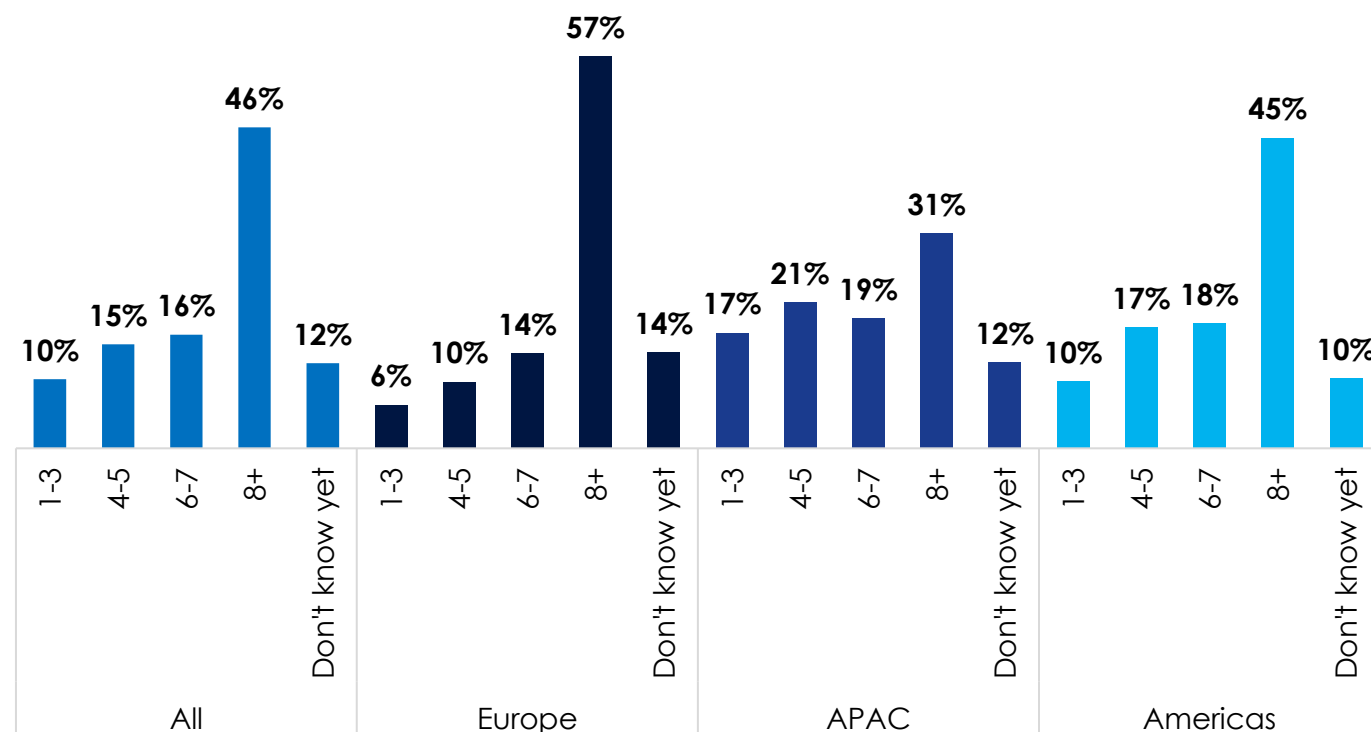
Base: All Americas respondents, N=8,075

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

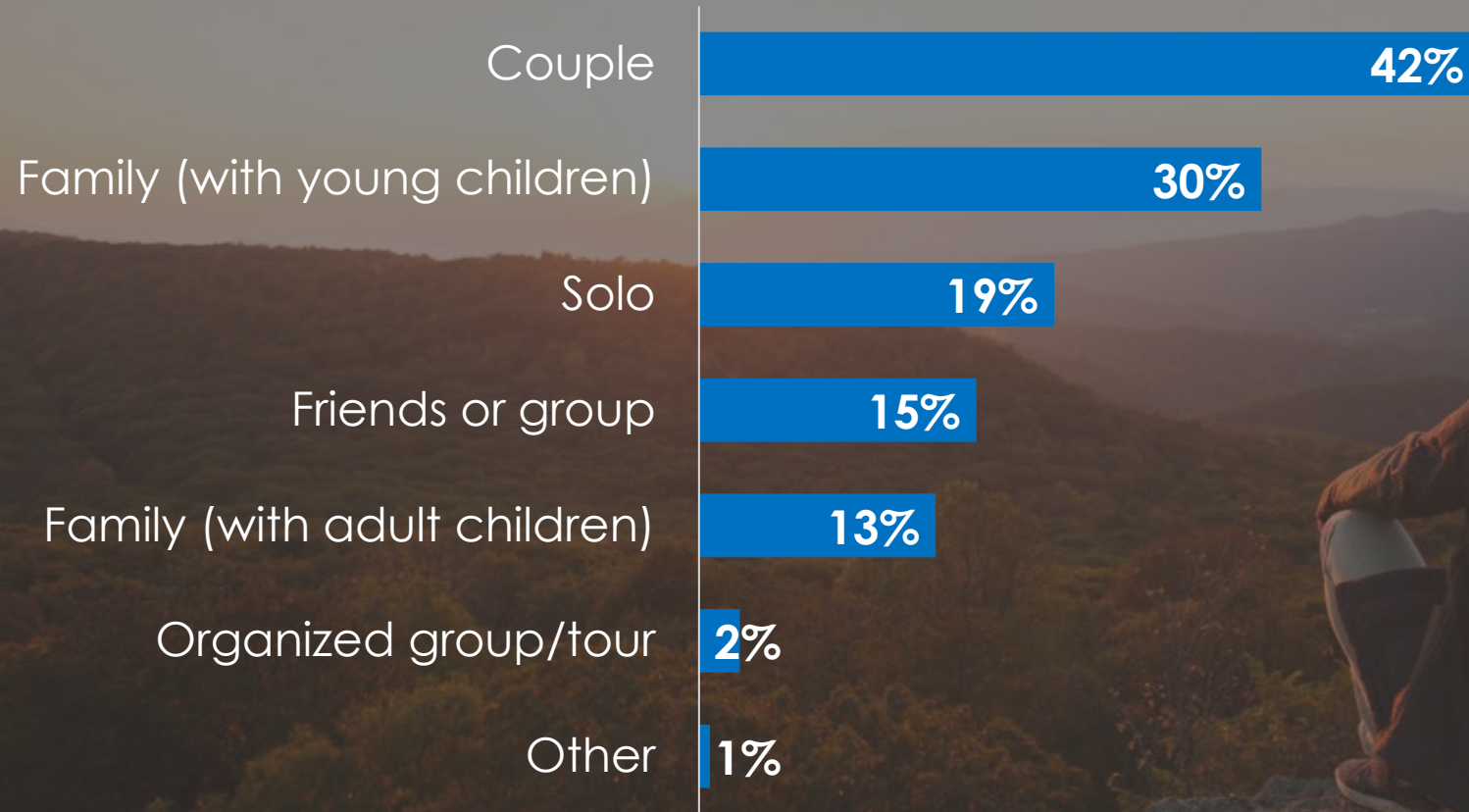
8 nights -  
median  
overnight  
stay

# Next Intercontinental Leisure Trip: Length of Stay



Q: How long will your next intercontinental/international\* overnight leisure trip likely be?  
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885  
Source: Brand USA Market Intelligence Survey, September 2023  
\* Canada and Mexico only

# Next Intercontinental Leisure Trip: Travel Party



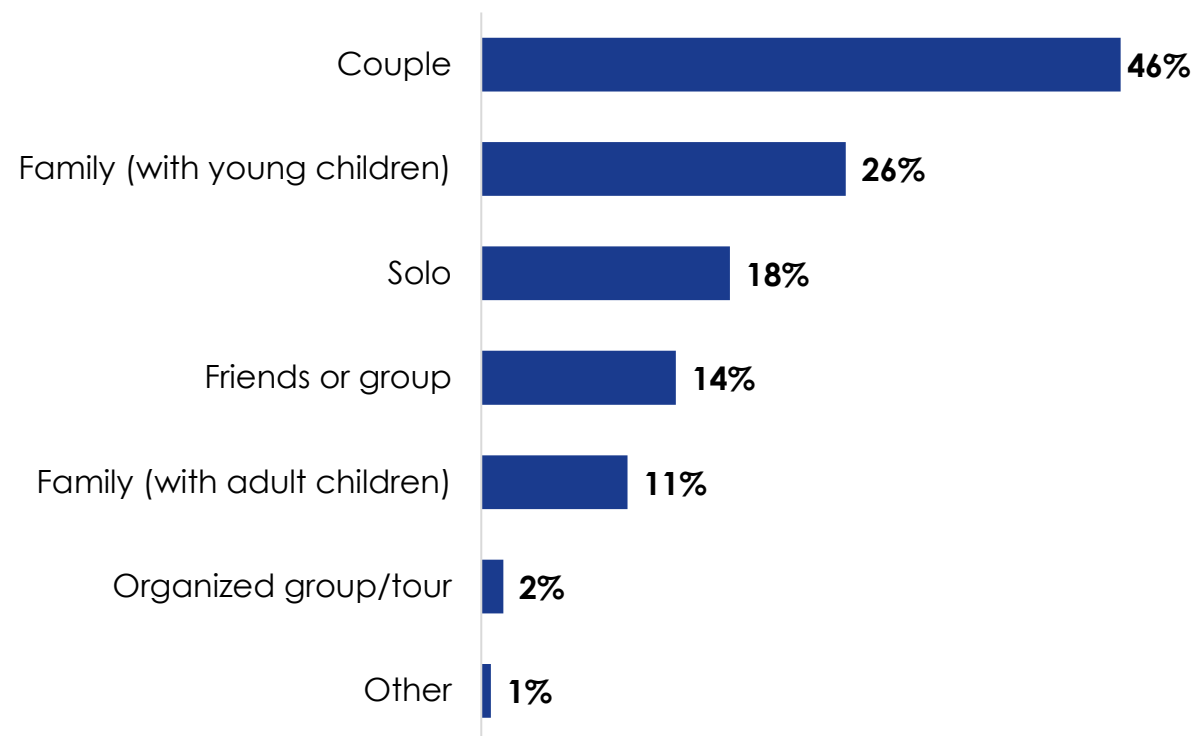
Q: Who will travel with you on your next intercontinental/international\* overnight leisure trip?

Base: Respondents likely to take an intercontinental overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

# Nearly 50% of Europeans will travel as a couple



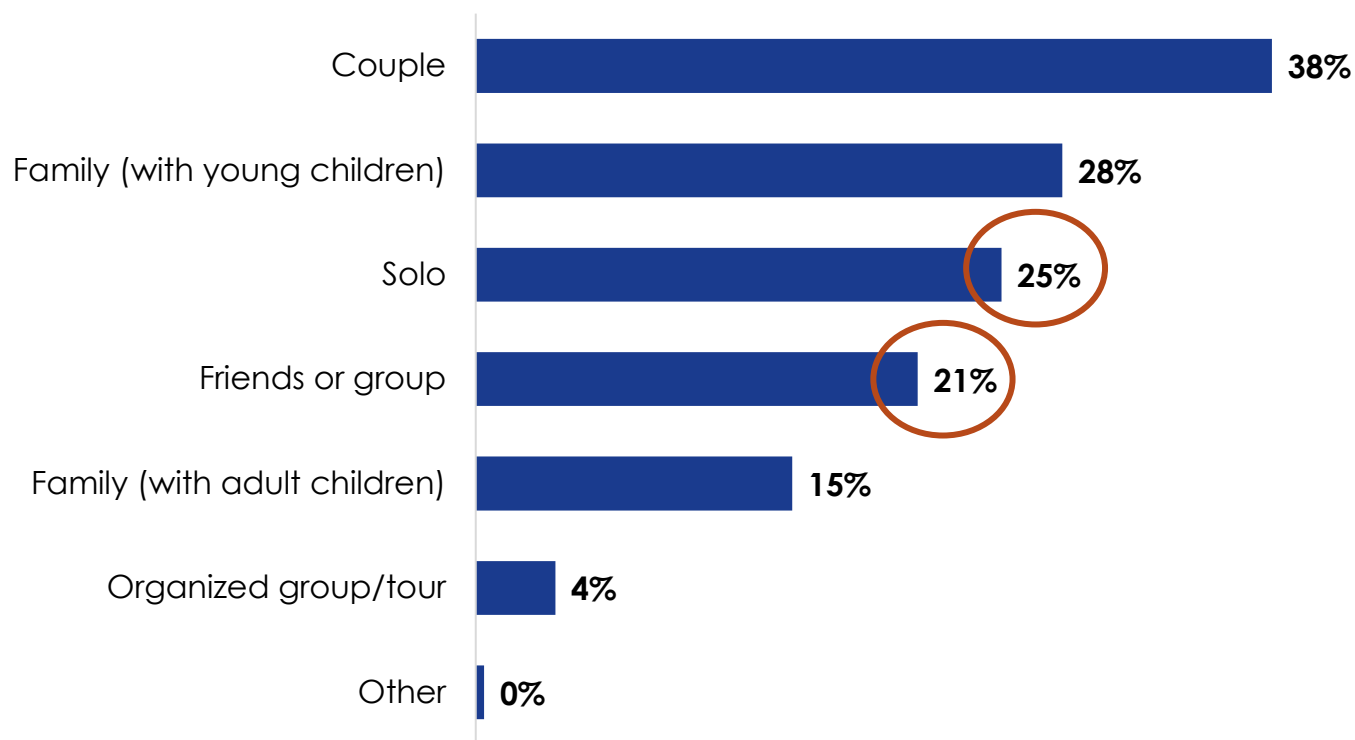
Q: Who will travel with you on your next intercontinental overnight leisure trip?

