

The logo for Visit The USA, featuring the letters 'USA' in a white, dotted font on a teal square background.

VisitTheUSA.com

Brand USA

A scenic photograph of a coastal landscape. In the foreground, a person stands on the edge of a large, golden-brown rock formation overlooking the ocean. The middle ground shows a sandy beach, waves, and a long pier extending into the water. The background features a hilly coastline with palm trees and buildings under a clear sky.

Market Profiles

2021 BRAND USA RESEARCH STUDY

Brand USA Traveler Research

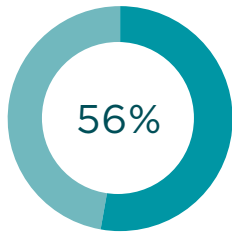
In the summer of 2013, Brand USA launched its Global Market Intelligence program in order to gain insight into travelers' perceptions of the USA and its competitors, as well as general travel behaviors and preferences. As part of this program, we commissioned Phocuswright to conduct proprietary consumer research in 15 markets worldwide. Respondents are recruited from an online panel. For markets outside North America, the results reflect responses from adults who have taken or are planning on taking an intercontinental trip for leisure purposes.

- Australia..... 4
- Belgium..... 6
- Brazil..... 8
- Canada 10
- China 12
- France..... 14
- Germany 16
- India 18
- Italy 20
- Japan..... 22
- South Korea 24
- Mexico..... 26
- Netherlands..... 28
- Spain..... 30
- United Kingdom..... 32

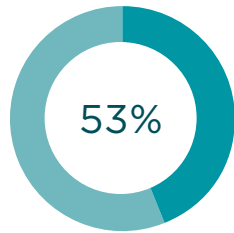


Australia

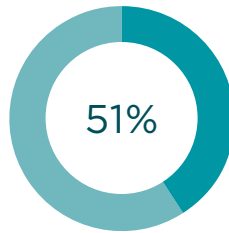
Top 5 Motivations for Selecting Last Intercontinental Destination



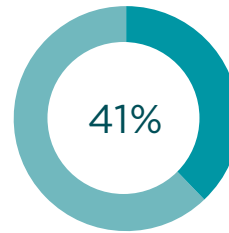
Cultural/historical attractions



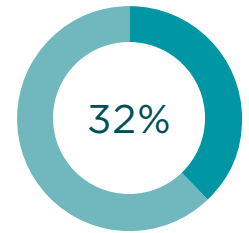
Shopping



Local lifestyle

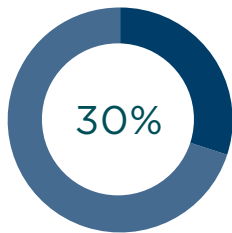


Urban attractions

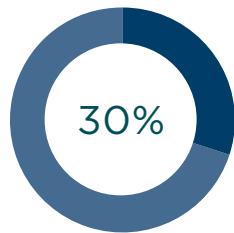


Dining/gastronomy

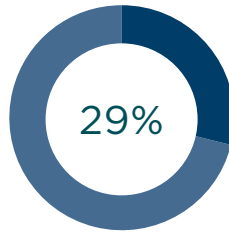
Top 5 Strongest Impressions of the USA



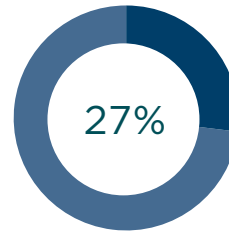
Friendly



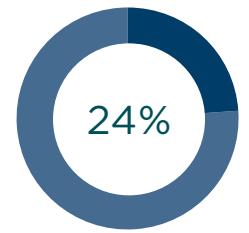
Adventurous



Diverse



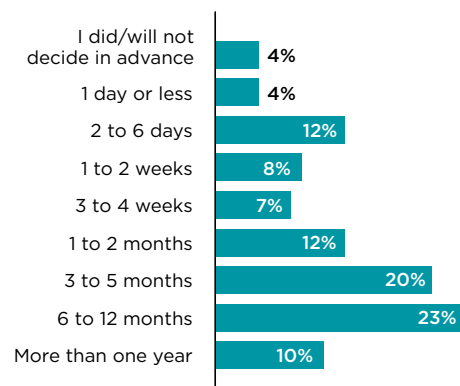
Energetic



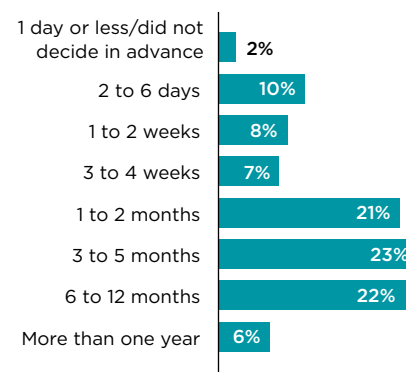
Arrogant

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



57%

Websites via computer or laptop



45%

Personal recommendations from family or friends



38%

Websites or applications via mobile phone



34%

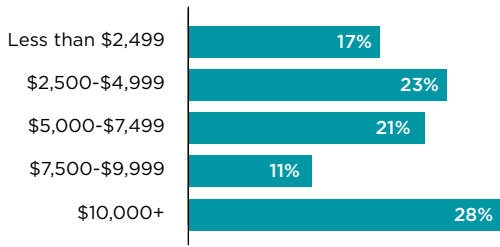
Personal advice from travel professionals/travel agents



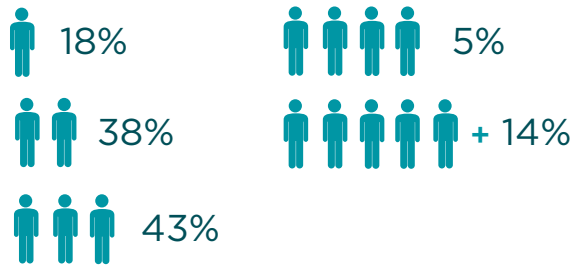
31%

Websites or applications via tablet

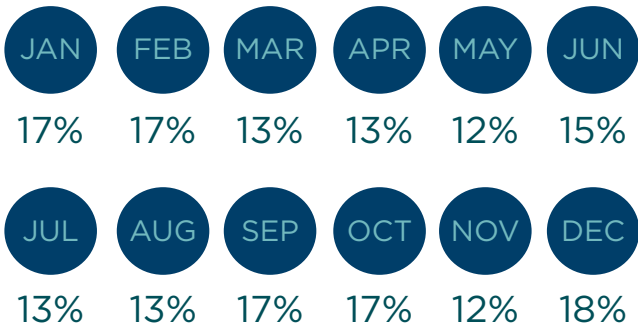
Expected Household Travel Spending for Next Intercontinental Trip



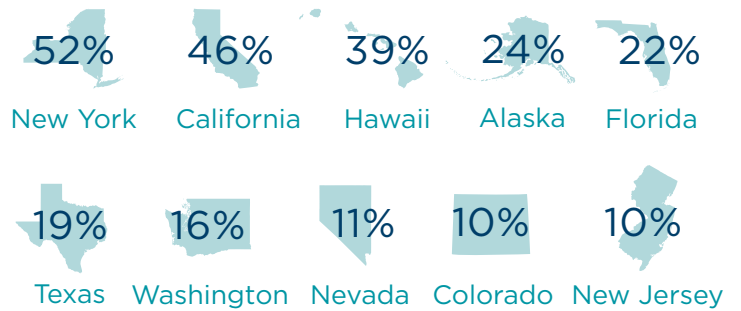
Expected Travel Party Size of Next Intercontinental Trip



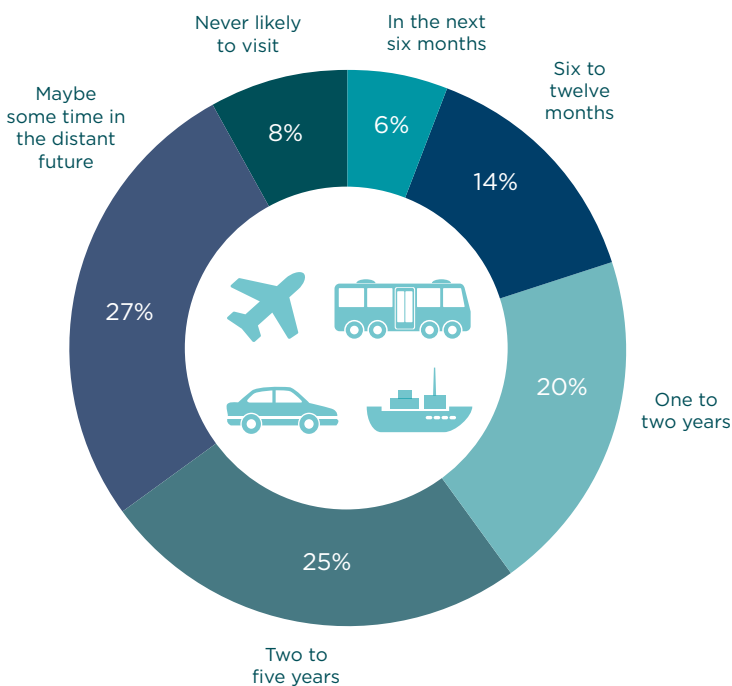
Months Traveled (March 2018–March 2020)



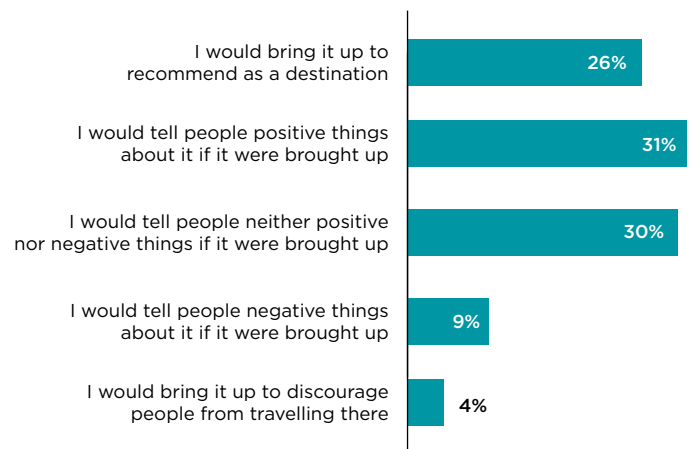
Destination Interest—Top 10 States



Likelihood of Travel to USA



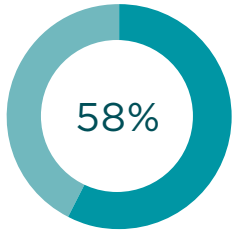
Net Promoter



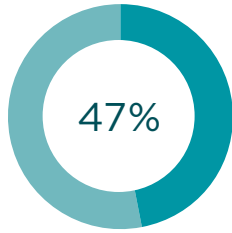
Source: Brand USA Market Intelligence Study 2021

Belgium

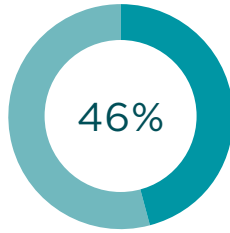
Top 5 Motivations for Selecting Last Intercontinental Destination



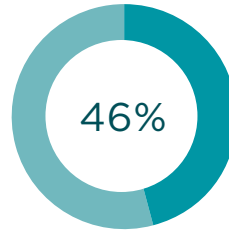
Cultural/historical attractions



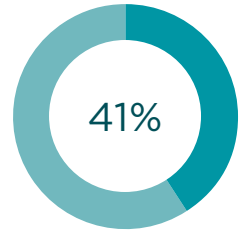
Local lifestyle



Beaches/seaside attractions

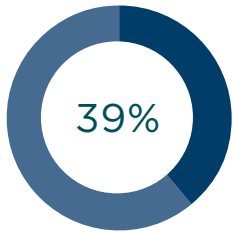


Ecotourism and nature

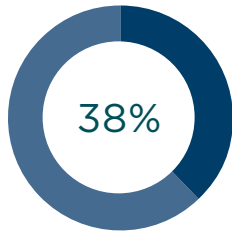


Urban attractions

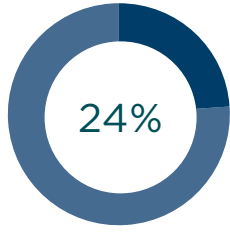
Top 5 Strongest Impressions of the USA



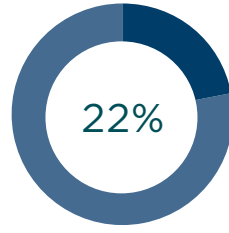
Adventurous



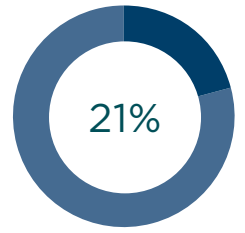
Diverse



Trendy



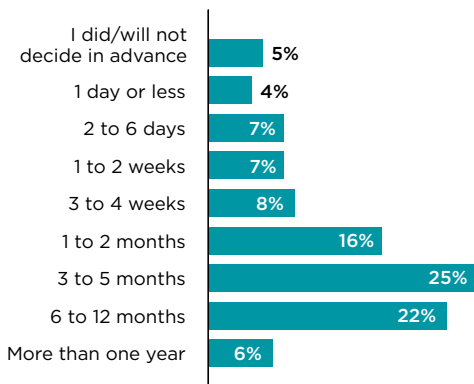
Arrogant



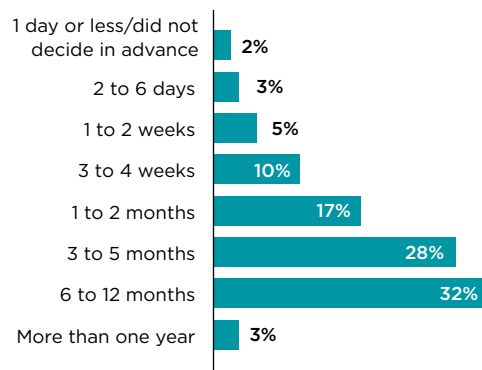
Energetic

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



61%

Websites via computer or laptop



36%

Personal recommendations from family or friends



36%

Websites or applications via mobile phone



34%

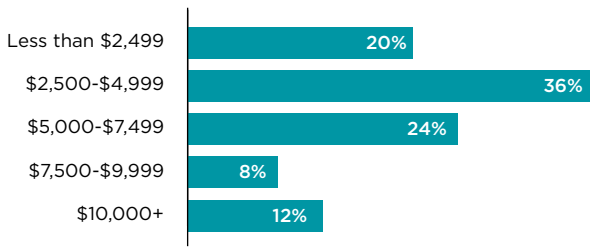
Websites or applications via tablet



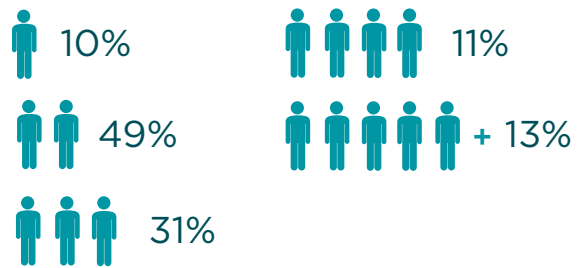
33%

Information in print travel guidebooks

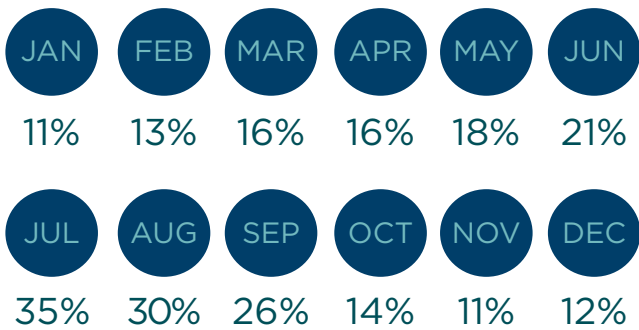
Expected Household Travel Spending for Next Intercontinental Trip



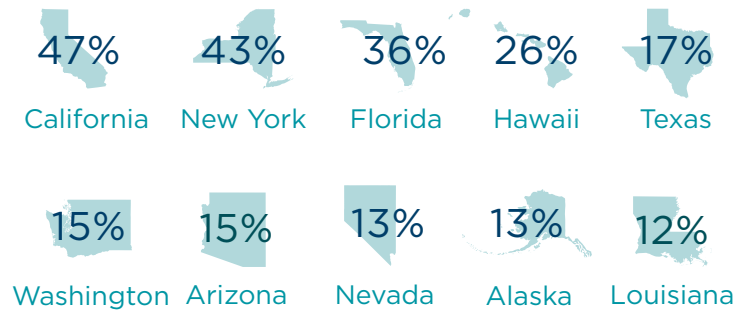
Expected Travel Party Size of Next Intercontinental Trip



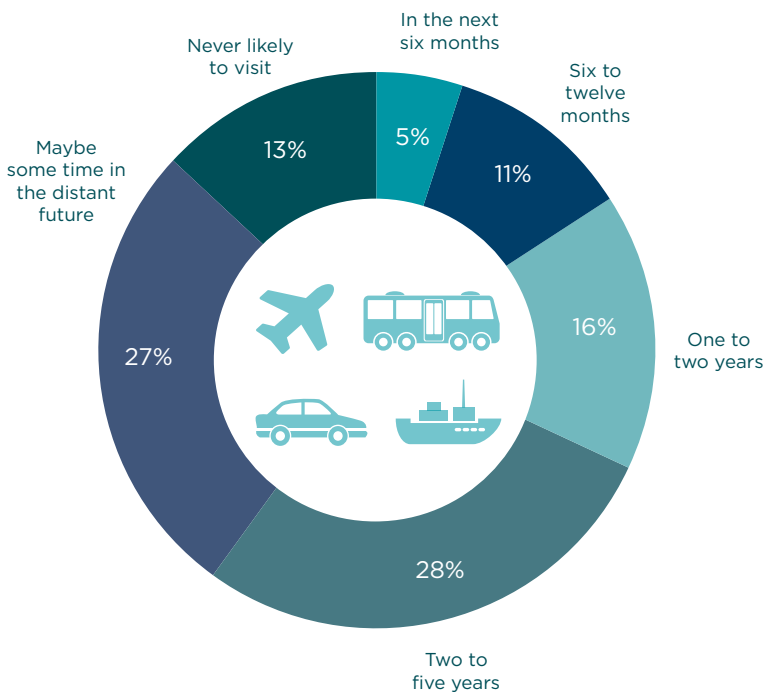
Months Traveled (March 2018–March 2020)



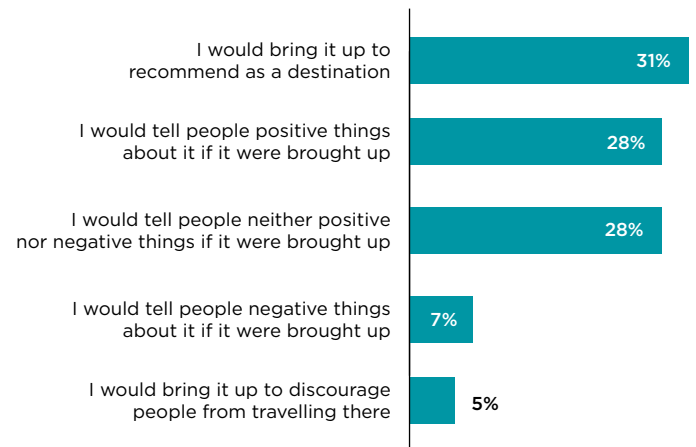
Destination Interest—Top 10 States



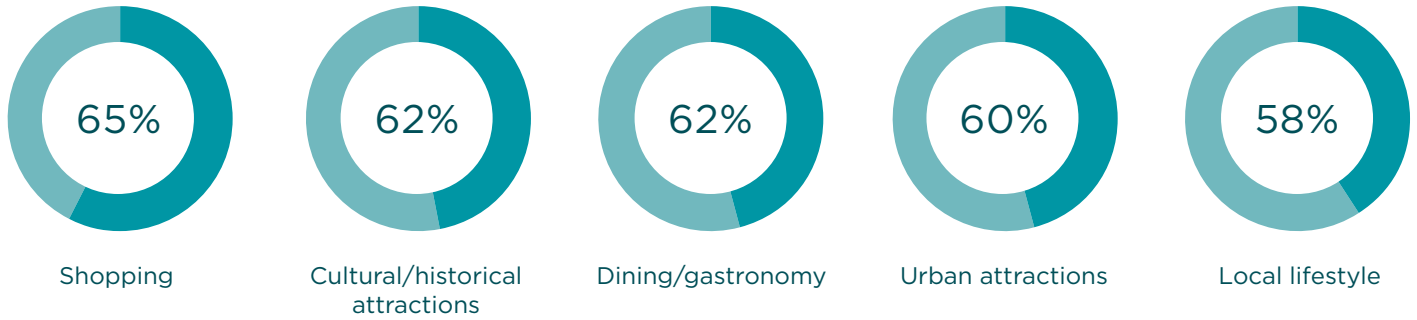
Likelihood of Travel to USA



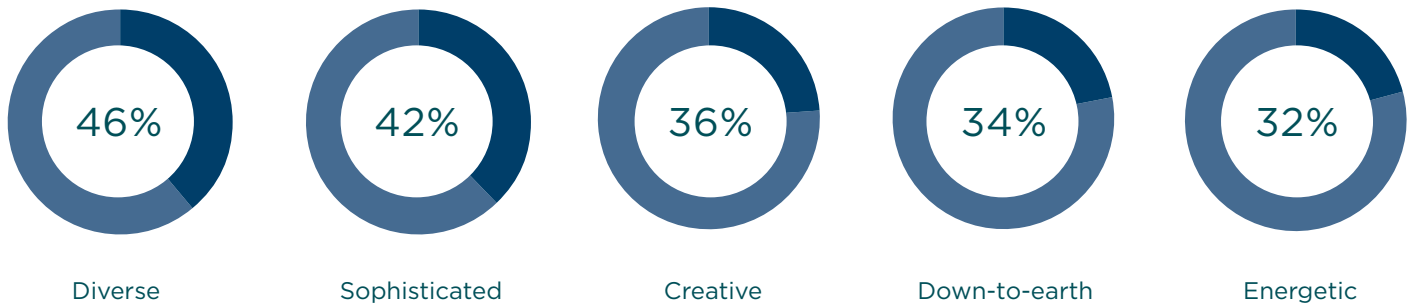
Net Promoter



Top 5 Motivations for Selecting Last Intercontinental Destination

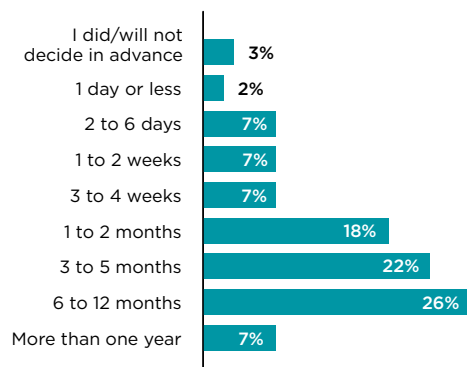


Top 5 Strongest Impressions of the USA

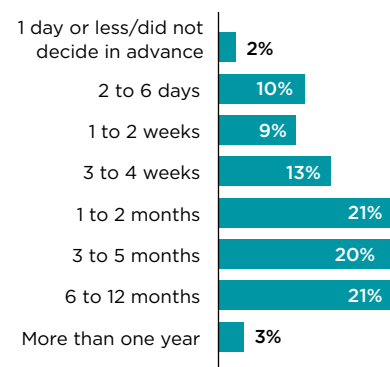


Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



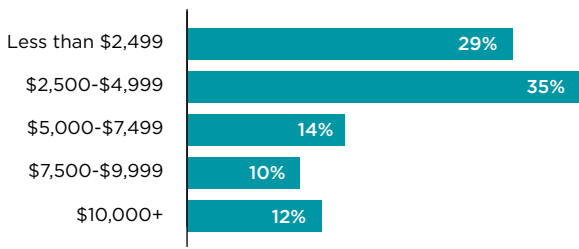
AIR BOOKING



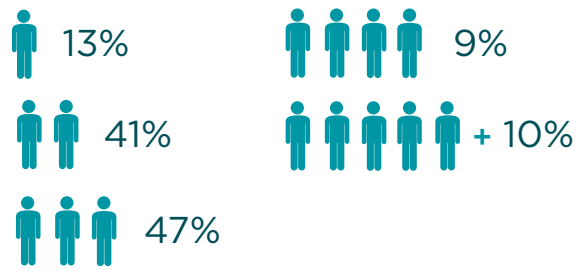
Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



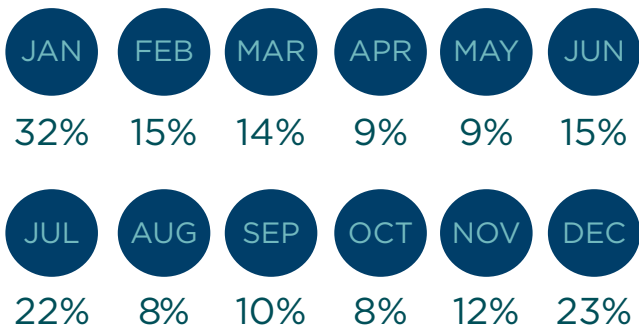
Expected Household Travel Spending for Next Intercontinental Trip



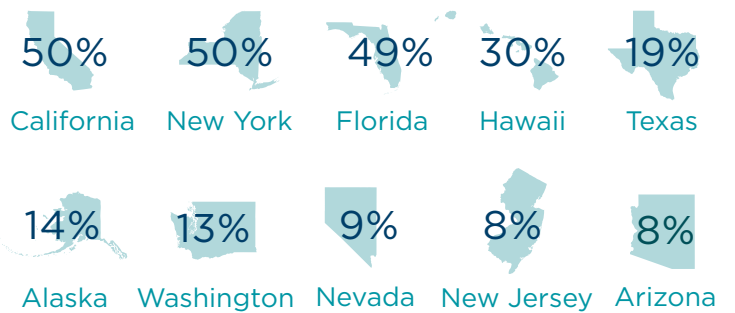
Expected Travel Party Size of Next Intercontinental Trip



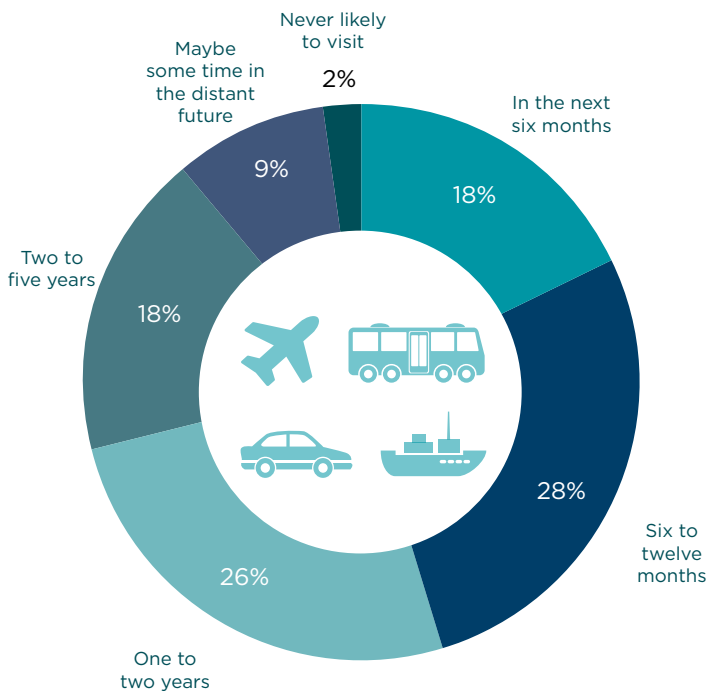
Months Traveled (March 2018–March 2020)