Base: European respondents likely to take an intercontinental overnight leisure trip in the next 12 months, N=9,616

Source: Brand USA Market Intelligence Survey, September 2023



# 1 in 4 Asia-Pacific travelers are considering solo trips



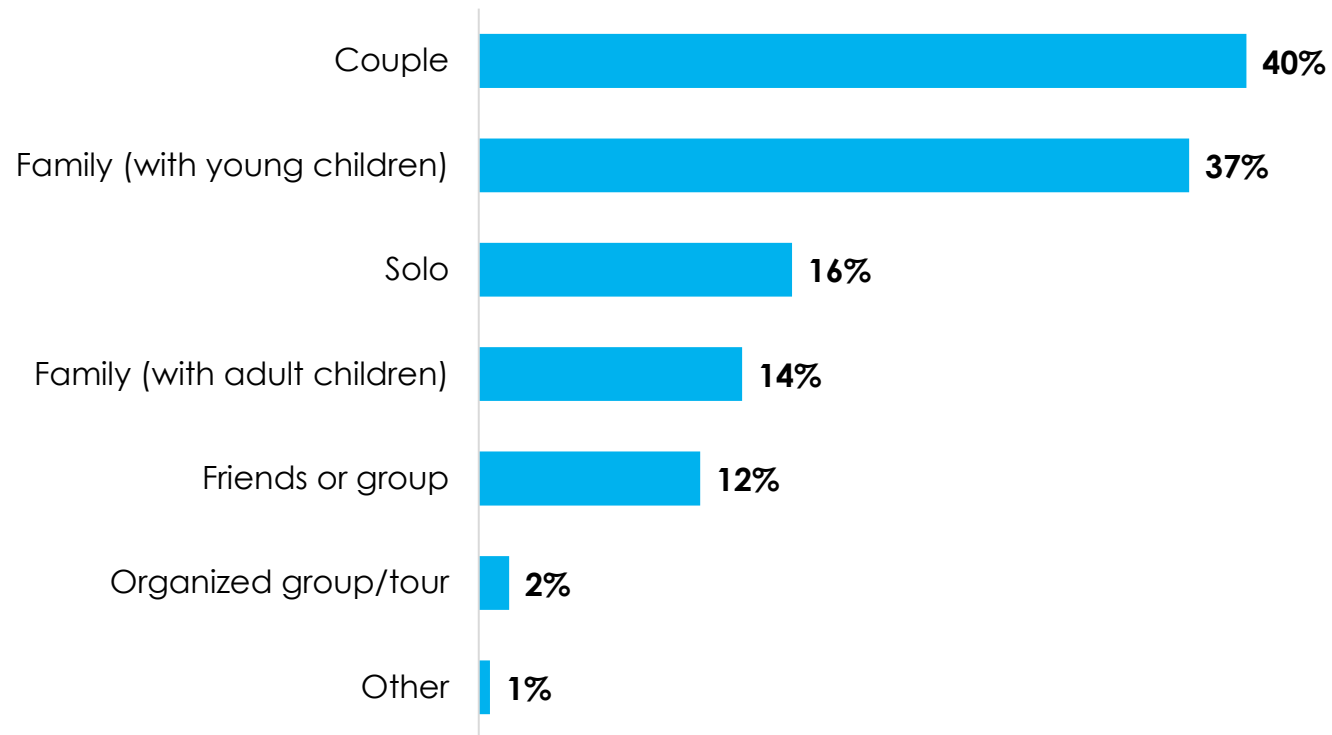
Q: Who will travel with you on your next intercontinental overnight leisure trip?

Base: Asia-Pacific respondents likely to take an intercontinental overnight leisure trip in the next 12 months, N=5,624

Source: Brand USA Market Intelligence Survey, September 2023



# Close to 40% of travelers from the Americas will travel with young children



Q: Who will travel with you on your next intercontinental/International\* overnight leisure trip?

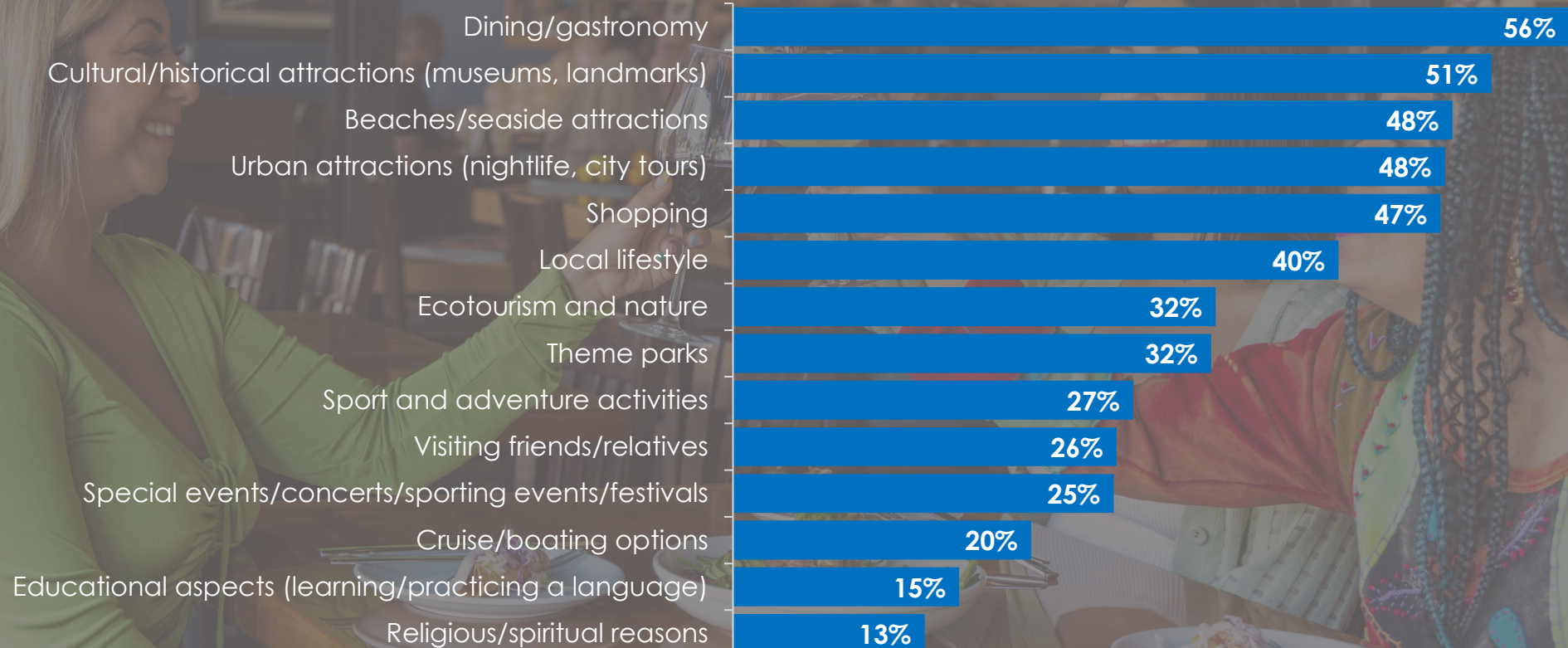
Base: Americas respondents likely to take an intercontinental overnight leisure trip in the next 12 months, N=7,645

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only



# Next Intercontinental Leisure Trip: Activities



Q: What is the purpose of visiting your next intercontinental/international\* overnight leisure destination?

Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

USA  
VisitTheUSA.com

Brand USA

# Next Intercontinental Leisure Trip: Activities

|                                                      | All | Europe     | APAC       | Americas   |
|------------------------------------------------------|-----|------------|------------|------------|
| Dining/gastronomy                                    | 56% | <b>103</b> | 85         | <b>108</b> |
| Cultural/historical attractions (museums, landmarks) | 51% | <b>102</b> | 93         | <b>102</b> |
| Beaches/seaside attractions                          | 48% | <b>105</b> | 89         | <b>102</b> |
| Urban attractions (nightlife, city tours)            | 48% | 98         | 95         | <b>107</b> |
| Shopping                                             | 47% | 99         | 94         | <b>106</b> |
| Local lifestyle                                      | 40% | <b>109</b> | 93         | 94         |
| Ecotourism and nature                                | 32% | 87         | <b>108</b> | <b>110</b> |
| Theme parks                                          | 32% | 78         | <b>101</b> | <b>127</b> |
| Sport and adventure activities                       | 27% | <b>104</b> | 97         | 97         |
| Visiting friends/relatives                           | 26% | 95         | 95         | <b>110</b> |
| Special events/concerts/sporting events/festivals    | 25% | 85         | <b>115</b> | <b>109</b> |
| Cruise/boating options                               | 20% | 86         | <b>120</b> | <b>103</b> |
| Educational aspects                                  | 15% | 81         | <b>121</b> | <b>108</b> |
| Religious/spiritual reasons                          | 13% | 88         | <b>123</b> | 98         |

Note: Index numbers above 100 indicate higher participation rates than the overall average; index numbers below 100 indicate lower participation rates

Q: What is the purpose of visiting your next intercontinental/international\* overnight leisure destination? Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885 Source: Brand USA Market Intelligence Survey, September 2023

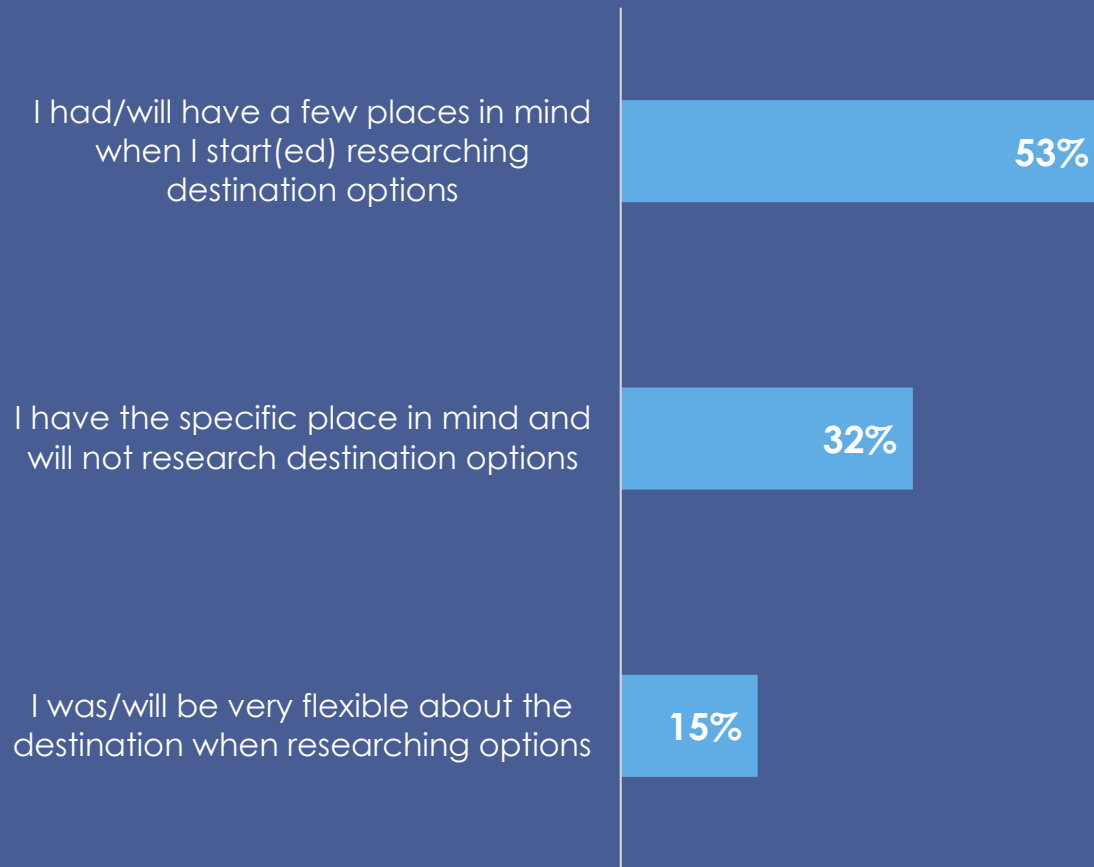
\*Canada and Mexico only





# Intercontinental Leisure Trip – Destination Research, Selection, and Booking

# Next Intercontinental Leisure Trip: Destination Selection



**Over 50% of  
travelers start with  
a short list of  
places when  
researching their  
next  
intercontinental  
leisure trip**

Q: Which of the following statements best describes the circumstances of your next intercontinental/international\* overnight leisure trip?

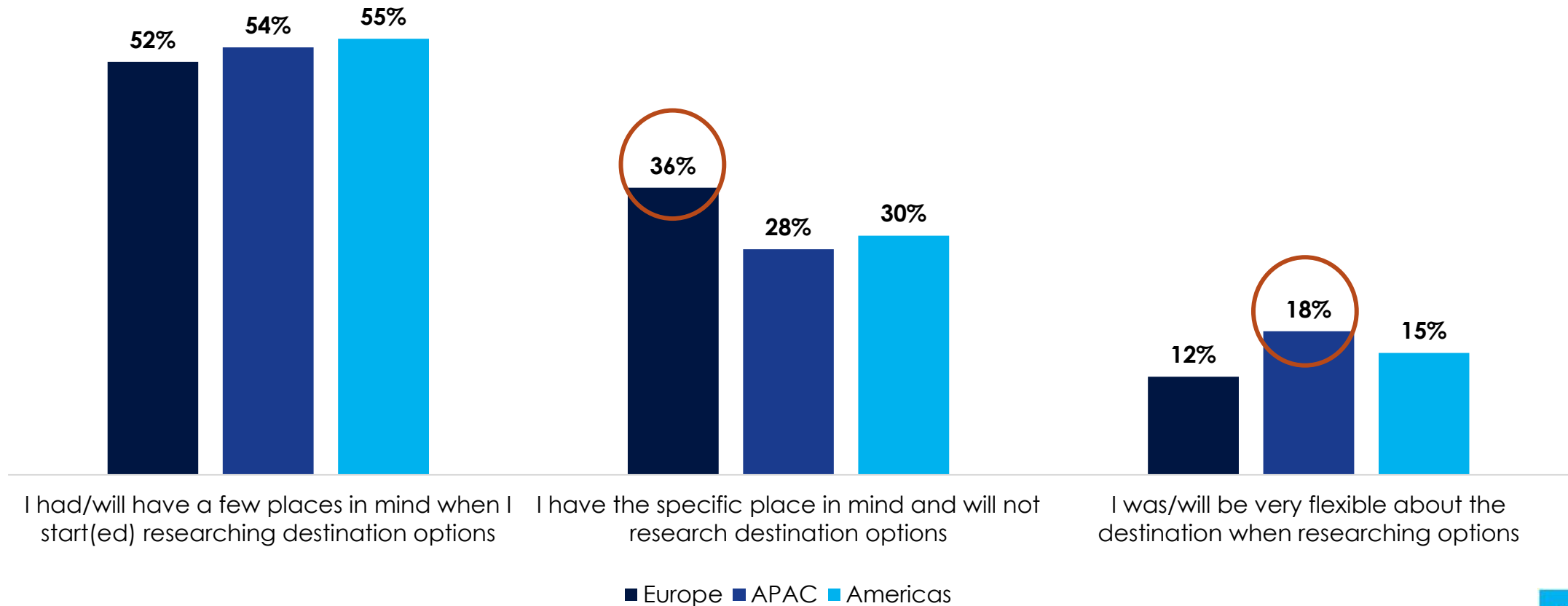
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only