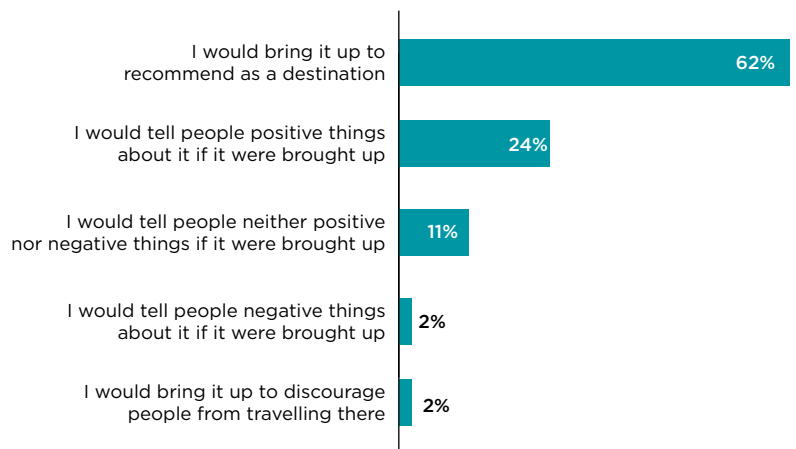
Destination Interest—Top 10 States



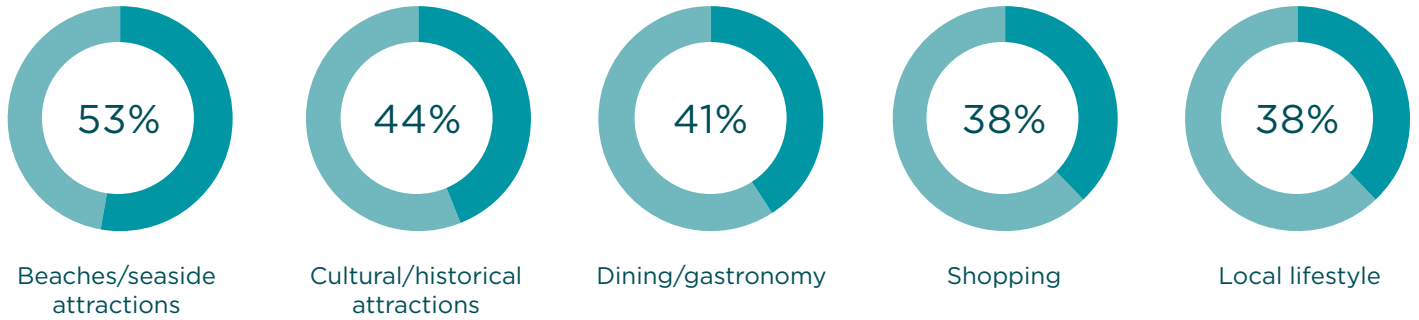
Likelihood of Travel to USA



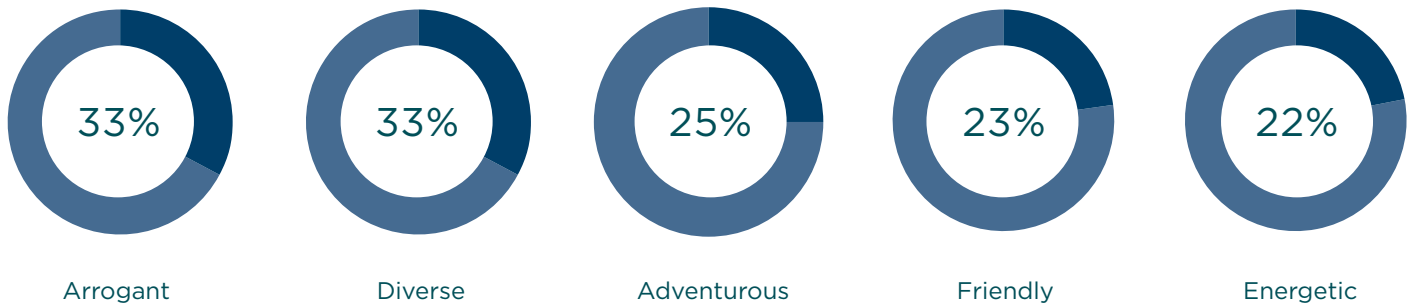
Net Promoter



Top 5 Motivations for Selecting Last Intercontinental Destination

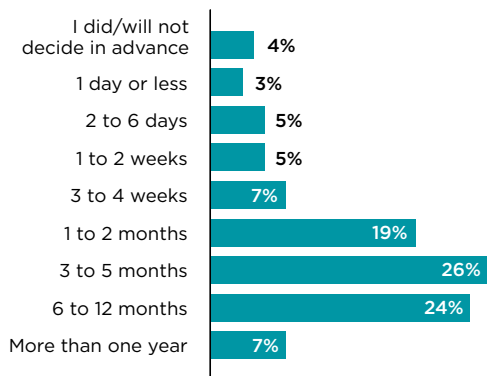


Top 5 Strongest Impressions of the USA

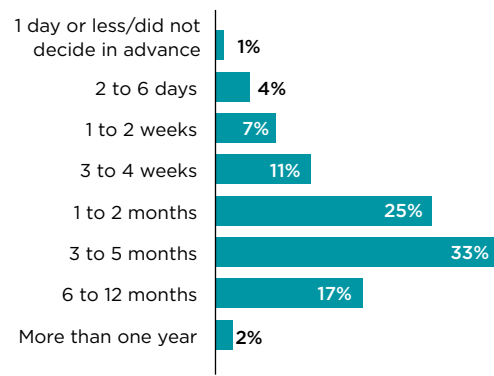


Destination Decision and Air Booking Windows for Next Intercontinental Trip

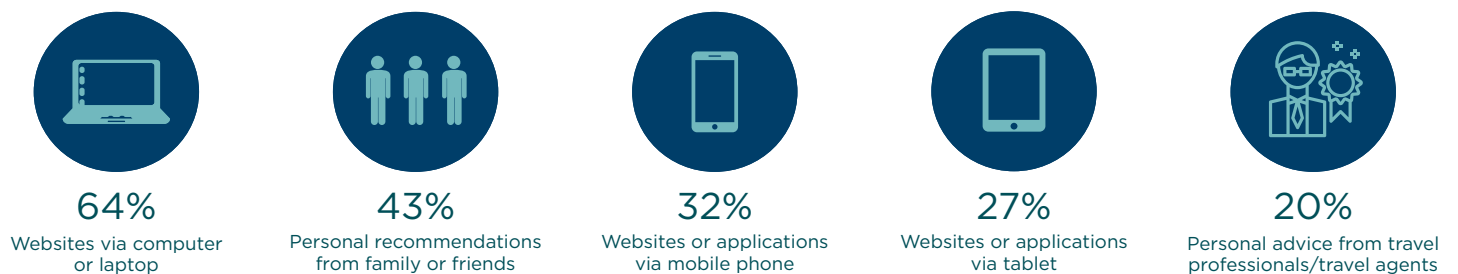
DESTINATION DECISION



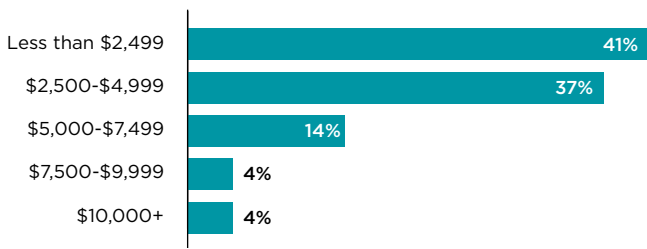
AIR BOOKING



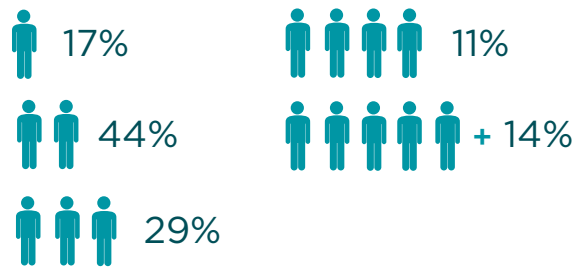
Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



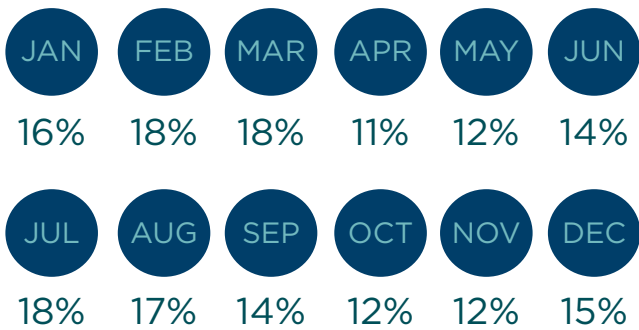
Expected Household Travel Spending for Next Intercontinental Trip



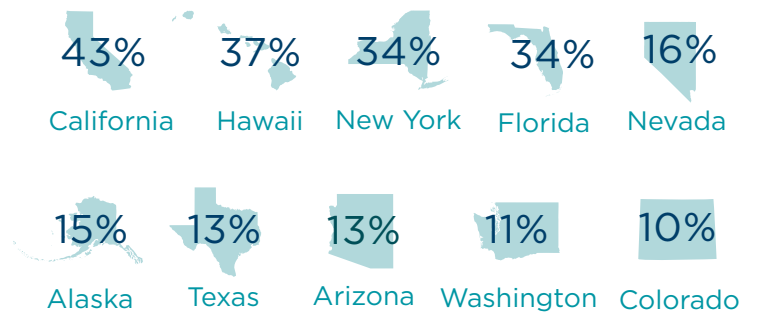
Expected Travel Party Size of Next Intercontinental Trip



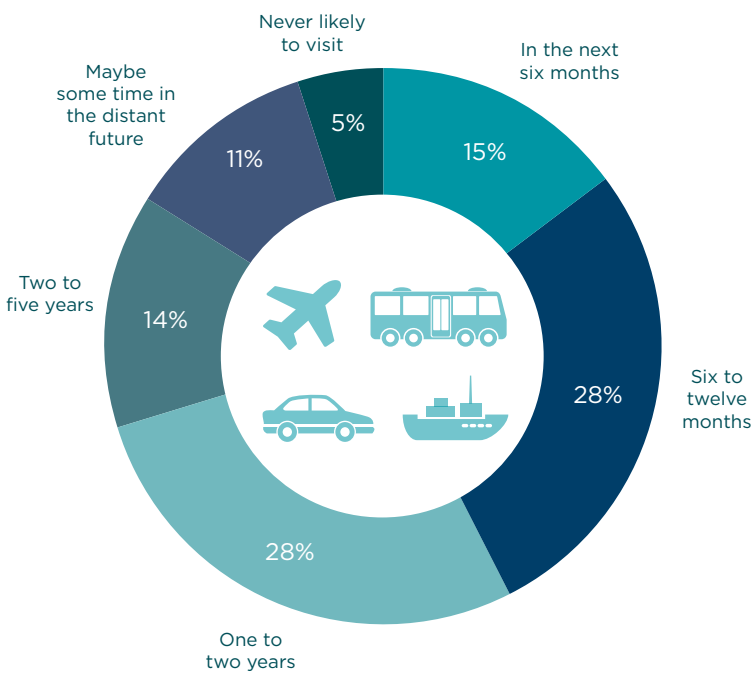
Months Traveled (March 2018–March 2020)



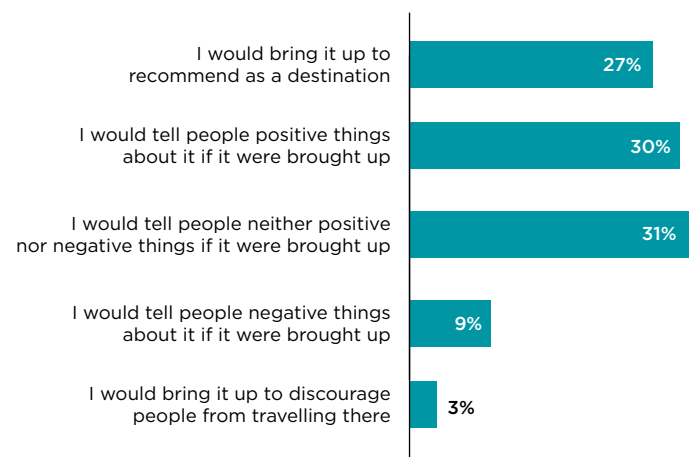
Destination Interest—Top 10 States



Likelihood of Travel to USA

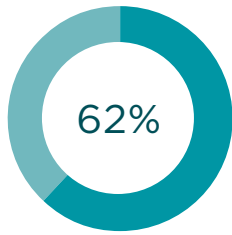


Net Promoter

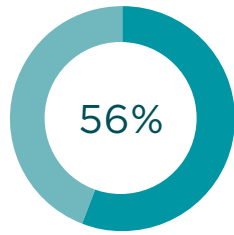


Source: Brand USA Market Intelligence Study 2021

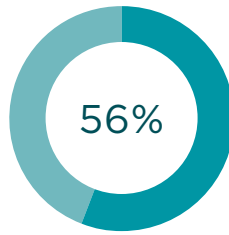
Top 5 Motivations for Selecting Last Intercontinental Destination



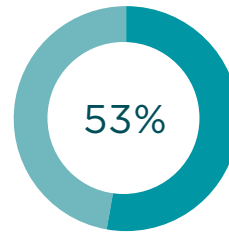
Urban attractions



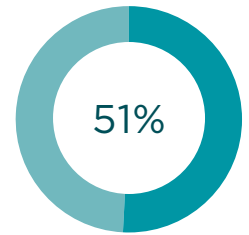
Cultural/historical attractions



Ecotourism and nature

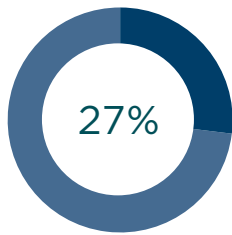


Beaches/seaside attractions

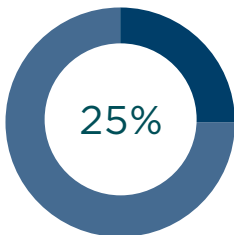


Dining/gastronomy

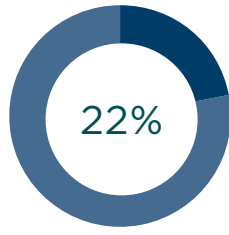
Top 5 Strongest Impressions of the USA



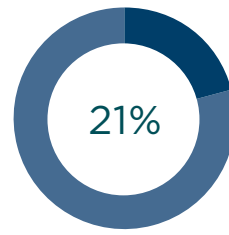
Diverse



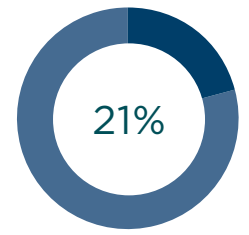
Open-minded



Energetic



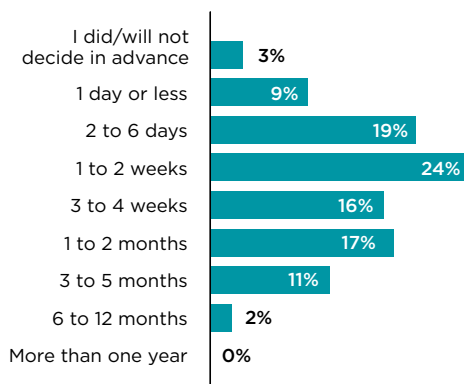
Arrogant



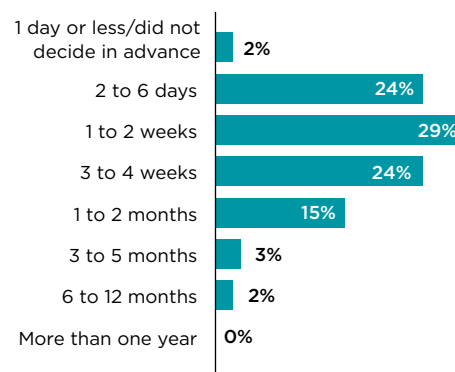
Creative

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



52%

Websites or applications via mobile phone



47%

Websites via computer or laptop



40%

Websites or applications via tablet



40%

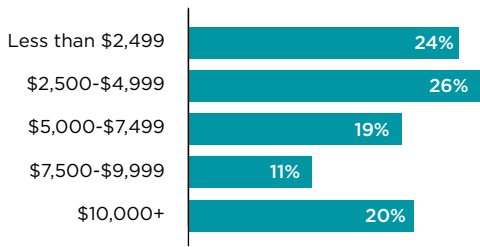
Personal advice from travel professionals/travel agents



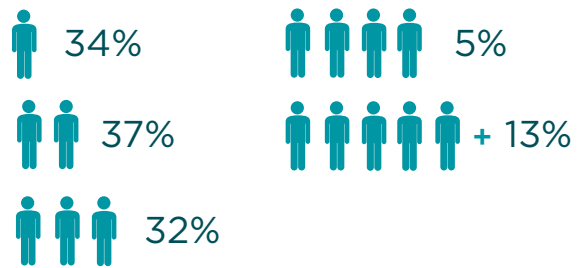
39%

Personal recommendations from family or friends

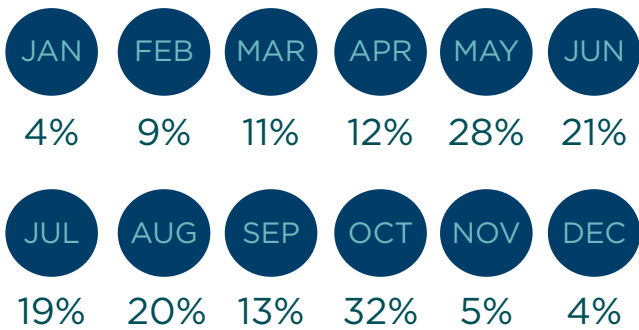
Expected Household Travel Spending for Next Intercontinental Trip



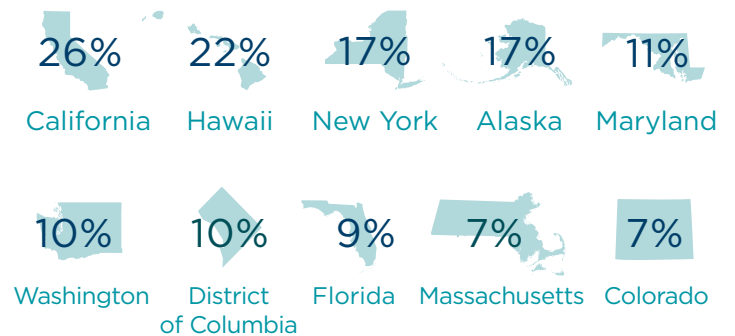
Expected Travel Party Size of Next Intercontinental Trip



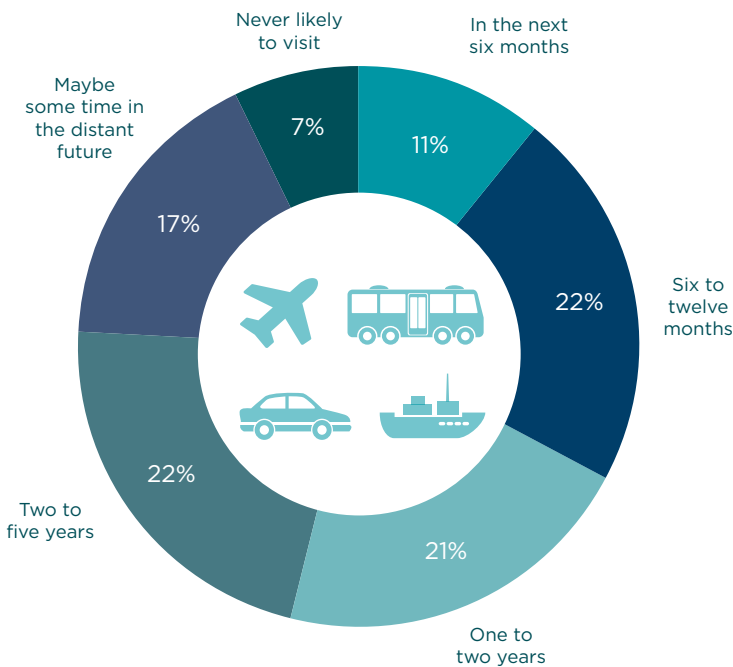
Months Traveled (March 2018–March 2020)



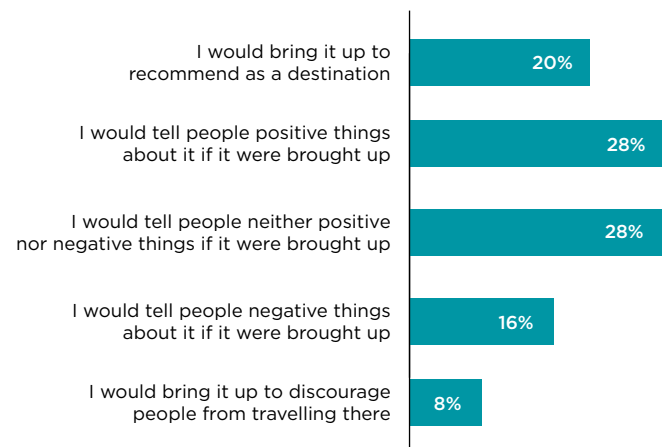
Destination Interest—Top 10 States



Likelihood of Travel to USA

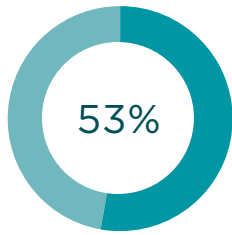


Net Promoter

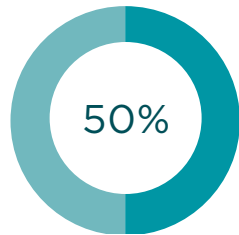


Source: Brand USA Market Intelligence Study 2021

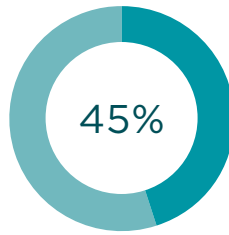
Top 5 Motivations for Selecting Last Intercontinental Destination



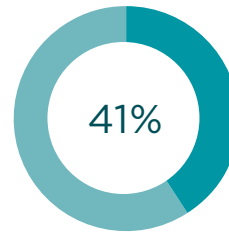
Cultural/historical attractions



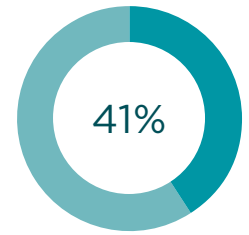
Local lifestyle



Urban attractions

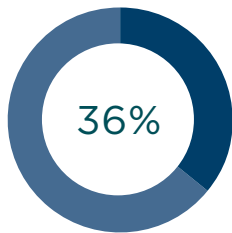


Beaches/seaside attractions

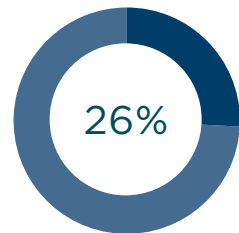


Dining/gastronomy

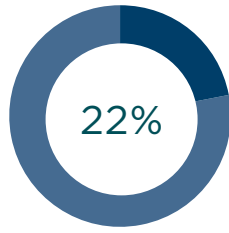
Top 5 Strongest Impressions of the USA



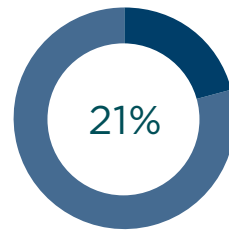
Diverse



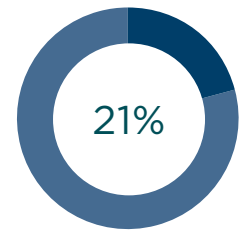
Adventurous



Open-minded



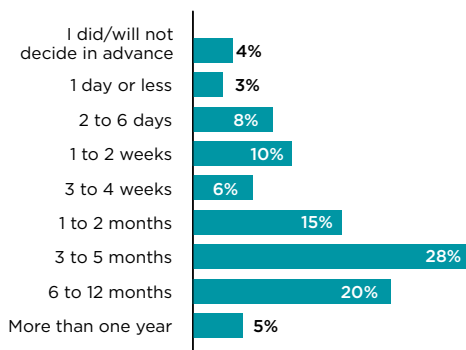
Trendy



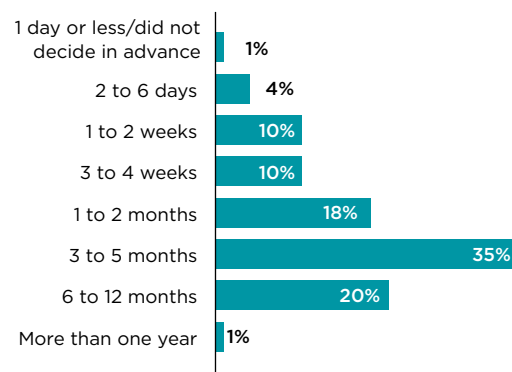
Arrogant

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



53%

Websites via computer or laptop



36%

Personal recommendations from family or friends



36%

Websites or applications via mobile phone



34%

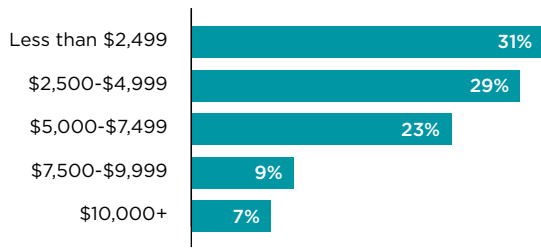
Information in print travel guidebooks



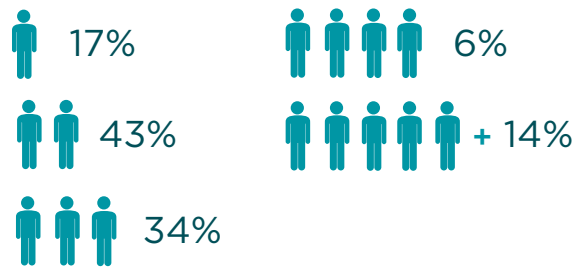
30%

Websites or applications via tablet

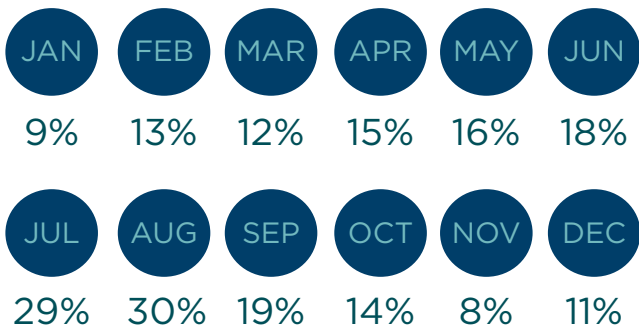
Expected Household Travel Spending for Next Intercontinental Trip



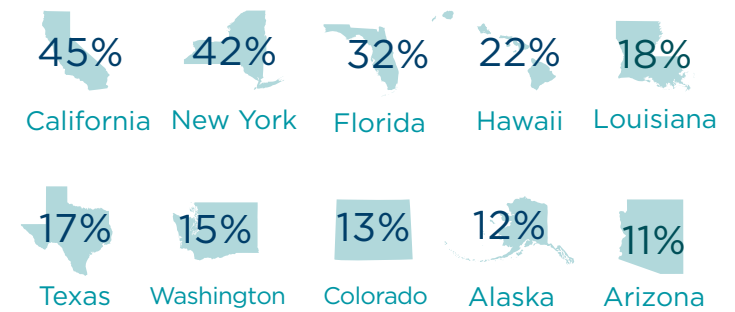
Expected Travel Party Size of Next Intercontinental Trip



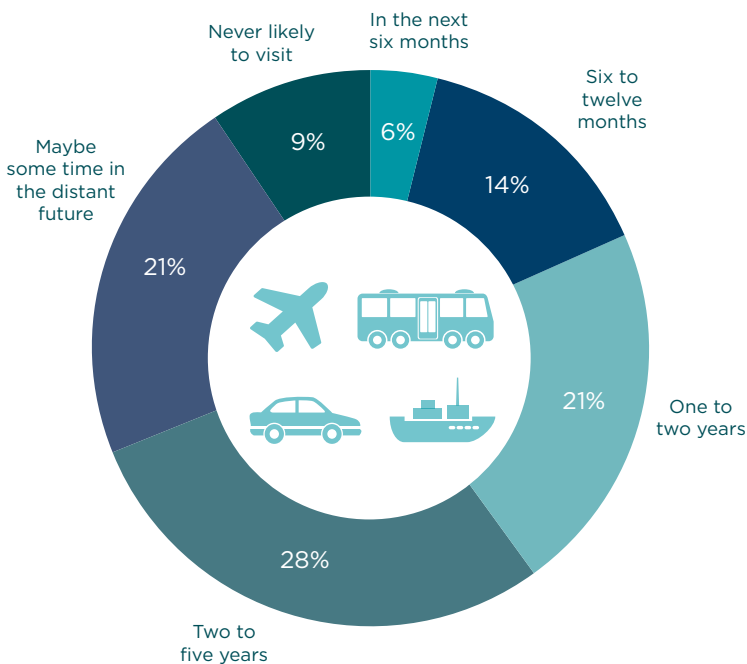
Months Traveled (March 2018–March 2020)