# Next Intercontinental Leisure Trip: Destination Selection



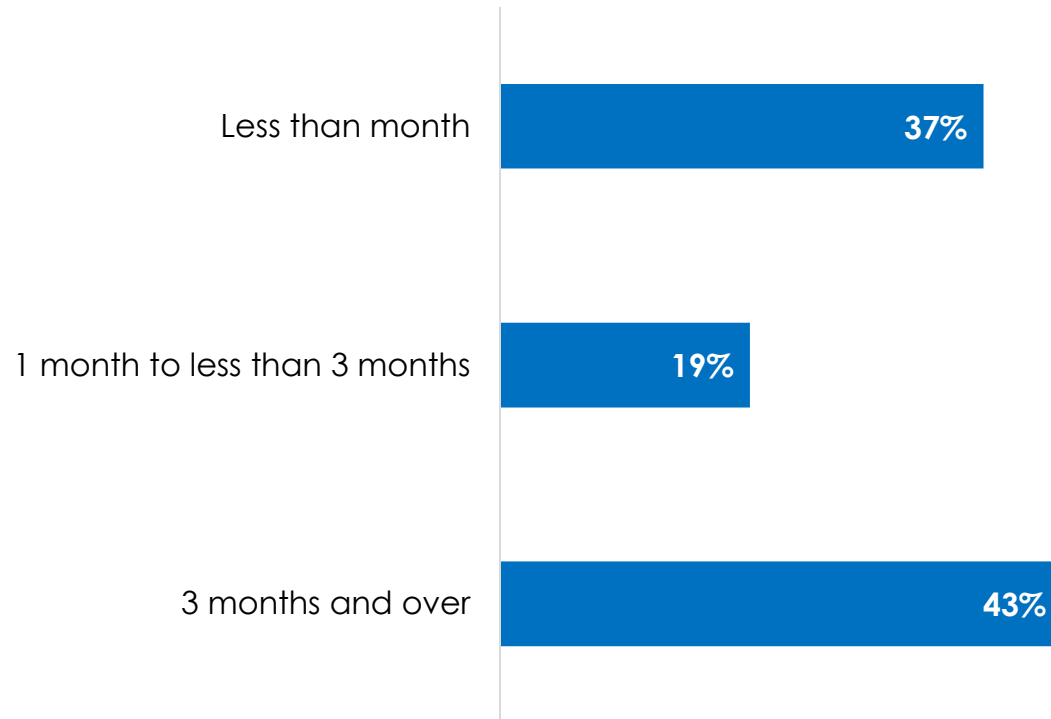
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Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

# Next Intercontinental Leisure Trip: Destination Selection Timing



Q: How far in advance of your departure date did/will you select the destination before your next intercontinental/international\* overnight leisure trip?

Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

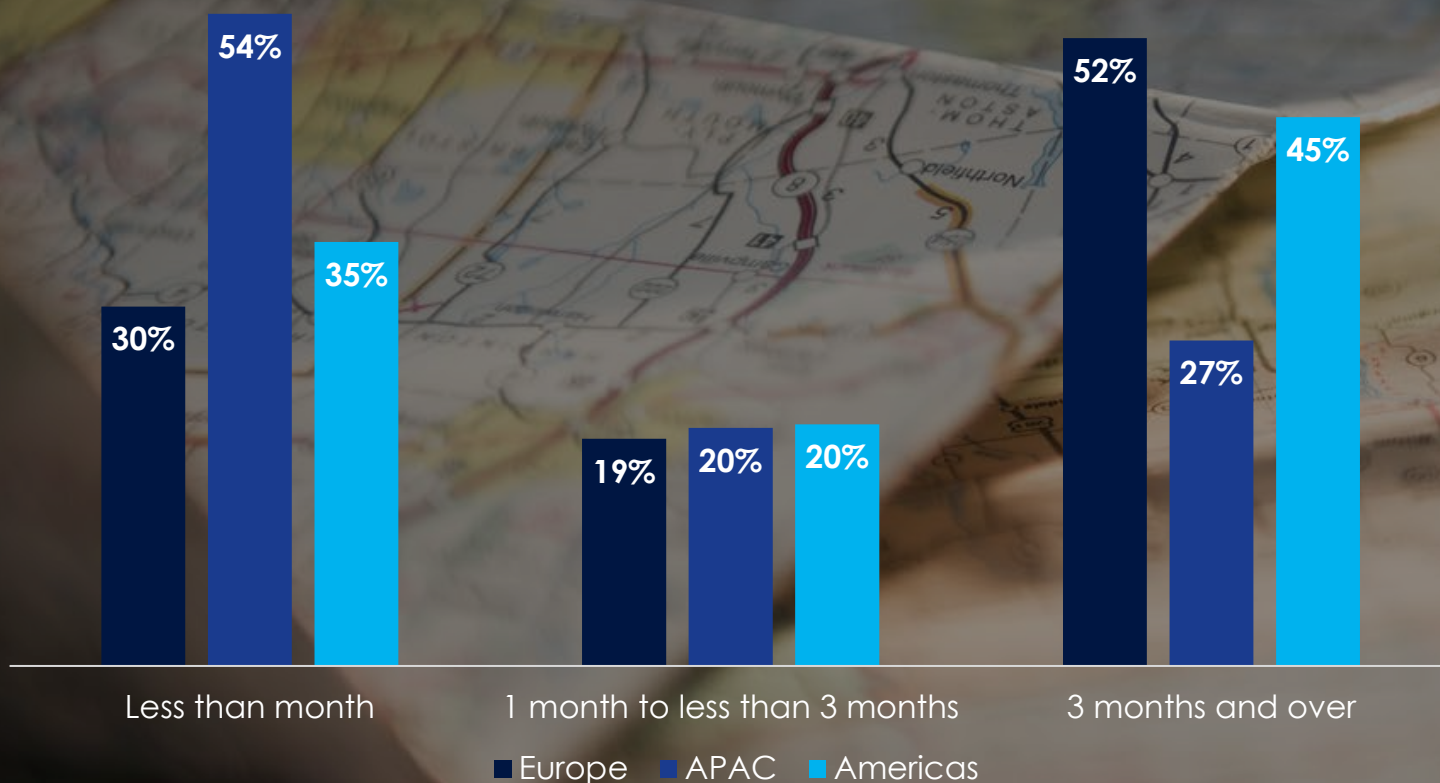
\*Canada and Mexico only

Close to  
40% decide  
where to go  
less than a  
month  
before their  
trip

USA  
VisitTheUSA.com

Brand USA

# Next Intercontinental Leisure Trip: Destination Selection Timing



**Most Asia-Pacific travelers make their destination selection less than a month before their trip**

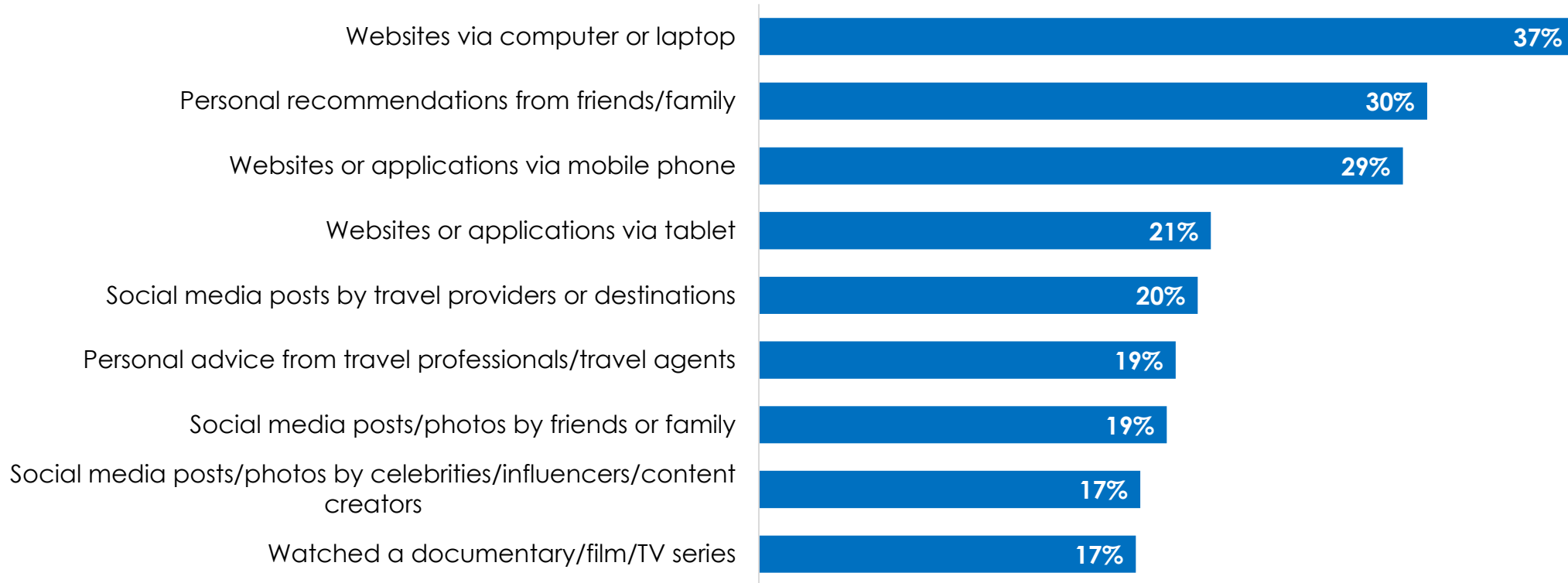
Q: How far in advance of your departure date did/will you select the destination before your next intercontinental/international\* overnight leisure trip?

Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

# Next Intercontinental Leisure Trip: Destination Selection Sources<sup>†</sup>



Q: For your next intercontinental/international\* overnight leisure trip, what sources of information did/will you use when....? SELECTING A DESTINATION

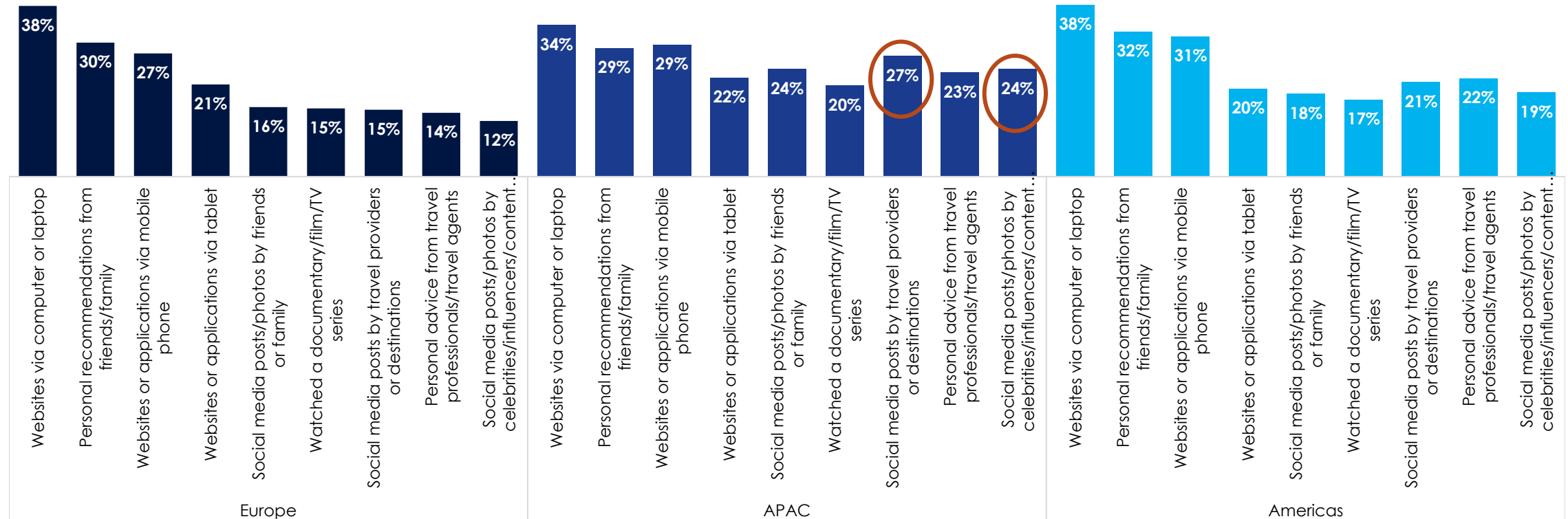
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

† Graph only reflects selected options

# Next Intercontinental Leisure Trip: Destination Selection Sources<sup>†</sup>



Q: For your next intercontinental/international\* overnight leisure trip, what sources of information did/will you use when....? SELECTION A DESTINATION