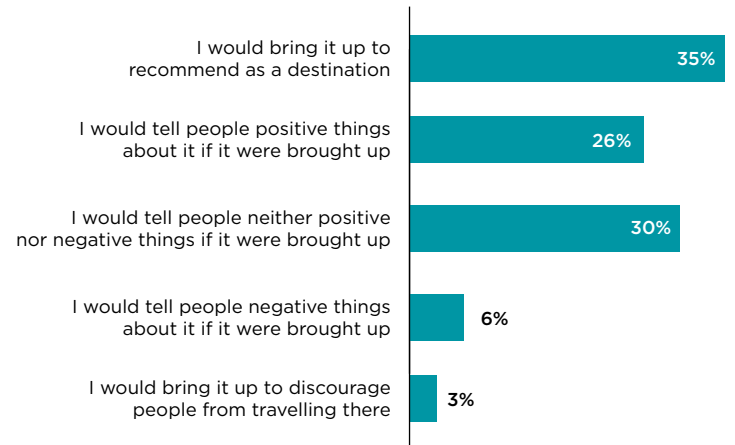
Destination Interest—Top 10 States



Likelihood of Travel to USA

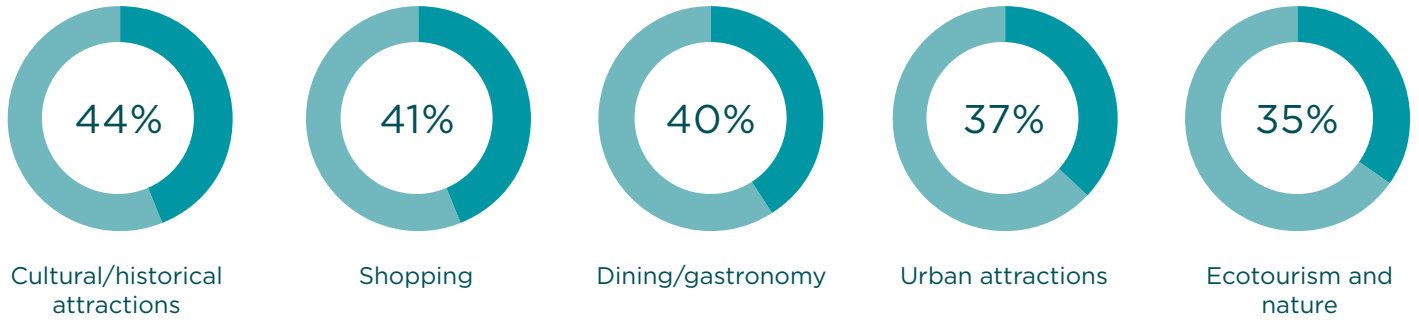


Net Promoter

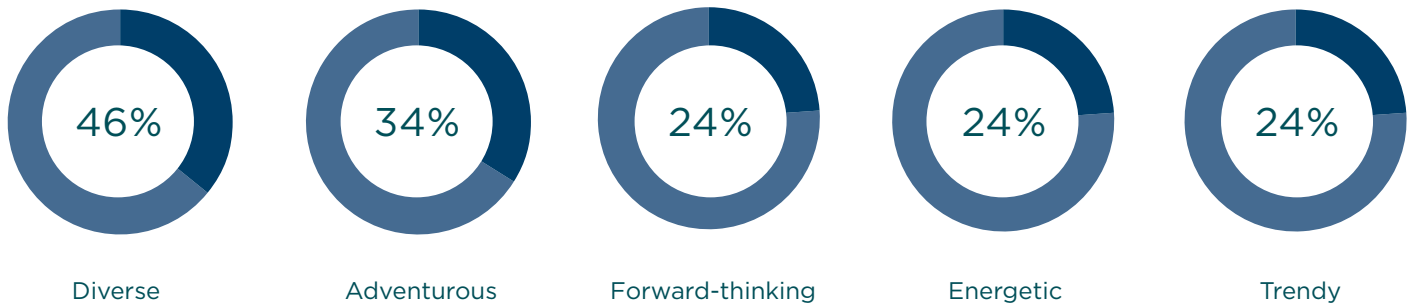


Source: Brand USA Market Intelligence Study 2021

Top 5 Motivations for Selecting Last Intercontinental Destination



Top 5 Strongest Impressions of the USA

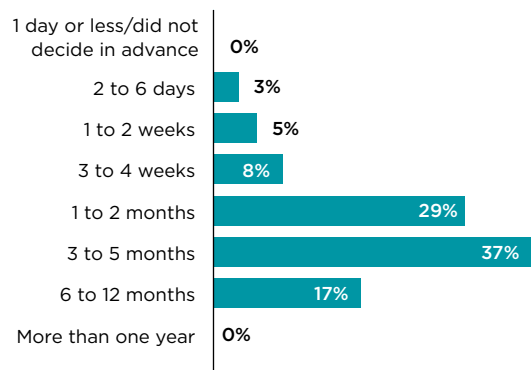


Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



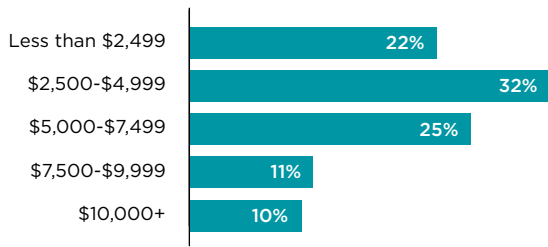
AIR BOOKING



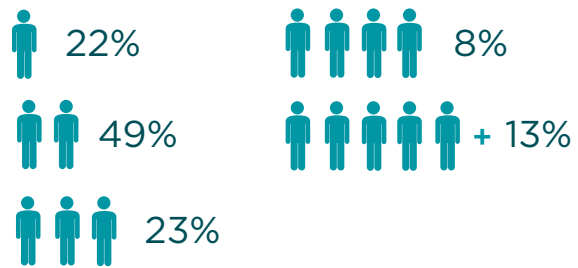
Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



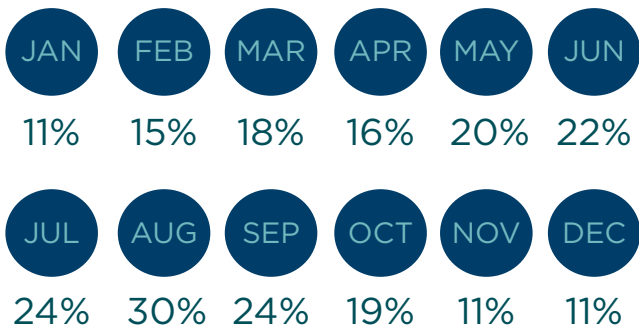
Expected Household Travel Spending for Next Intercontinental Trip



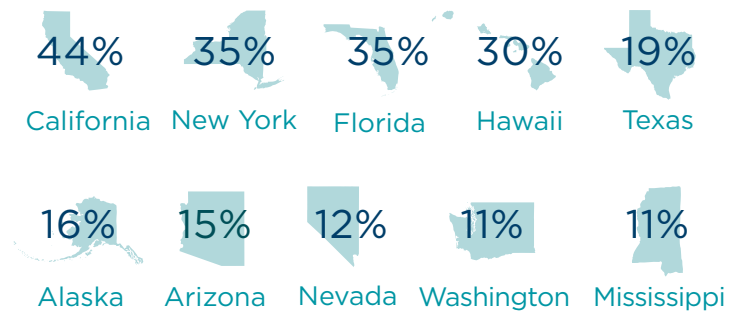
Expected Travel Party Size of Next Intercontinental Trip



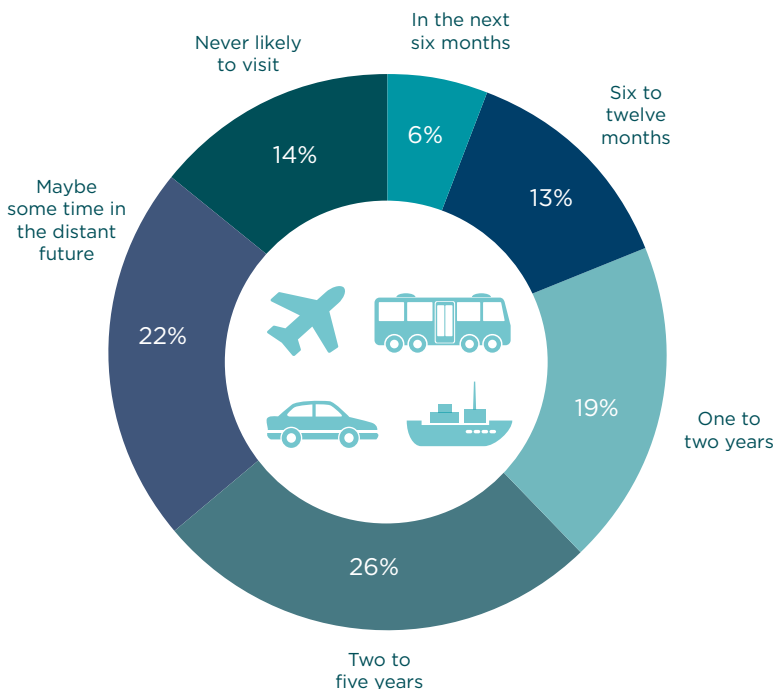
Months Traveled (March 2018–March 2020)



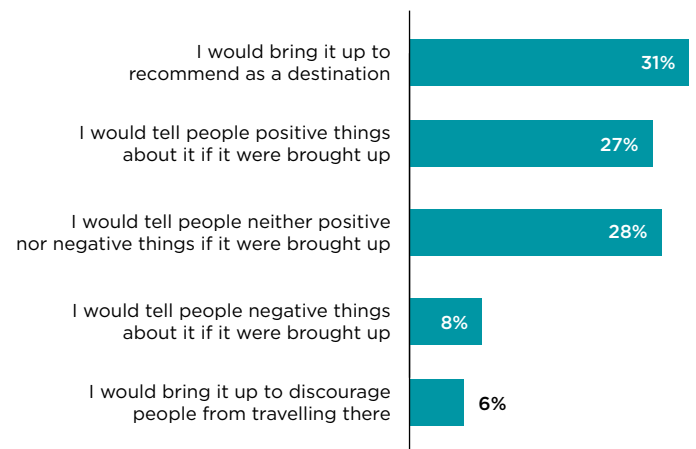
Destination Interest—Top 10 States



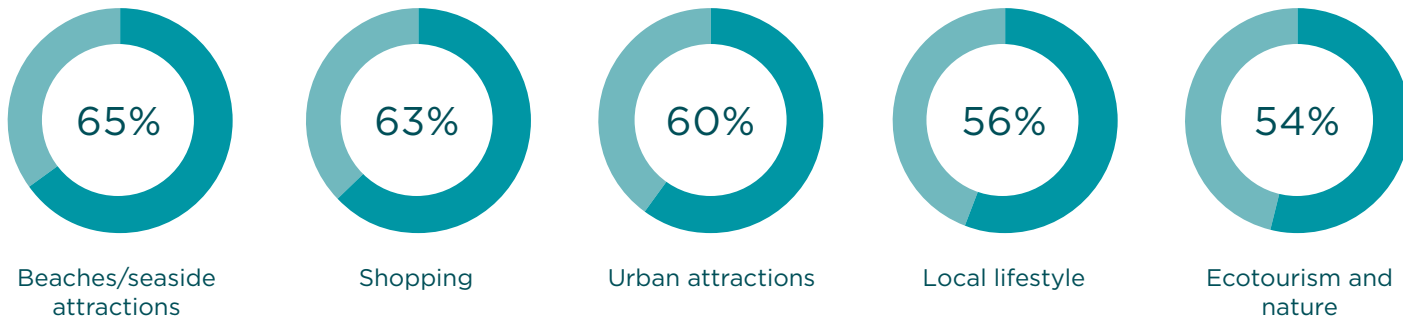
Likelihood of Travel to USA



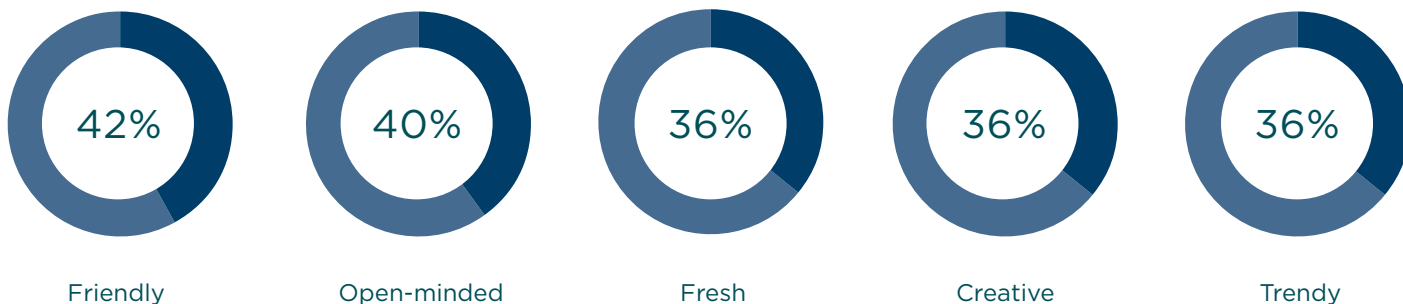
Net Promoter



Top 5 Motivations for Selecting Last Intercontinental Destination

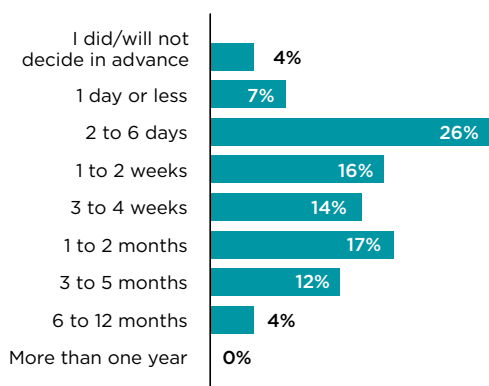


Top 5 Strongest Impressions of the USA

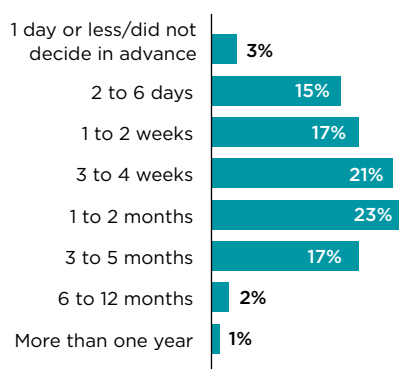


Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



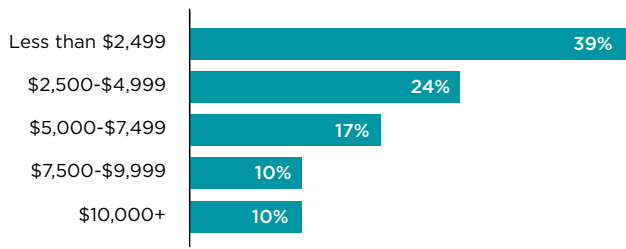
AIR BOOKING



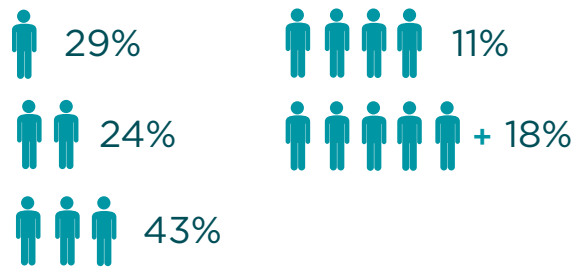
Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



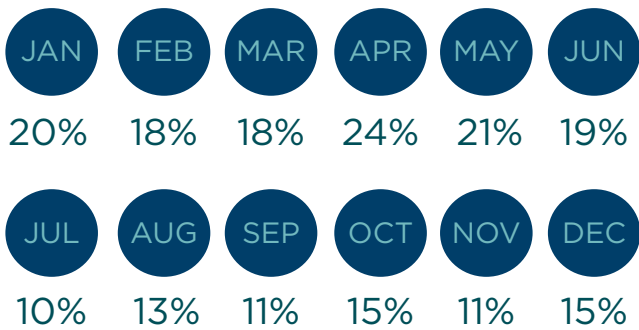
Expected Household Travel Spending for Next Intercontinental Trip



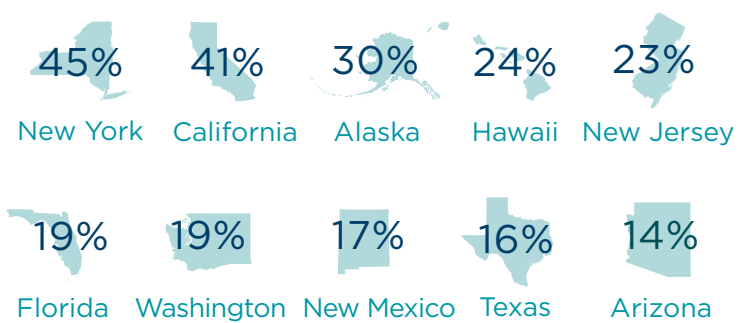
Expected Travel Party Size of Next Intercontinental Trip



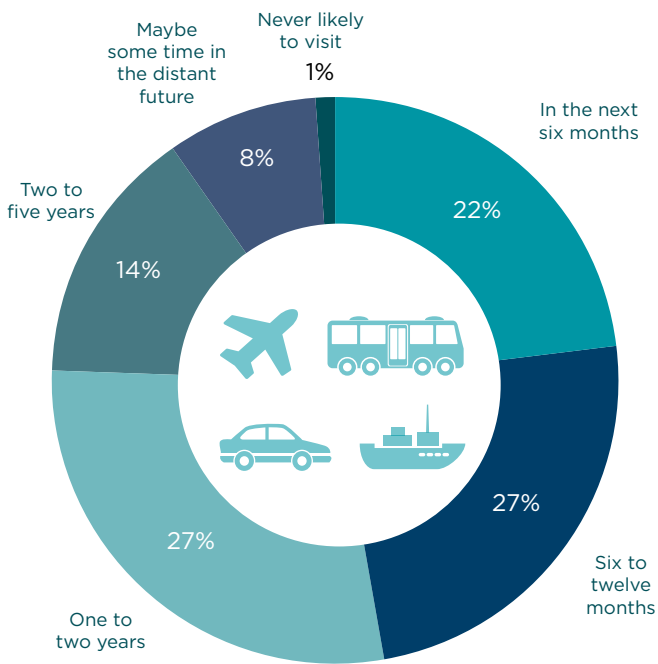
Months Traveled (March 2018–March 2020)



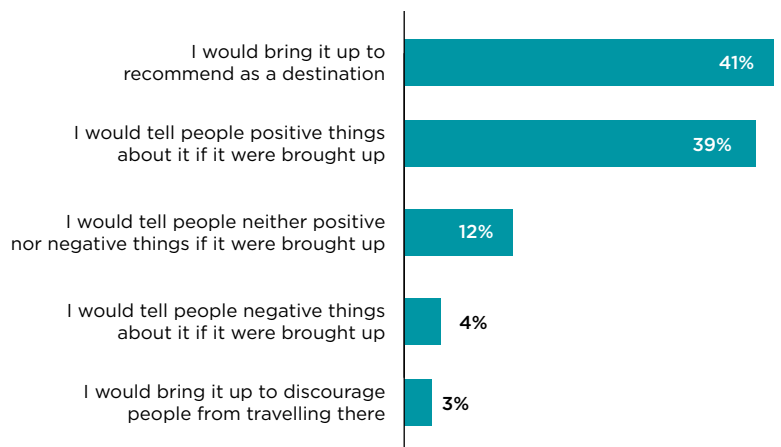
Destination Interest—Top 10 States



Likelihood of Travel to USA

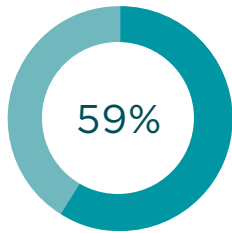


Net Promoter

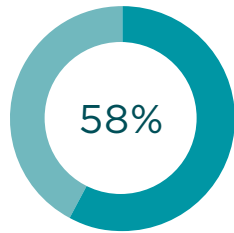


Source: Brand USA Market Intelligence Study 2021

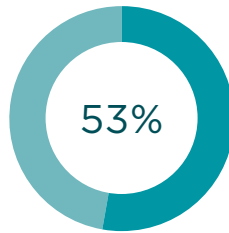
Top 5 Motivations for Selecting Last Intercontinental Destination



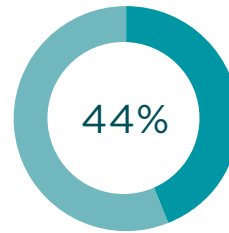
Cultural/historical attractions



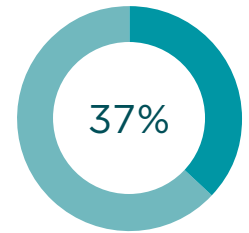
Urban Attractions



Local lifestyle

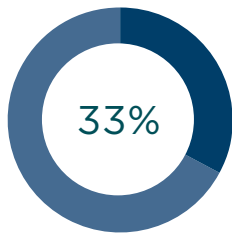


Beaches/seaside attractions

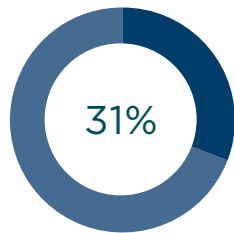


Ecotourism and nature

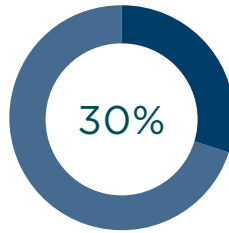
Top 5 Strongest Impressions of the USA



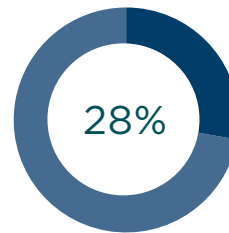
Forward-thinking



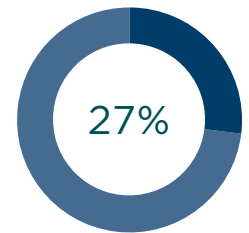
Energetic



Trendy



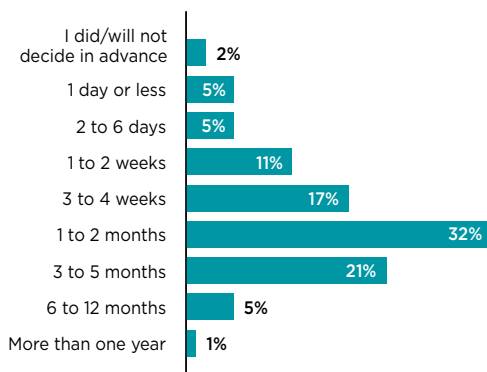
Unexpected



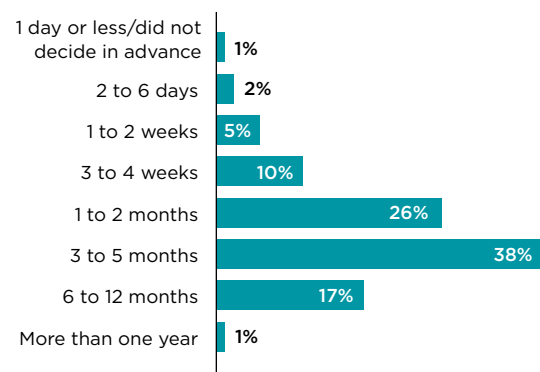
Adventurous

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



58%

Websites via computer or laptop



44%

Websites or applications via mobile phone



36%

Personal recommendations from family or friends



35%

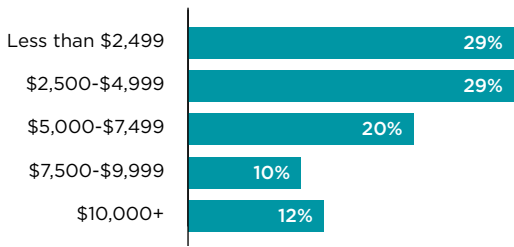
Websites or applications via tablet



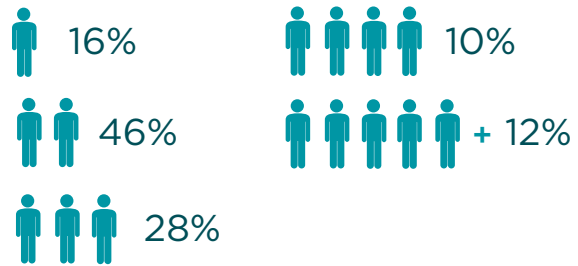
29%

Information in print travel guidebooks

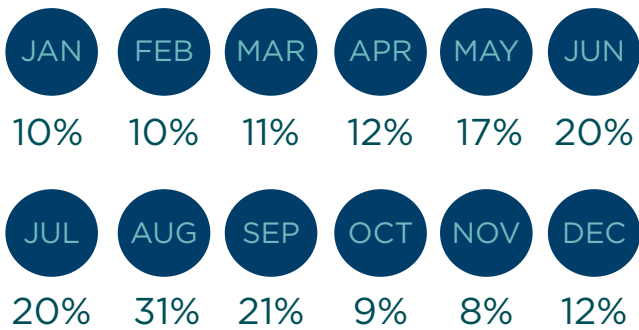
Expected Household Travel Spending for Next Intercontinental Trip



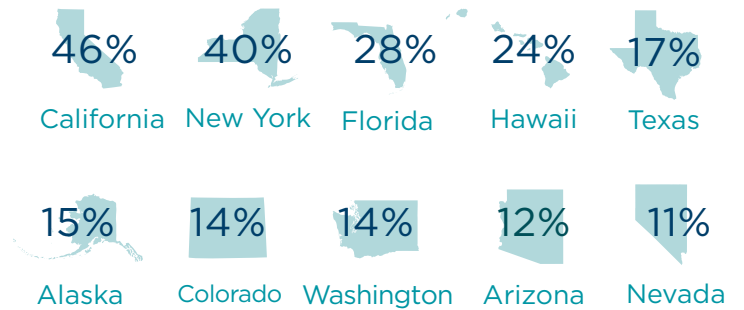
Expected Travel Party Size of Next Intercontinental Trip



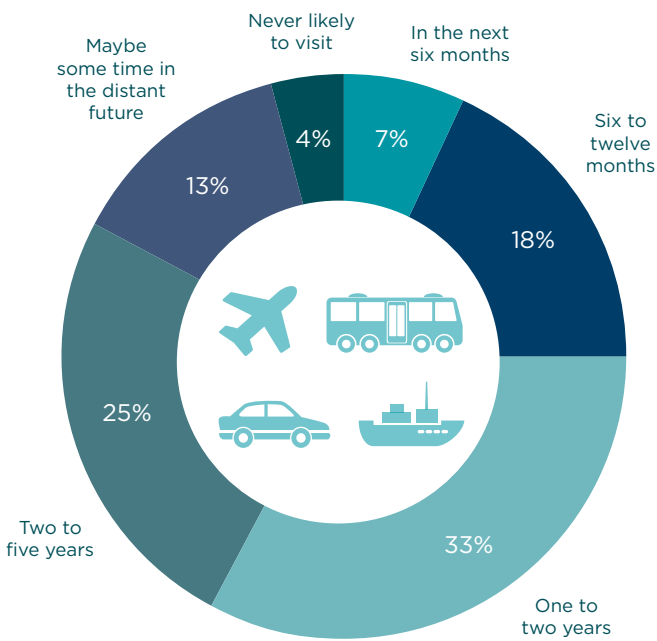
Months Traveled (March 2018–March 2020)