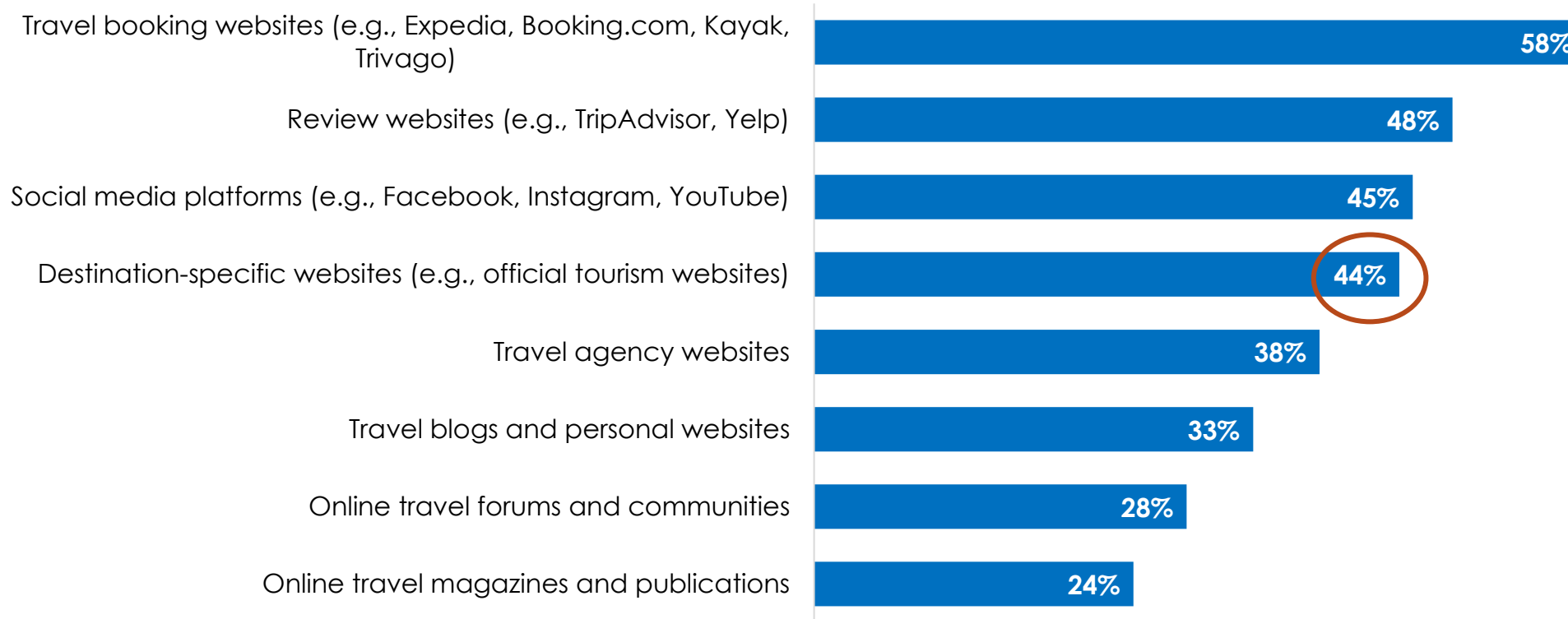
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

† Graph only reflects selected options

# Next Intercontinental Leisure Trip: Destination Selection Websites



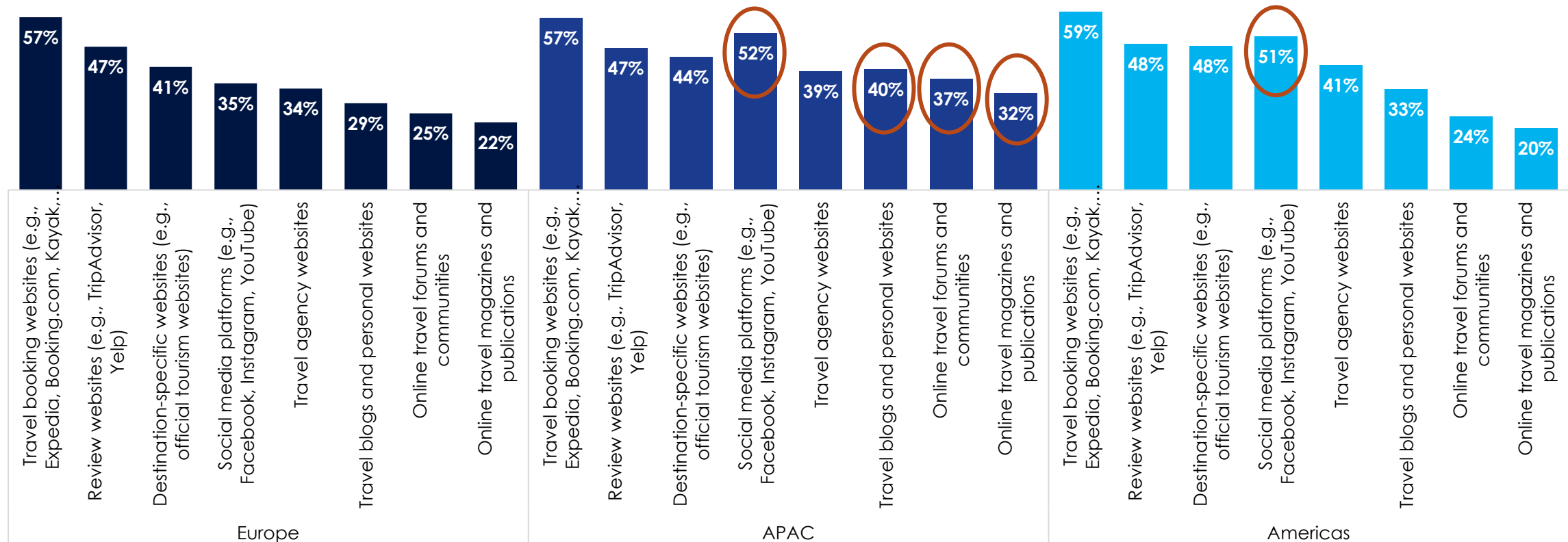
Q: What type(s) of websites did/will you use to select the destination for your next intercontinental/international\* overnight leisure trip?

Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months and used websites for destination selection, N=17,464

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

# Next Intercontinental Leisure Trip: Destination Selection Websites



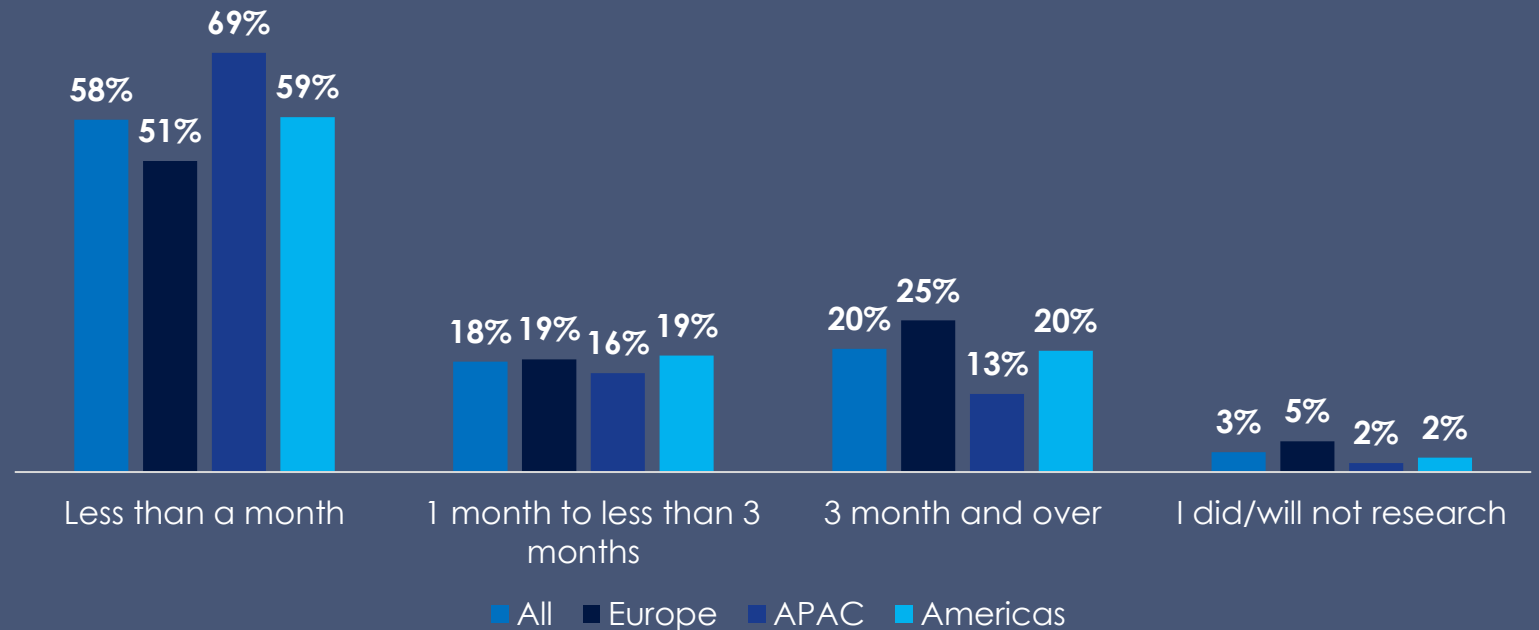
Q: What type(s) of websites did/will you use to select the destination for your next intercontinental/international\* overnight leisure trip?

Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months and used websites for destination selection, N=17,464 (Europe=7,287; APAC=4,201; Americas=5,976) Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

# Next Intercontinental Leisure Trip : Destination Research Timing

Majority of  
travelers spend  
less than a month  
researching  
destination  
information for  
their  
intercontinental  
leisure trip



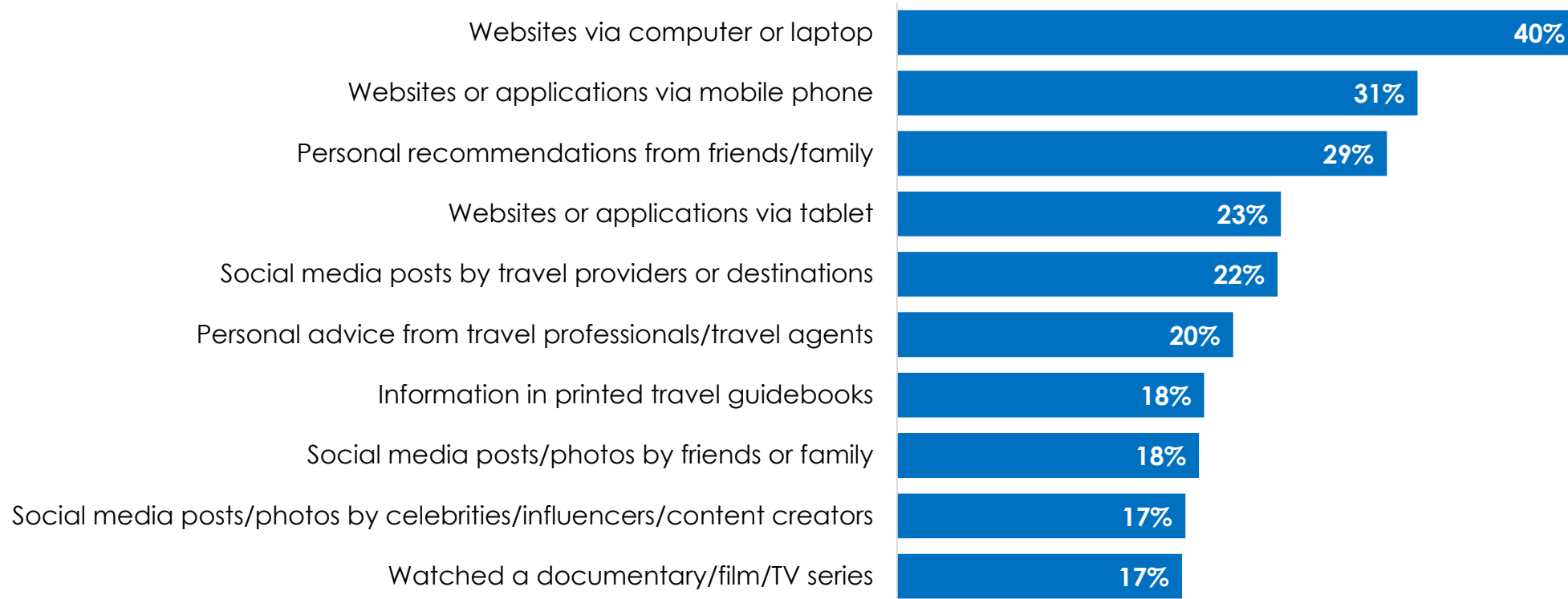
Q: Once you've decided on the destination, how much time did/will you spend researching destination information (e.g. various locations and specific travel components within the destination) for your next intercontinental/ international\* overnight leisure trip?

Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

# Next Intercontinental Leisure Trip: Destination Information Sources<sup>†</sup>



Q: For your next intercontinental/international\* overnight leisure trip, what sources of information did/will you use when....? RESEARCHING DESTINATION INFORMATION

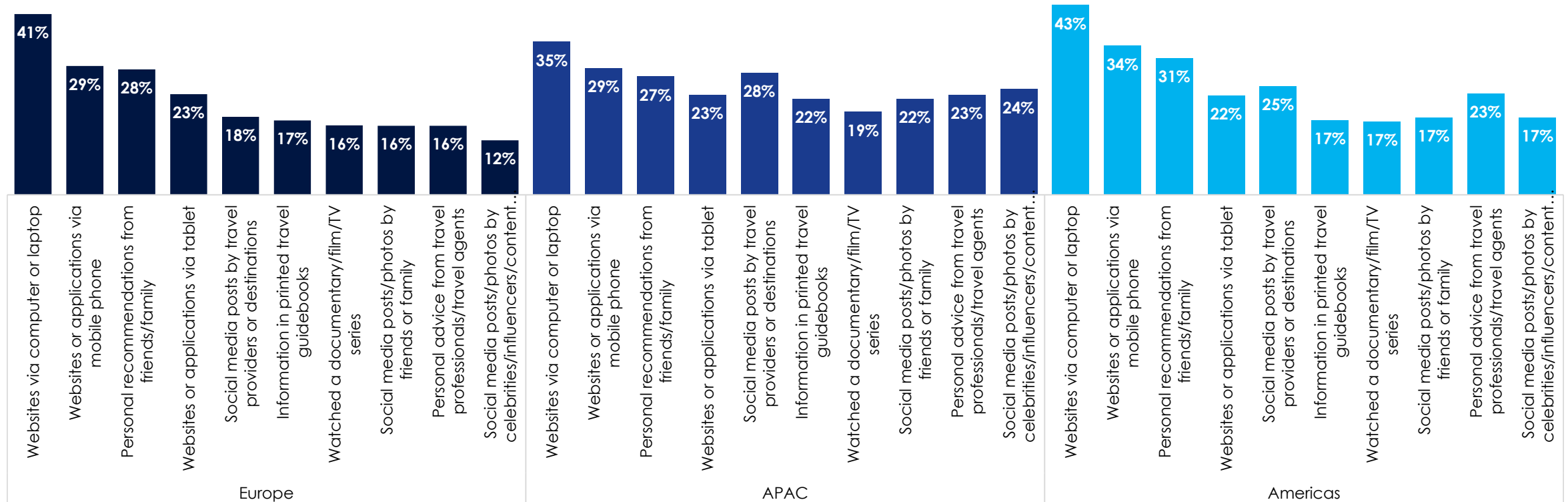
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