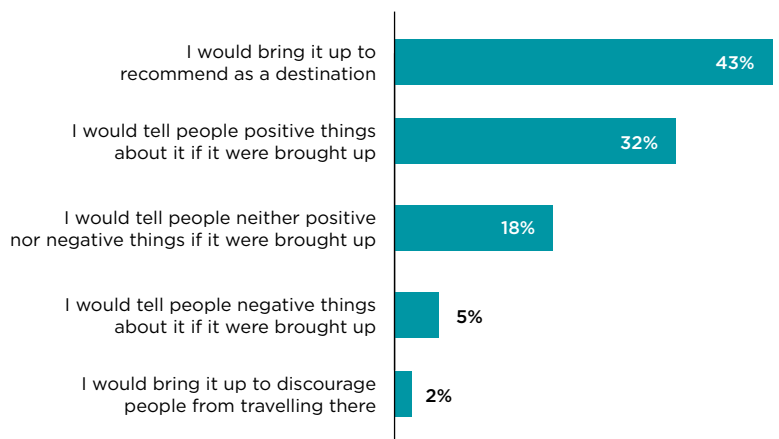
Destination Interest—Top 10 States



Likelihood of Travel to USA

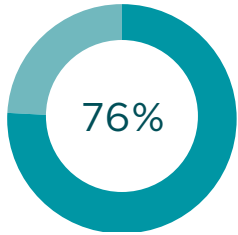


Net Promoter

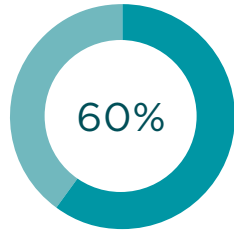


Source: Brand USA Market Intelligence Study 2021

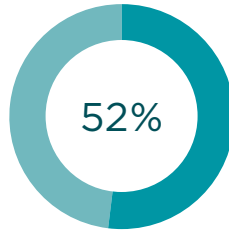
Top 5 Motivations for Selecting Last Intercontinental Destination



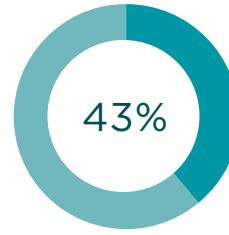
Dining/gastronomy



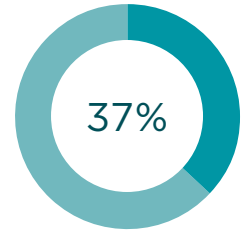
Cultural/historical attractions



Shopping

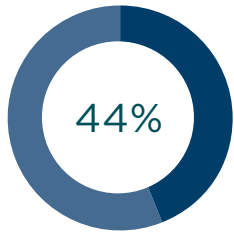


Beaches/seaside attractions

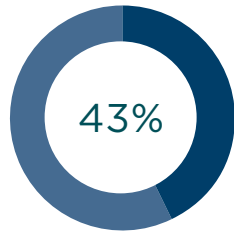


Urban Attractions

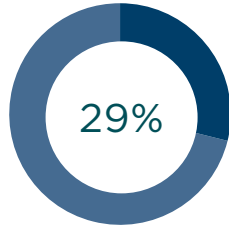
Top 5 Strongest Impressions of the USA



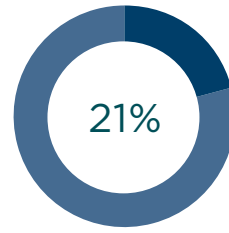
Diverse



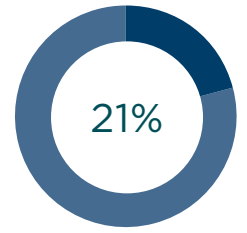
Energetic



Friendly



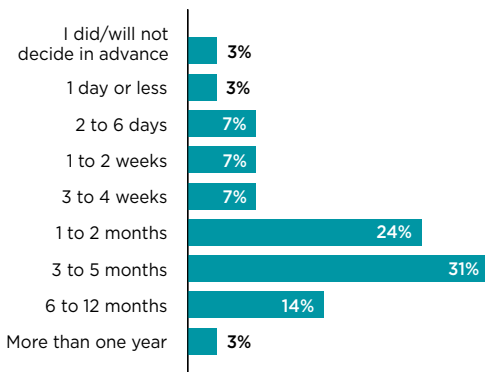
Optimistic



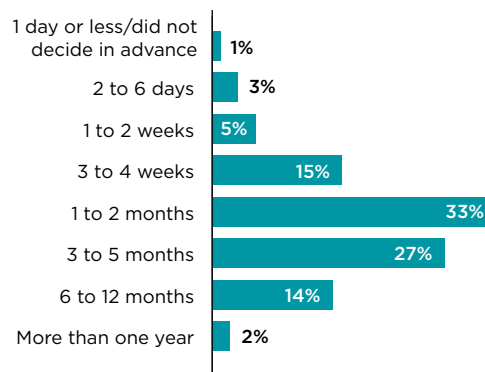
Creative

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



70%

Websites via computer or laptop



41%

Websites or applications via tablet



40%

Information in print travel guidebooks



39%

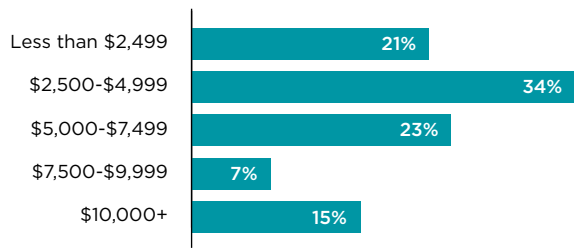
Websites or applications via mobile phone



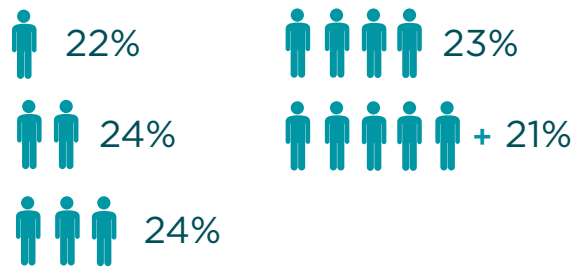
36%

Printed publications, articles or brochures

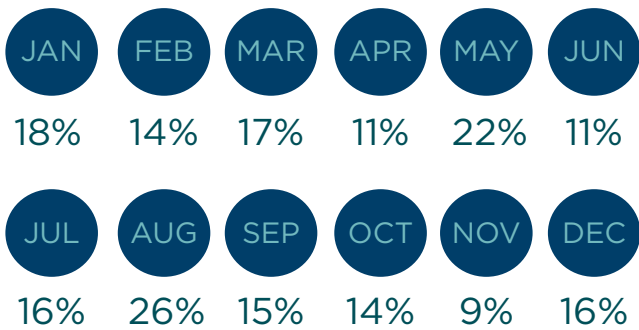
Expected Household Travel Spending for Next Intercontinental Trip



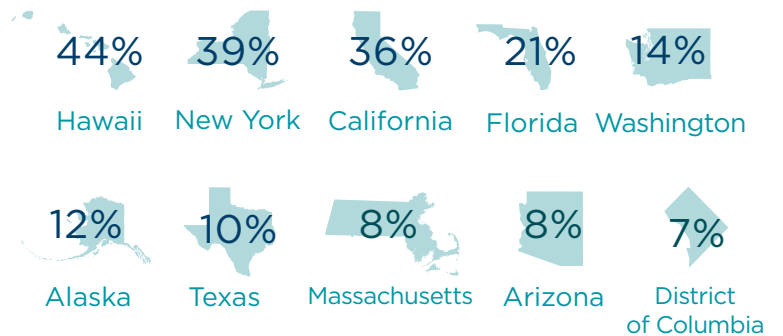
Expected Travel Party Size of Next Intercontinental Trip



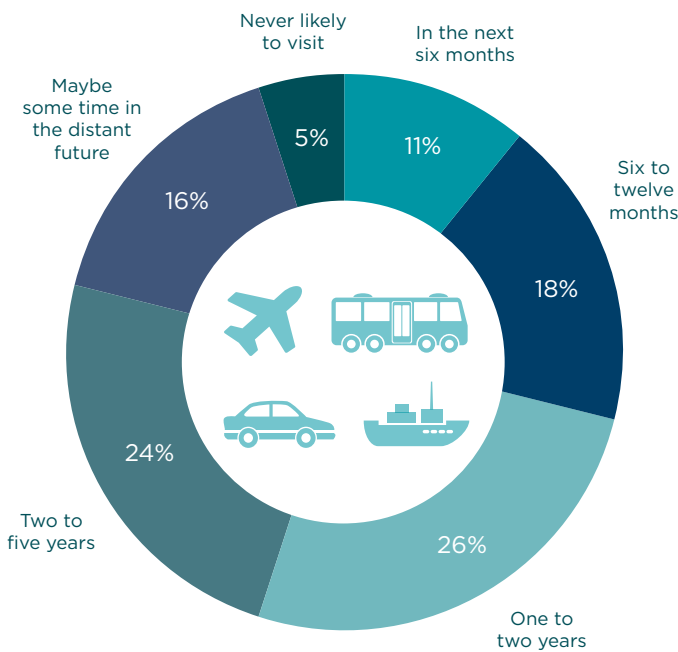
Months Traveled (March 2018–March 2020)



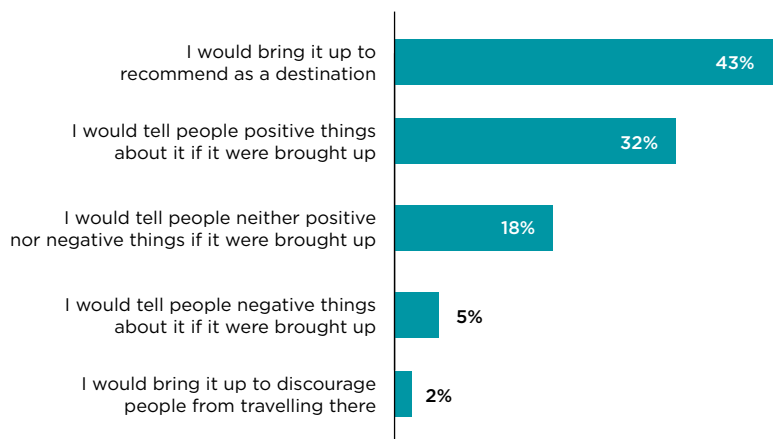
Destination Interest—Top 10 States



Likelihood of Travel to USA



Net Promoter

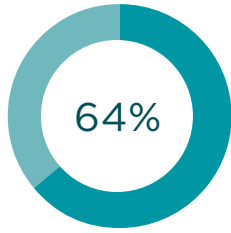


Source: Brand USA Market Intelligence Study 2021

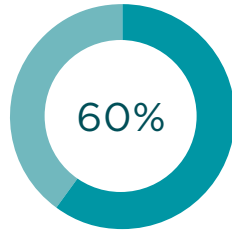


Korea

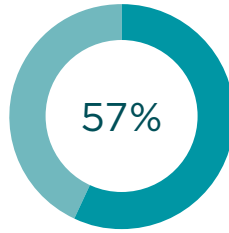
Top 5 Motivations for Selecting Last Intercontinental Destination



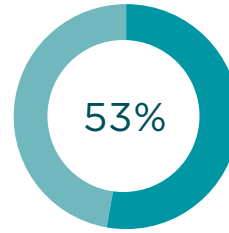
Beaches/seaside attractions



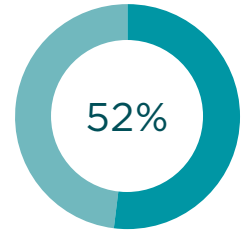
Cultural/historical attractions



Urban Attractions

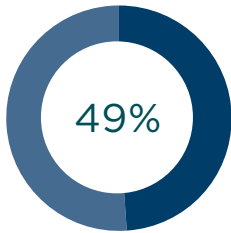


Ecotourism and nature

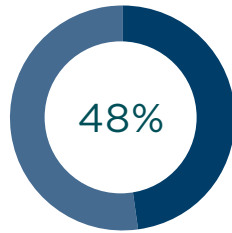


Dining/gastronomy

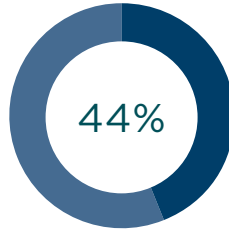
Top 5 Strongest Impressions of the USA



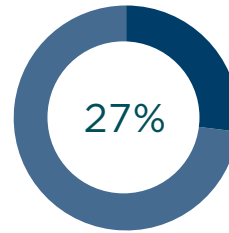
Open-minded



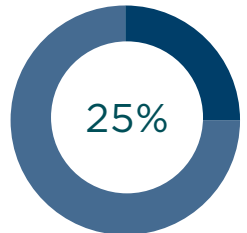
Diverse



Energetic



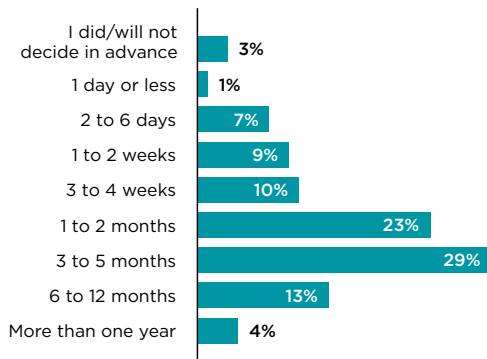
Adventurous



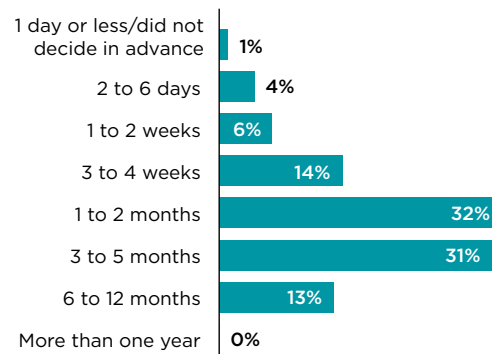
Down-to-earth

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



74%

Websites via computer or laptop



61%

Websites or applications via mobile phone



49%

Personal recommendations from family or friends



31%

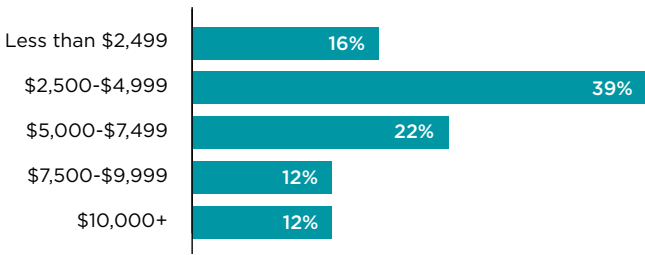
Websites or applications via tablet



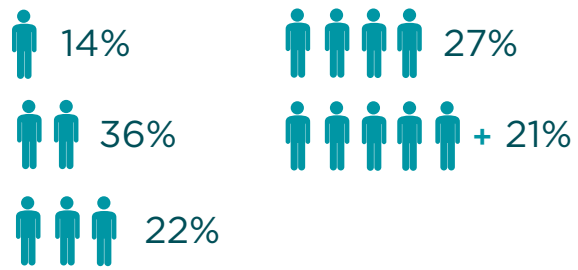
28%

Personal advice from travel professionals/travel agents

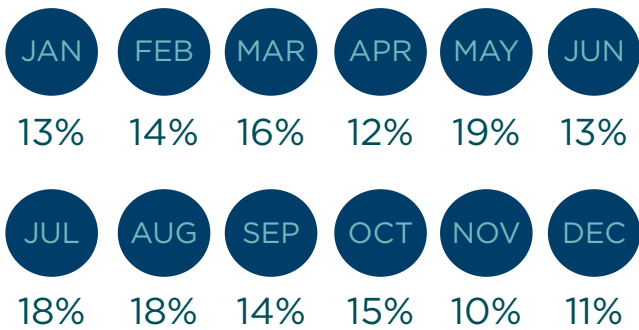
Expected Household Travel Spending for Next Intercontinental Trip