† Graph only reflects selected options

# Next Intercontinental Leisure Trip: Destination Information Sources†



Q: For your next intercontinental/international\* overnight leisure trip, what sources of information did/will you use when....? RESEARCHING DESTINATION INFORMATION

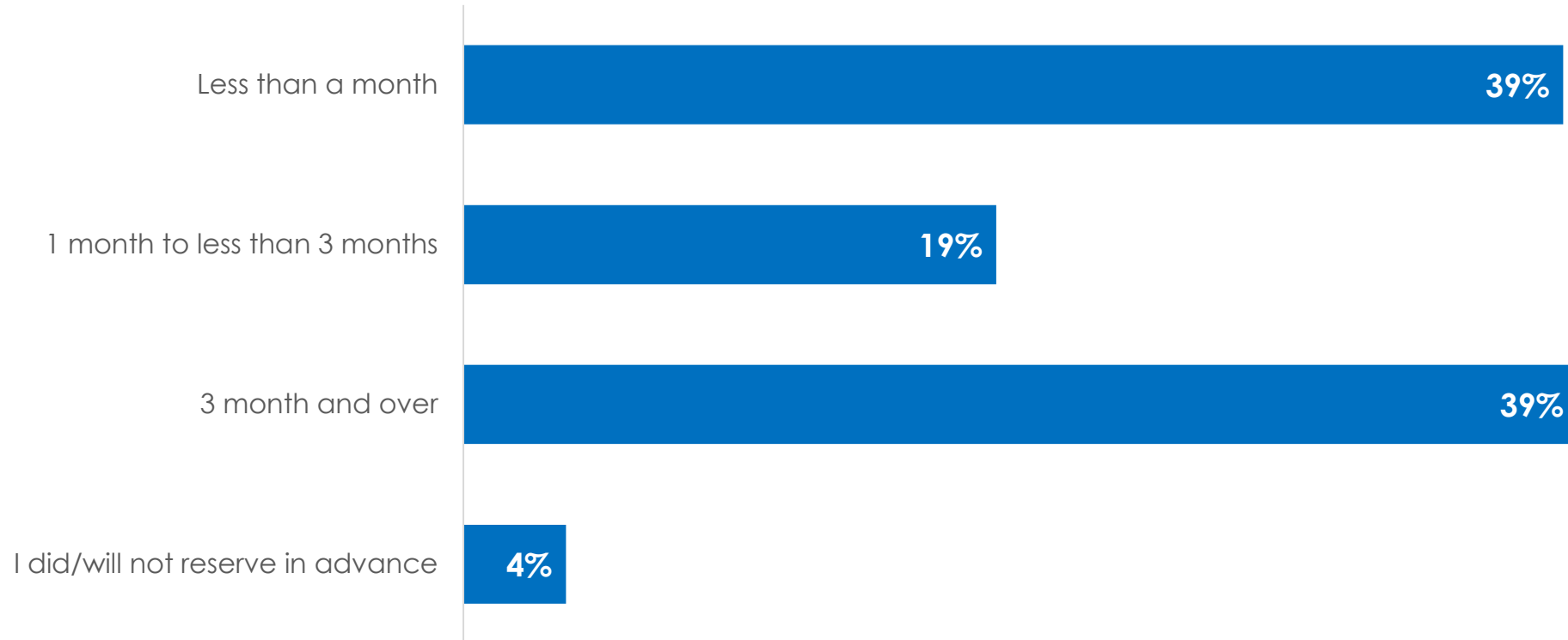
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months, N=22,885

Source: Brand USA Market Intelligence Survey, September 2023

\*Canada and Mexico only

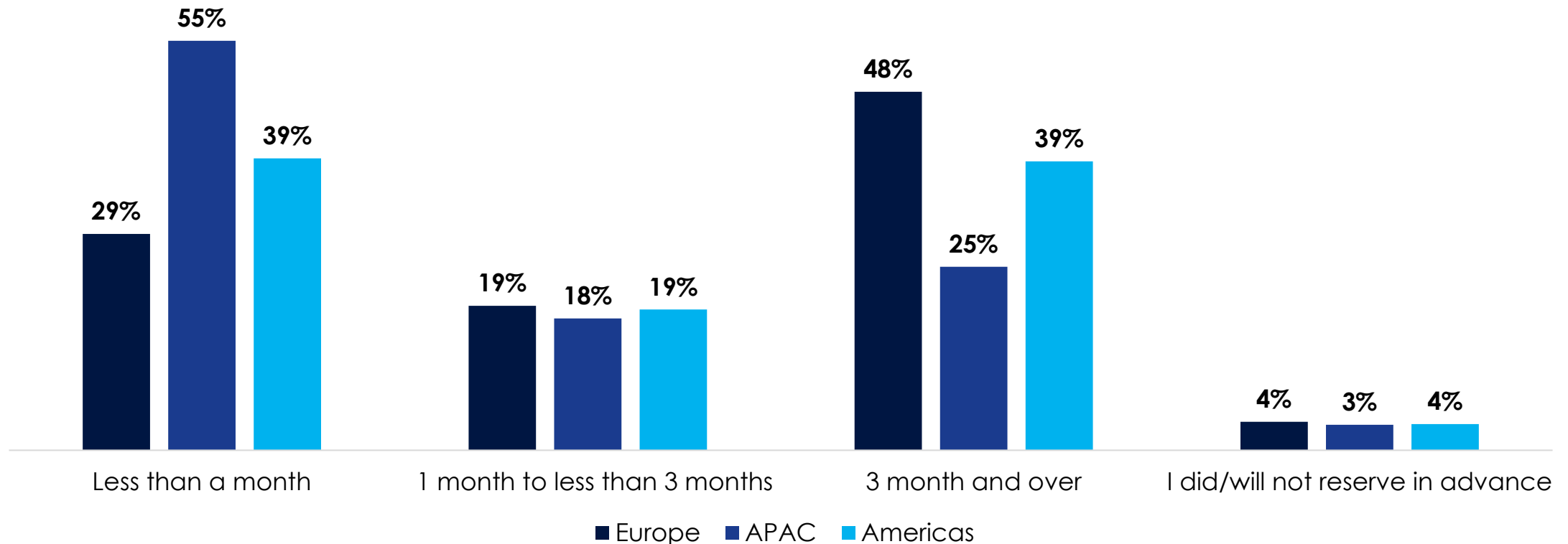
† Graph only reflects selected options

# Next Intercontinental Leisure Trip: Airfare Booking Lead Time



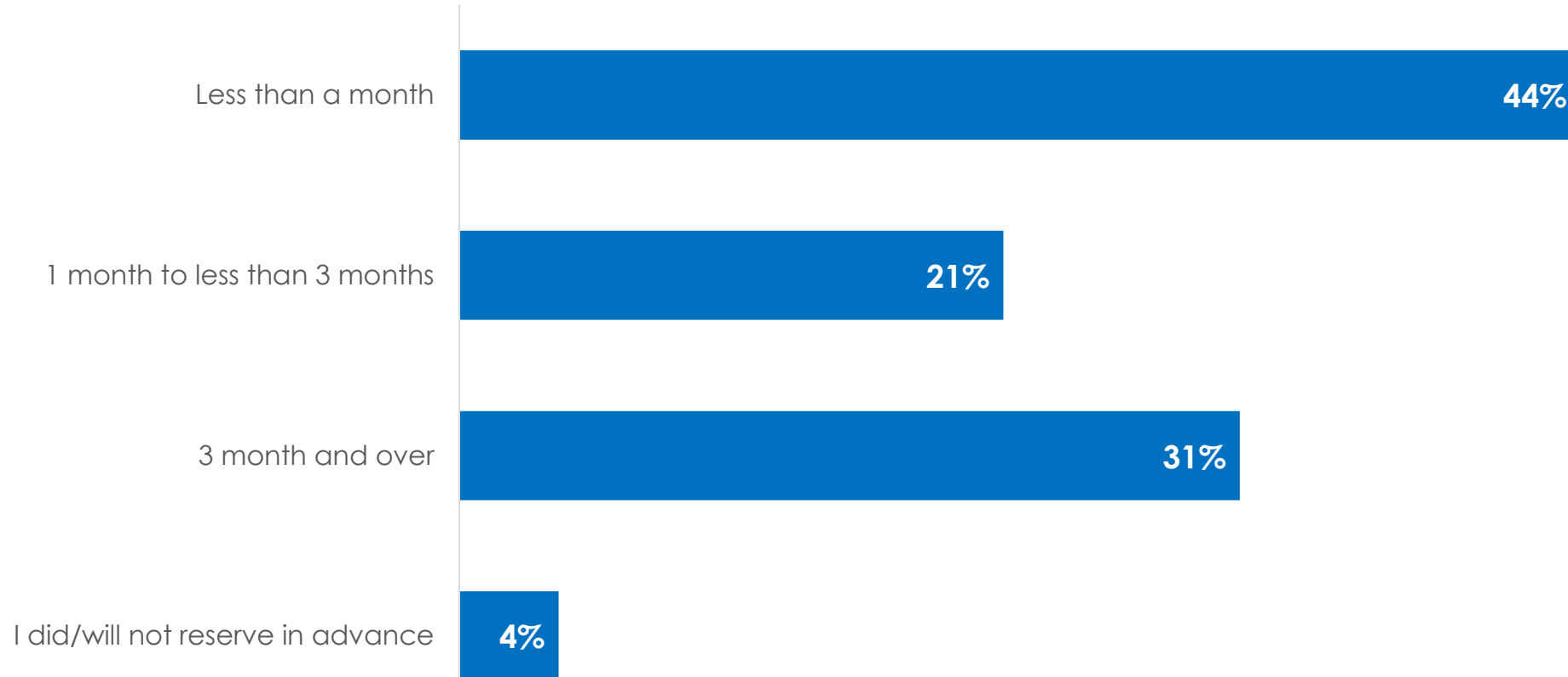
Q: How far in advance of your departure date did/will you book the travel components for your next intercontinental/international\* overnight leisure trip?  
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months & selected Air travel (separately, not as part of a package), N=19,123  
Source: Brand USA Market Intelligence Survey, September 2023  
\*Canada and Mexico only

# Next Intercontinental Leisure Trip: Airfare Booking Lead Time



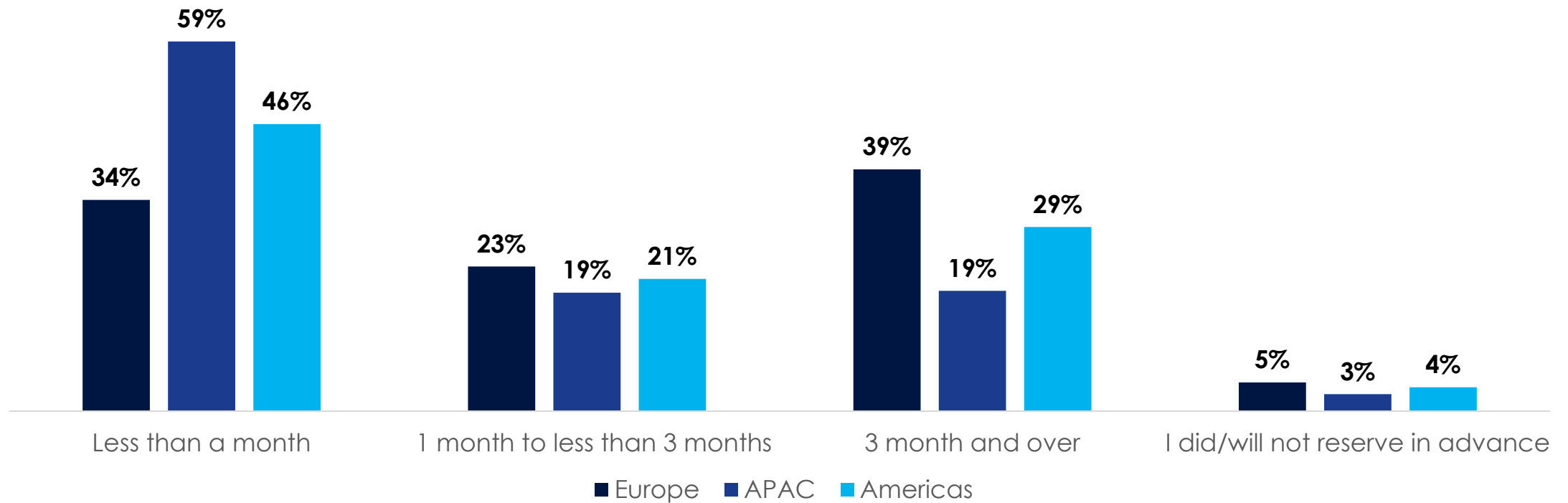
Q: How far in advance of your departure date did/will you book the travel components for your next intercontinental/international\* overnight leisure trip?  
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months & selected Air travel (separately, not as part of a package), N=19,123  
Source: Brand USA Market Intelligence Survey, September 2023  
\*Canada and Mexico only

# Next Intercontinental Leisure Trip: Hotel Booking Lead Time



Q: How far in advance of your departure date did/will you book the travel components for your next intercontinental/international\* overnight leisure trip?  
Base: Respondents likely to take an intercontinental/international\* overnight leisure trip in the next 12 months & selected Hotel, motel or other paid lodging (separately, not as part of a package), N=18,729  
Source: Brand USA Market Intelligence Survey, September 2023  
\*Canada and Mexico only

# Next Intercontinental Leisure Trip: Hotel Booking Lead Time



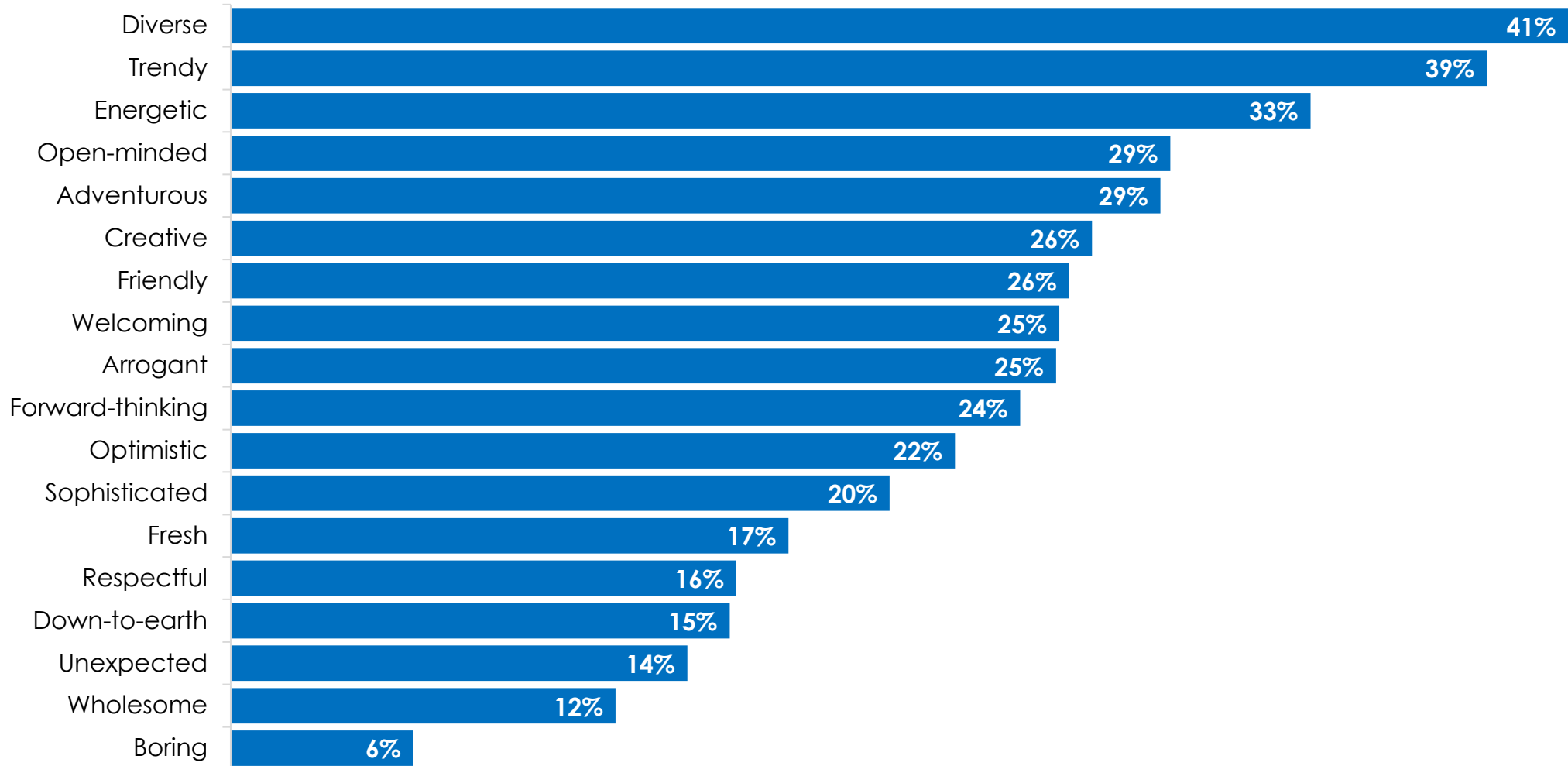
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Source: Brand USA Market Intelligence Survey, September 2023  
\*Canada and Mexico only

# United States Perceptions & Trip Characteristics

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# Perception of the United States

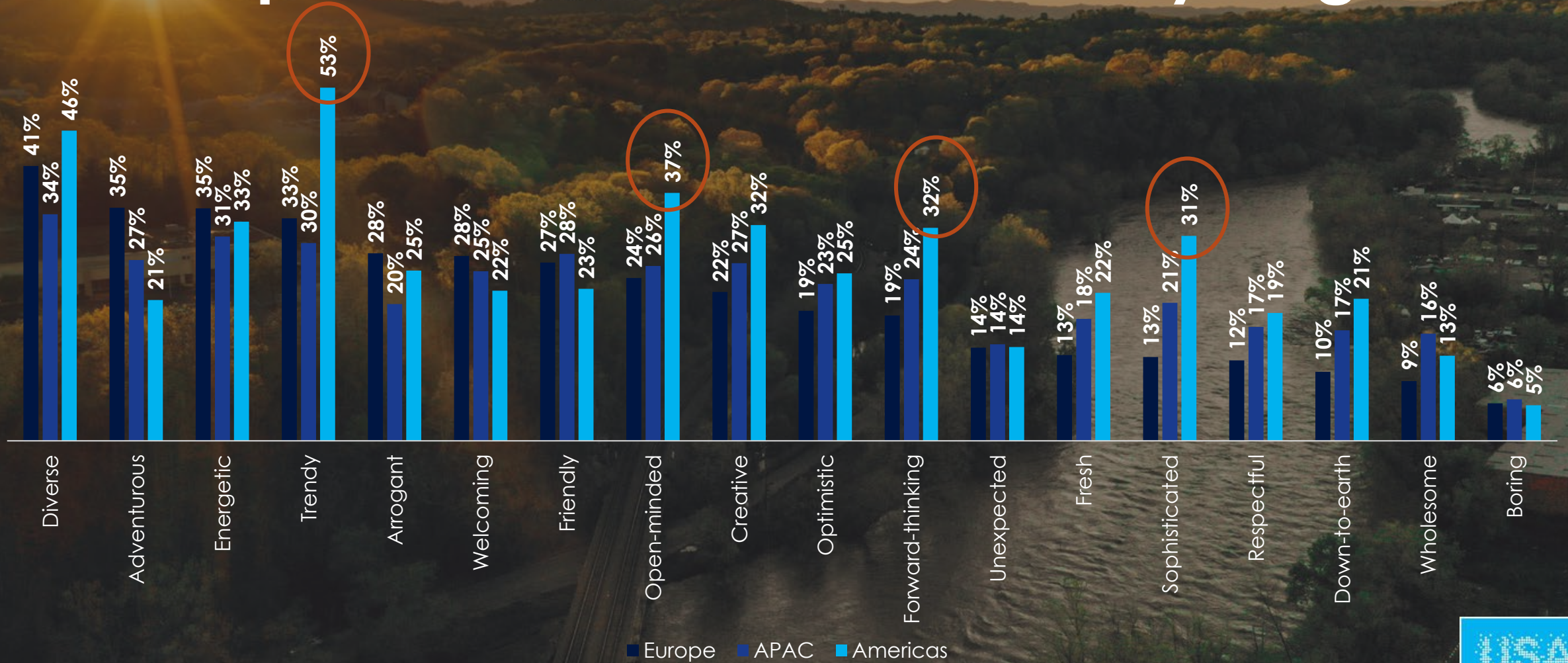


Q: Please select which of the following characteristics best describes the UNITED STATES.

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Perception of the United States by Region

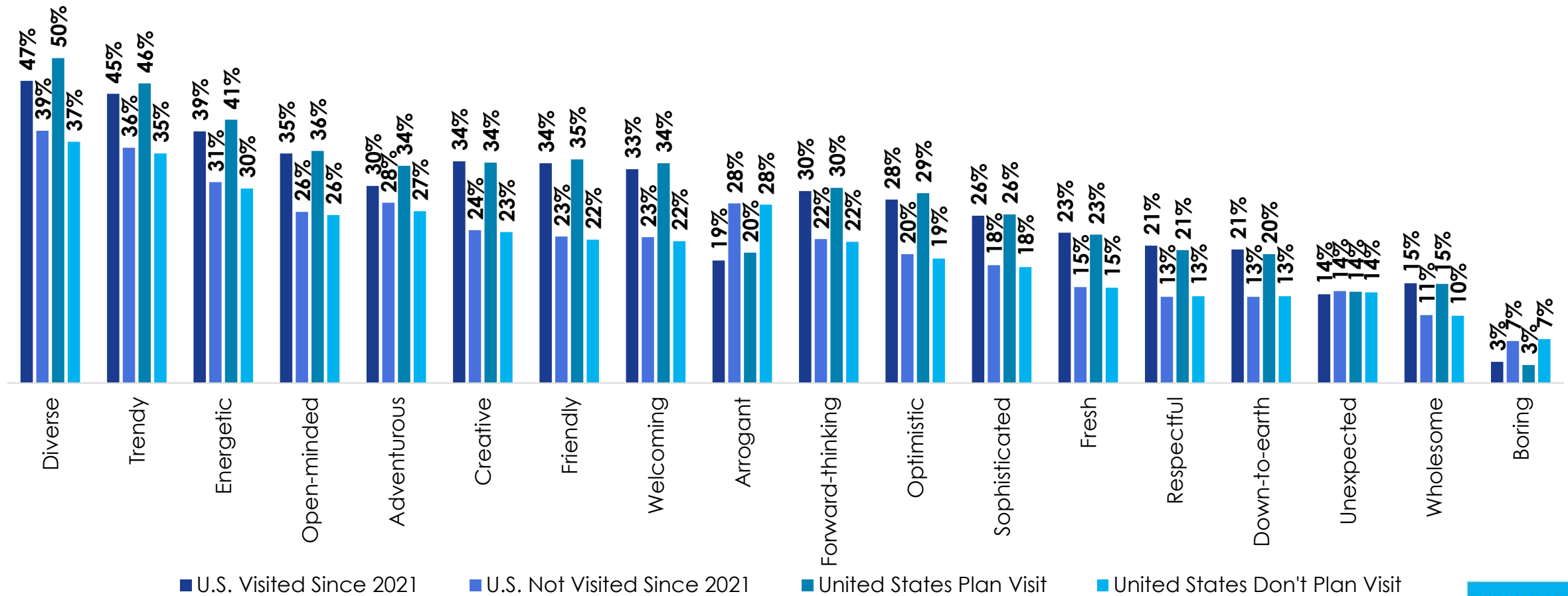


Q: Please select which of the following characteristics best describes the UNITED STATES.

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Perception of the United States by Visitation Status

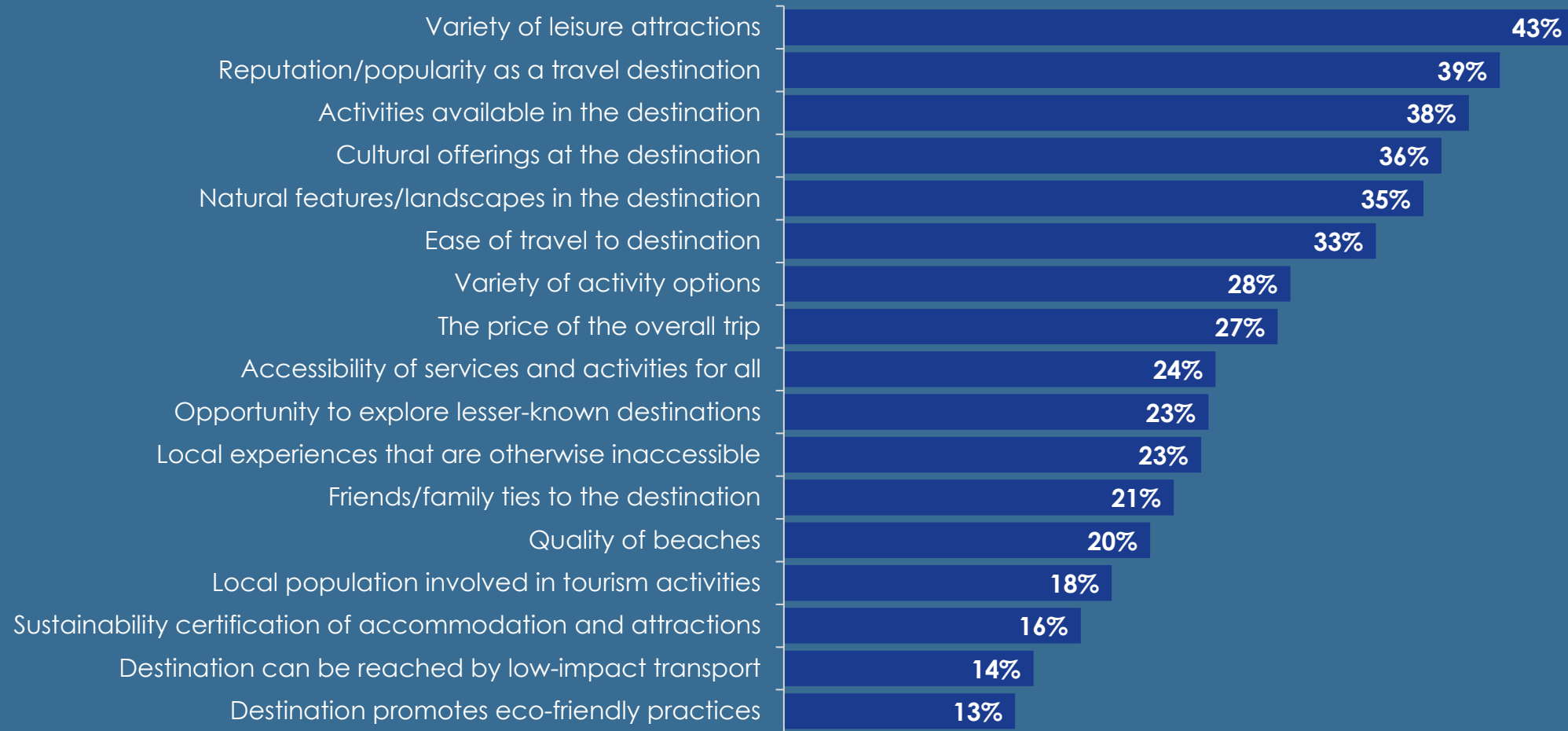


Q: Please select which of the following characteristics best describes the UNITED STATES by Q: What country(ies) will you likely visit during your next Intercontinental/International\* overnight leisure trip in the next 12 months? UNITED STATES.

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# United States Attributes

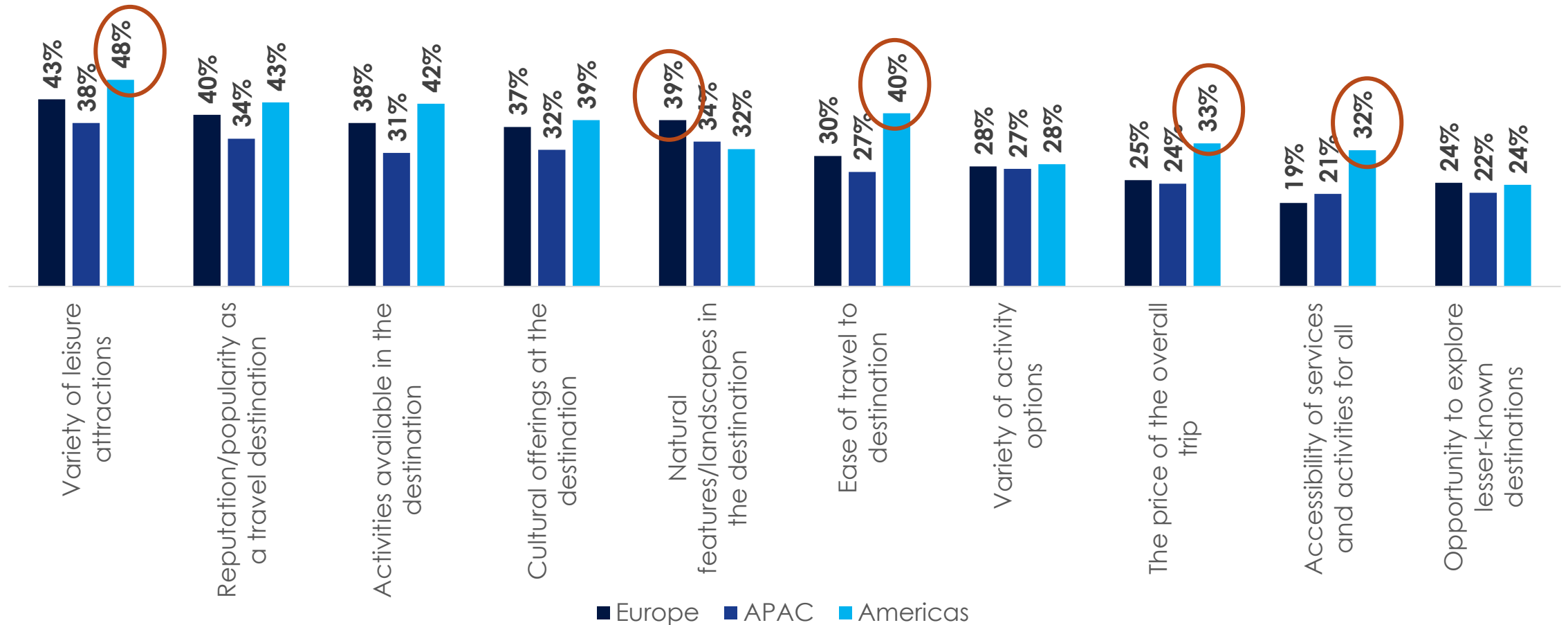


Q: Based on your perception, even if you have never visited, which of the following attributes do you associate with the UNITED STATES?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Top 10 United States Attributes by Region

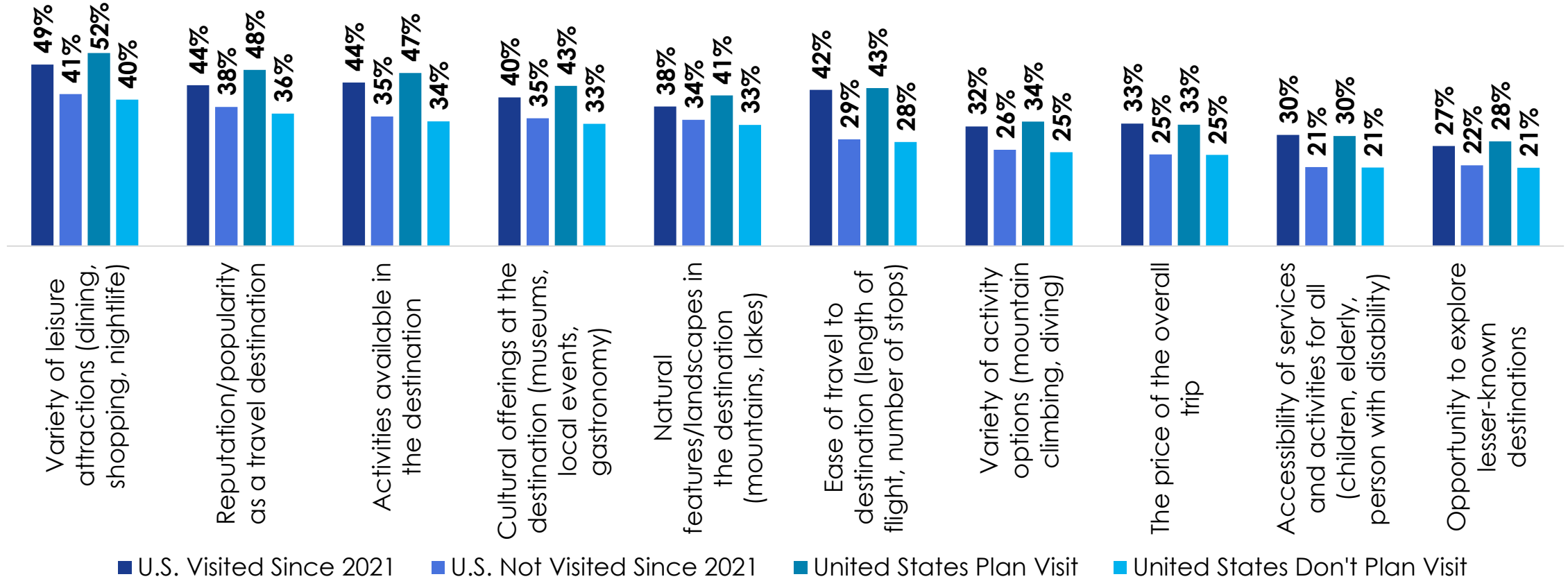


Q: Based on your perception, even if you have never visited, which of the following attributes do you associate with the UNITED STATES?

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Top 10 United States Attributes by Visitation Status

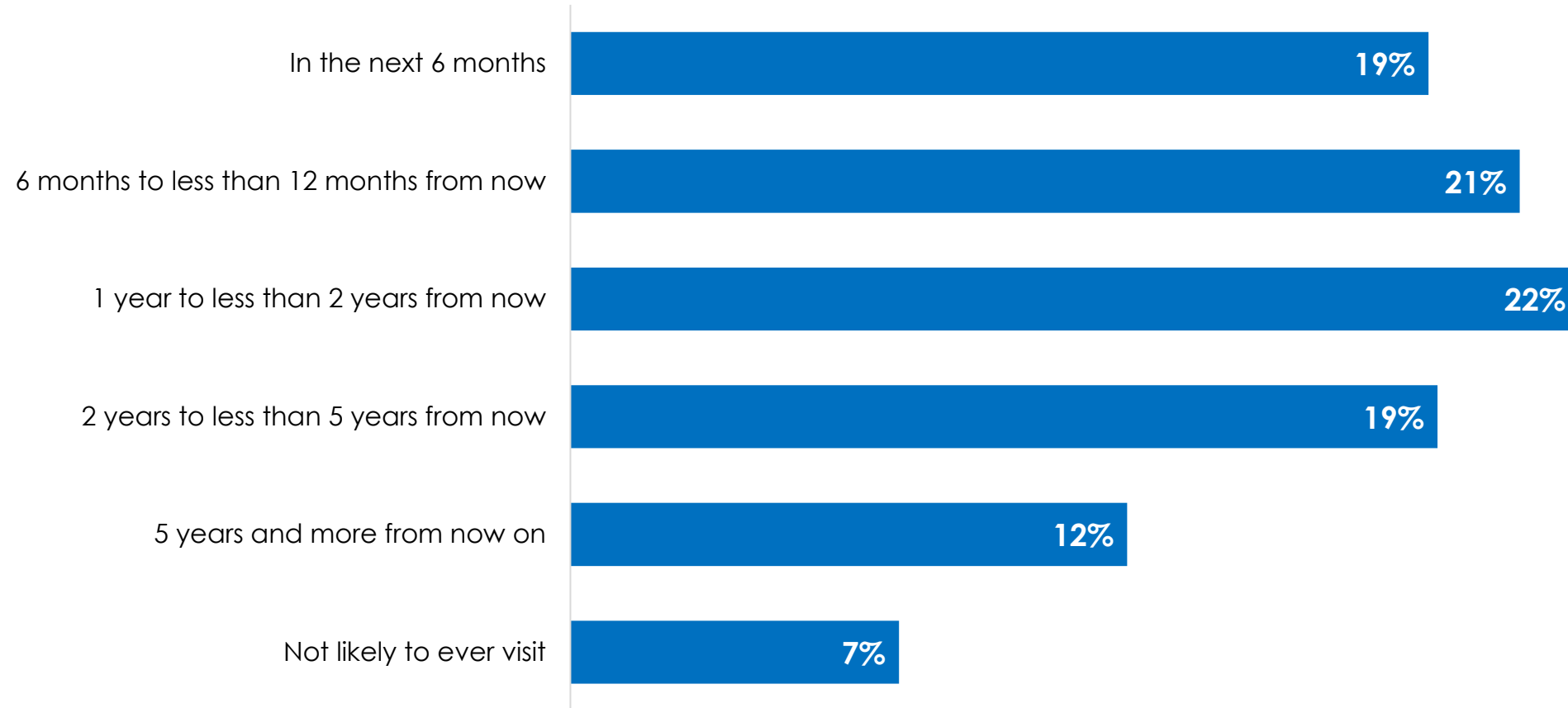


Q: Based on your perception, even if you have never visited, which of the following attributes do you associate with the UNITED STATES? by Q: What country(ies) will you likely visit during your next Intercontinental/International\* overnight leisure trip in the next 12 months? UNITED STATES.

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Likelihood to Travel to the United States

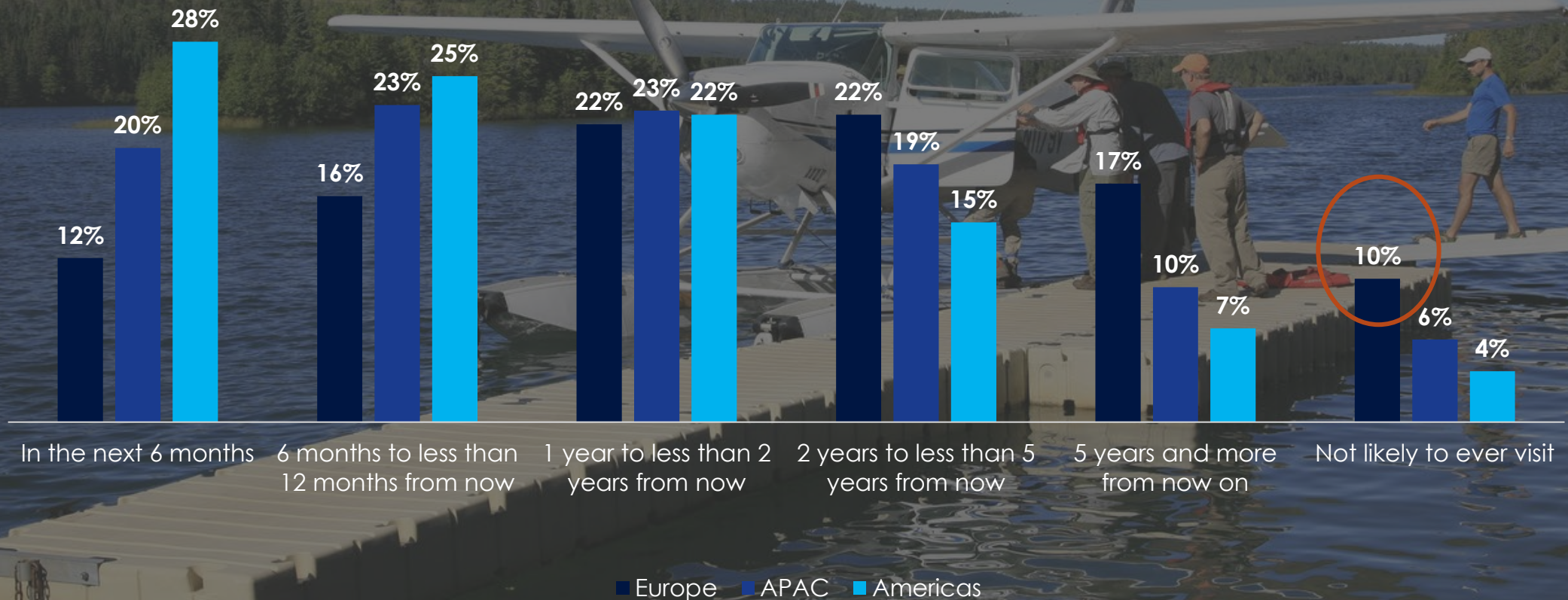


Q: When, if ever, are you likely to visit the following countries on an international overnight leisure trip? – United States

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Likelihood to Travel to the United States



Q: When, if ever, are you likely to visit the following countries on an international overnight leisure trip? – United States

Base: All respondents, N=25,219

Source: Brand USA Market Intelligence Survey, September 2023

# Preferred U.S. Destinations – Top 10 States and Territories

**Top 4 states are the same across the three regions**

| Europe                        |                          |
|-------------------------------|--------------------------|
| United States State/Territory | % Interested in Visiting |
| California                    | 50%                      |
| New York                      | 48%                      |
| Florida                       | 42%                      |
| Hawaii                        | 30%                      |
| Washington, D.C.              | 20%                      |
| Texas                         | 17%                      |
| Alaska                        | 15%                      |
| Washington State              | 15%                      |
| Colorado                      | 12%                      |
| Arizona                       | 11%                      |

| Asia Pacific (APAC)           |                          |
|-------------------------------|--------------------------|
| United States State/Territory | % Interested in Visiting |
| California                    | 40%                      |
| Hawaii                        | 35%                      |
| New York                      | 33%                      |
| Florida                       | 30%                      |
| Alaska                        | 19%                      |
| Washington, D.C.              | 17%                      |
| Washington State              | 15%                      |
| New Jersey                    | 11%                      |
| Texas                         | 11%                      |
| Georgia                       | 11%                      |

| Americas                      |                          |
|-------------------------------|--------------------------|
| United States State/Territory | % Interested in Visiting |
| Florida                       | 49%                      |
| New York                      | 47%                      |
| California                    | 45%                      |
| Hawaii                        | 24%                      |
| Washington, D.C.              | 19%                      |
| Texas                         | 15%                      |
| Washington State              | 13%                      |
| Alaska                        | 13%                      |
| New Jersey                    | 11%                      |
| Colorado                      | 8%                       |

Q: You indicated in a previous question that you have interest in visiting the United States for an overnight leisure trip sometime in the future. Please select which U.S. state(s) and/or territories you are interested in visiting.  
 Base: Respondents likely to visit the United States sometime in the future, N=23,400  
 Source: Brand USA Market Intelligence Survey, September 2023

# Deterrents to Visiting the United States in the Next 12 Months

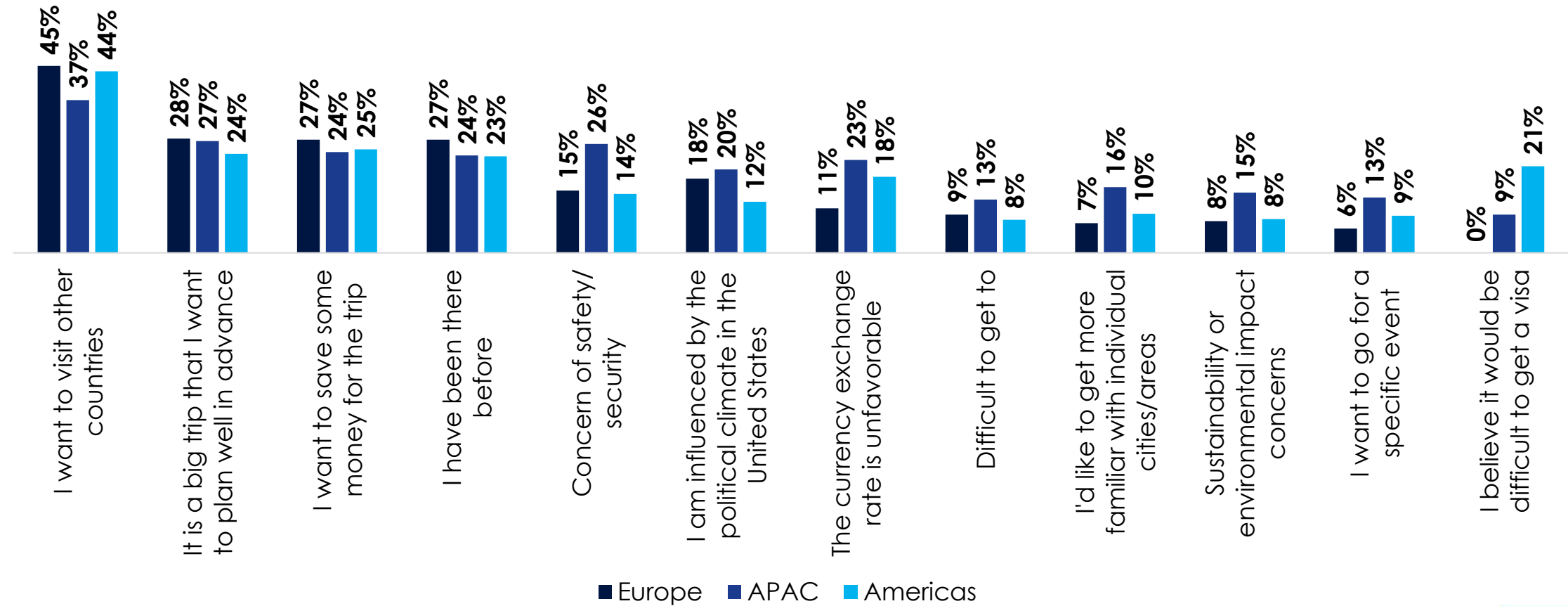


Q: Why is the United States not a likely overnight leisure trip destination for you in the next 12 months?

Base: Respondents Not Likely to Visit the U.S. in the Next 12 Months., N=15,233

Source: Brand USA Market Intelligence Survey, September 2023

# Deterrents to Visiting the United States



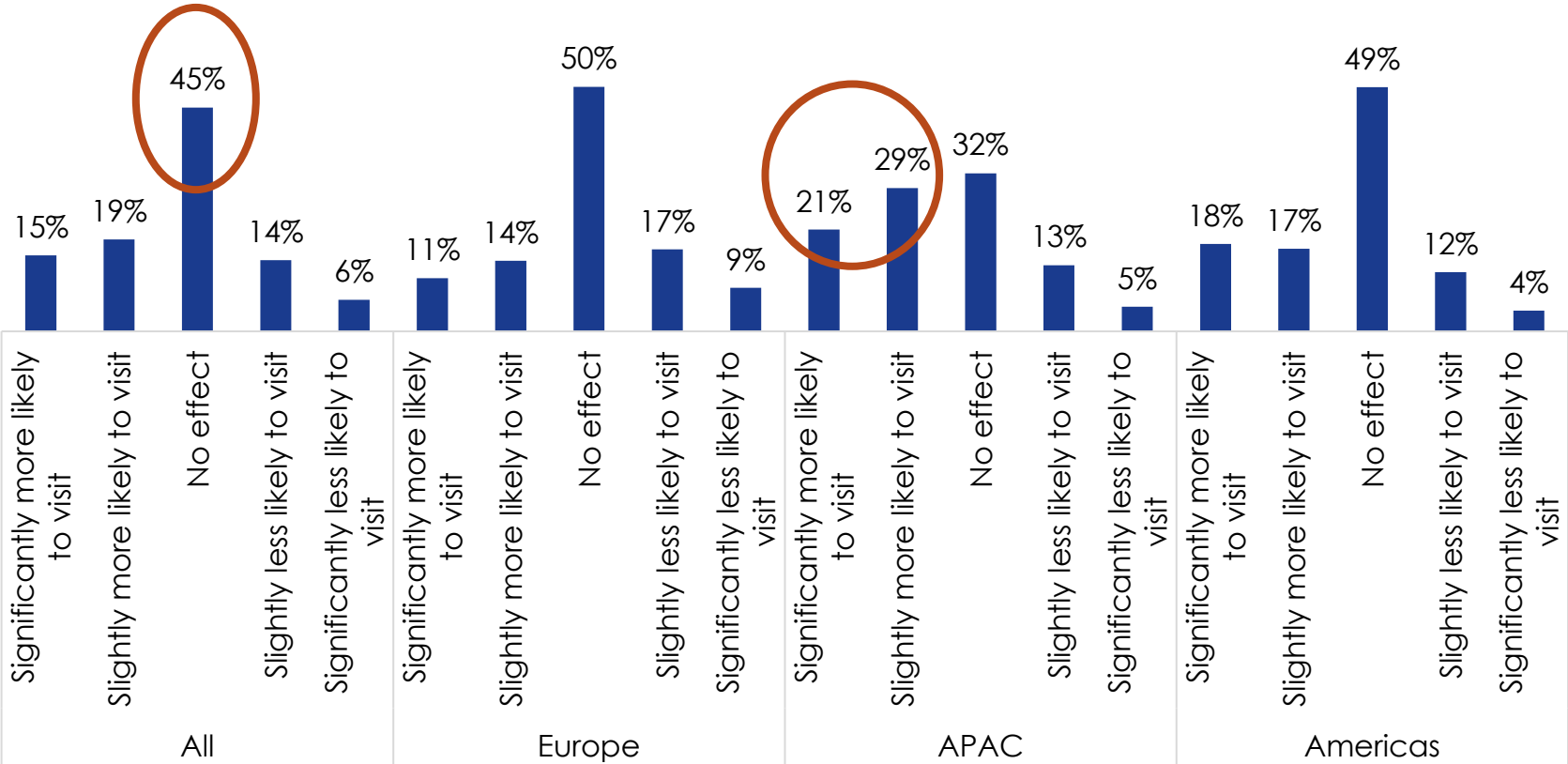
Q: Why is the United States not a likely overnight leisure trip destination for you in the next 12 months?

Base: Respondents Not Likely to Visit the U.S. in the Next 12 Months., N=15,233

Source: Brand USA Market Intelligence Survey, September 2023

# Influence of Current U.S Political Climate on Likelihood to Visit

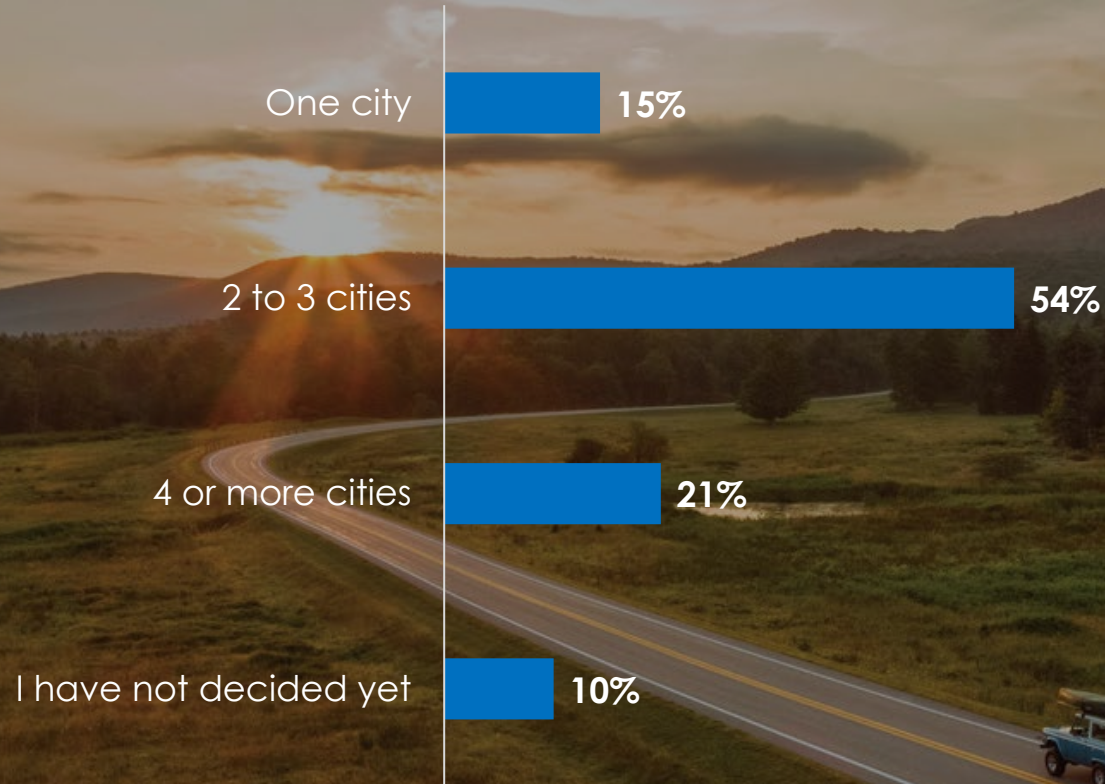
Close to 50% report no influence, yet it positively impacts travelers from Asia-Pacific



Q: What influence does the current political climate in the United States have on your likelihood of visiting the United States?  
Base: All respondents, N=25,219  
Source: Brand USA Market Intelligence Survey, September 2023



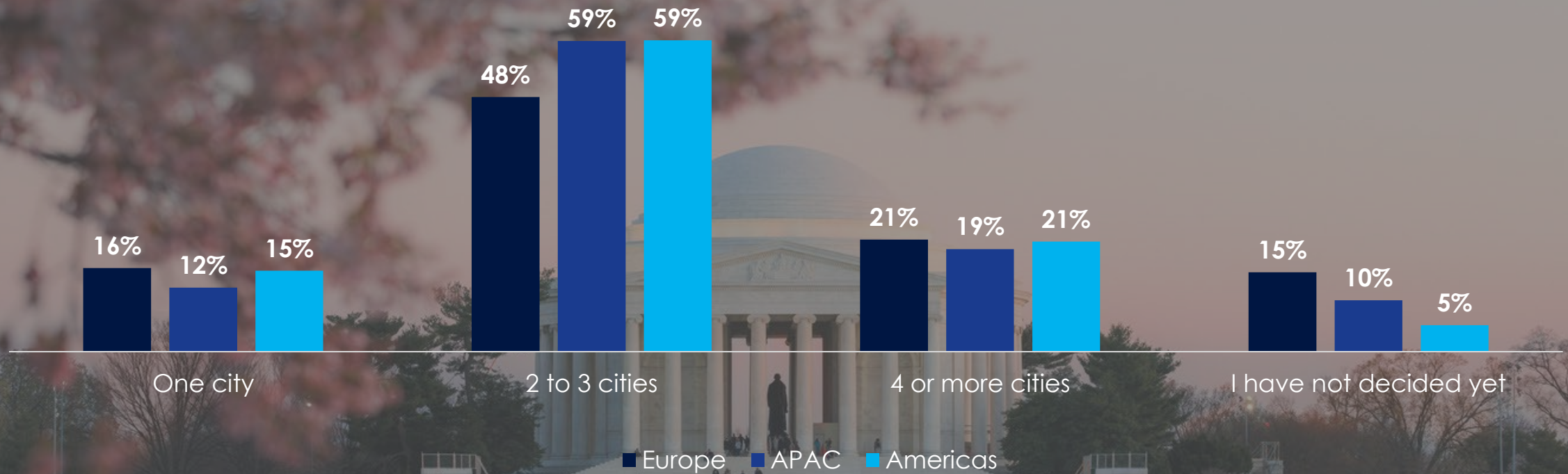
# Cities on United States Trip



**Majority of international travelers plan for multi-city experiences in their U.S. trip**

Q: How many U.S. cities do you plan to visit on a future overnight leisure trip?  
Base: Respondents interested in visiting the U.S., N=23,400  
Source: Brand USA Market Intelligence Survey, September 2023

# Cities on United States Trip



Q: How many U.S. cities do you plan to visit on a future overnight leisure trip?

Base: Respondents interested in visiting the U.S., N=23,400

Source: Brand USA Market Intelligence Survey, September 2023

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# Interactive Market Data Update

# Interactive Market Data

## Travel Patterns

- US inbound travel volume (Tourism Economics)
- Likelihood to Travel to the United States
- Reasons for last international trip
- Motivations for last international trip

## Next International Leisure Trip

- Regions likely to visit in the next 12 months
- Duration of next overnight leisure trip
- Months likely to travel
- Travel party

## Travel Planning

- Destination selection process
- Destination selection timing
- Destination information sources
- Destination selection websites
- Social network participation

## United States Perceptions & Trip Characteristics

- Perception of the United States
- United States attributes
- Top 10 states/territories interested in visiting
- Number of cities on US trip
- Net promoter score



# Thank You!

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