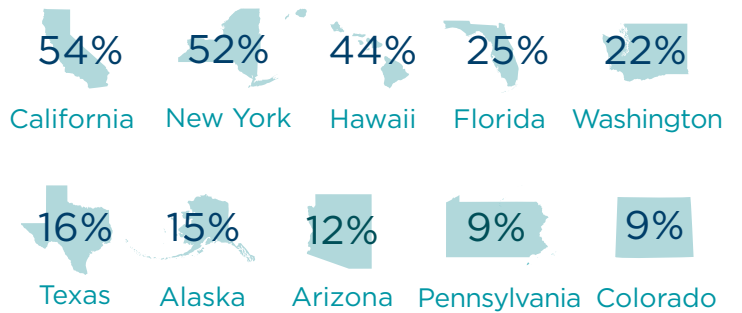
Expected Travel Party Size of Next Intercontinental Trip



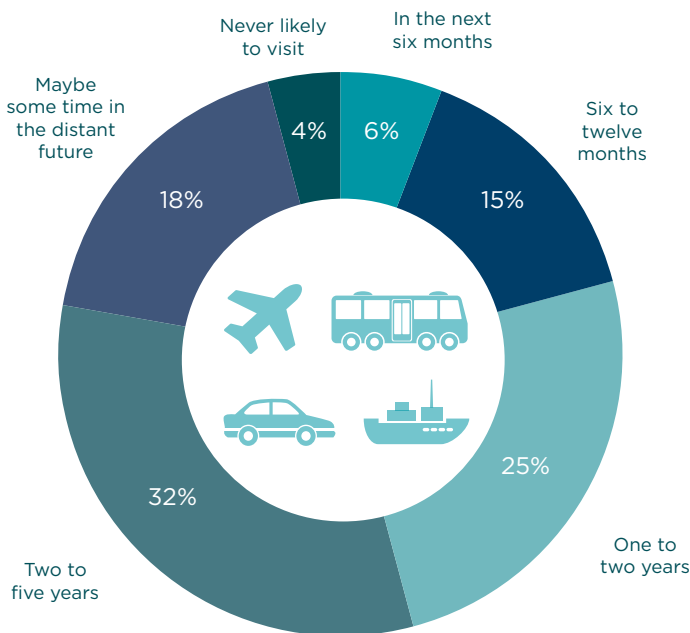
Months Traveled (March 2018–March 2020)



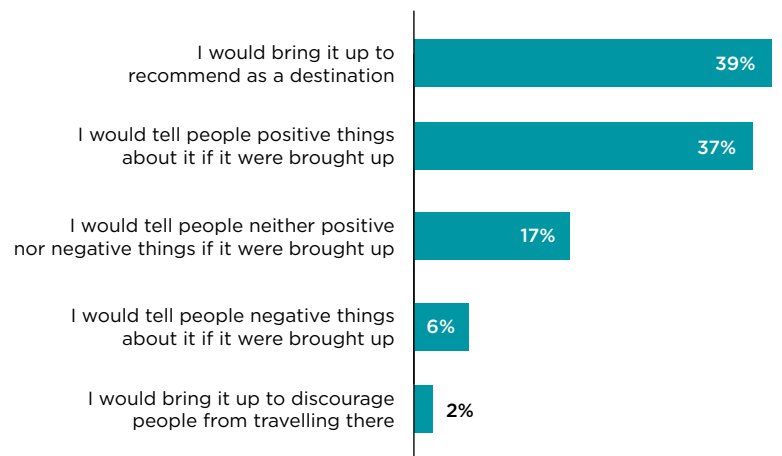
Destination Interest—Top 10 States



Likelihood of Travel to USA

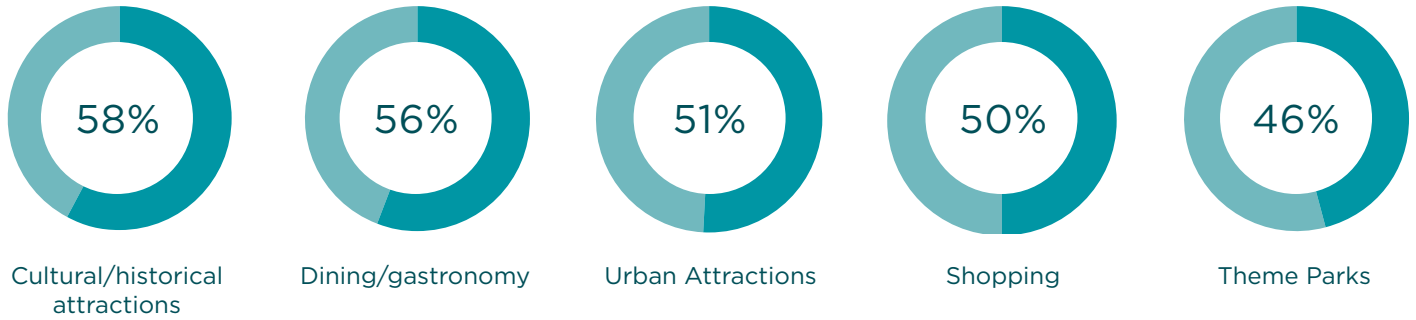


Net Promoter

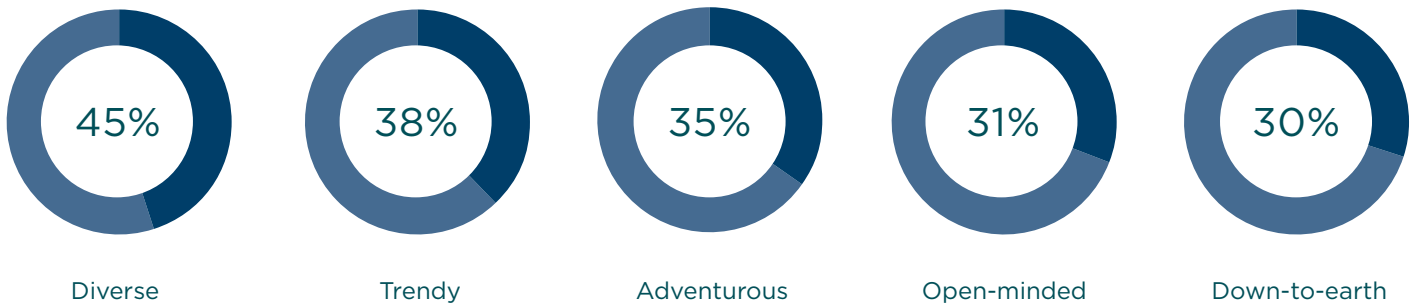


Source: Brand USA Market Intelligence Study 2021

Top 5 Motivations for Selecting Last Intercontinental Destination

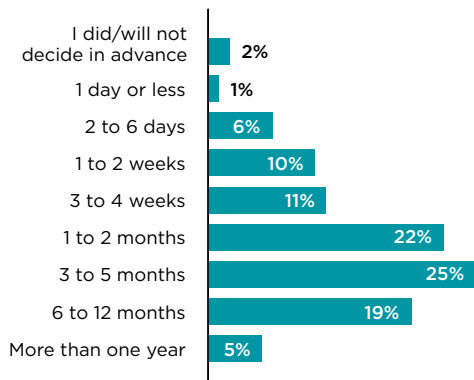


Top 5 Strongest Impressions of the USA



Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



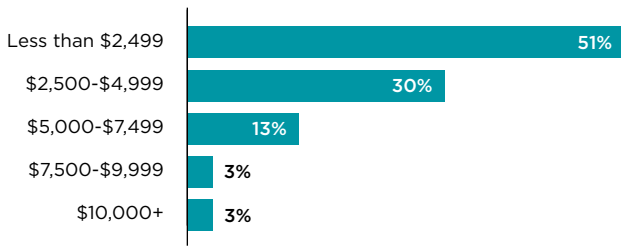
AIR BOOKING



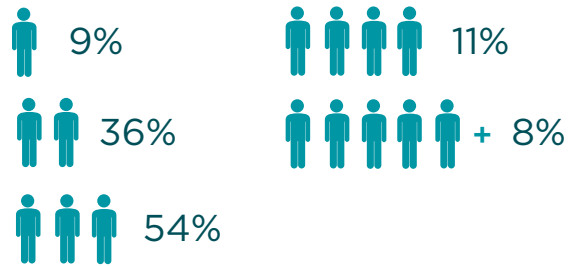
Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



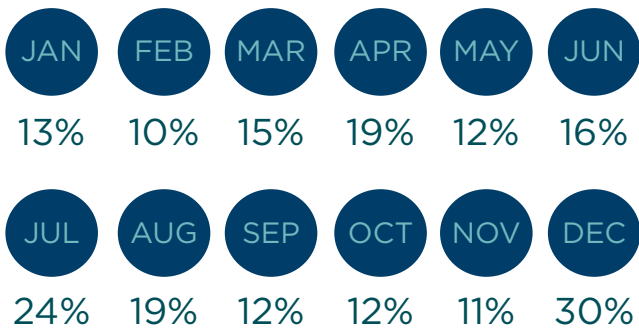
Expected Household Travel Spending for Next Intercontinental Trip



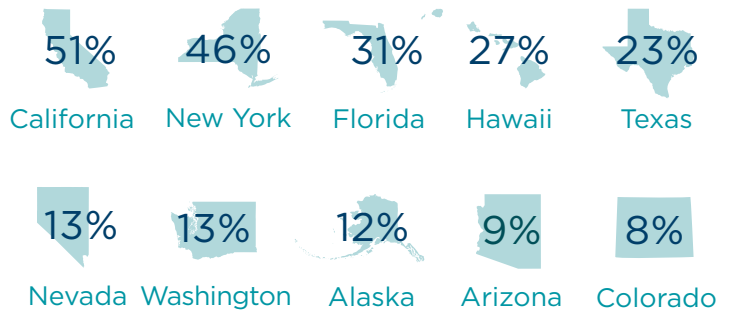
Expected Travel Party Size of Next Intercontinental Trip



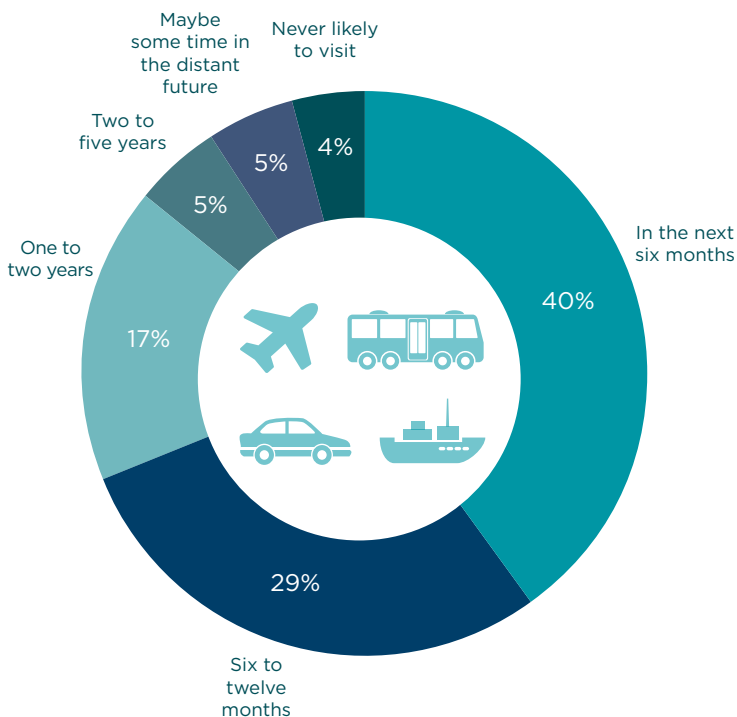
Months Traveled (March 2018–March 2020)



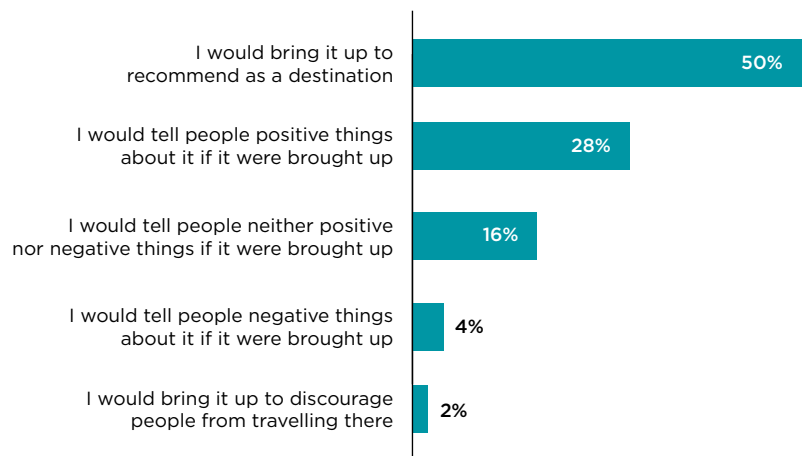
Destination Interest—Top 10 States



Likelihood of Travel to USA

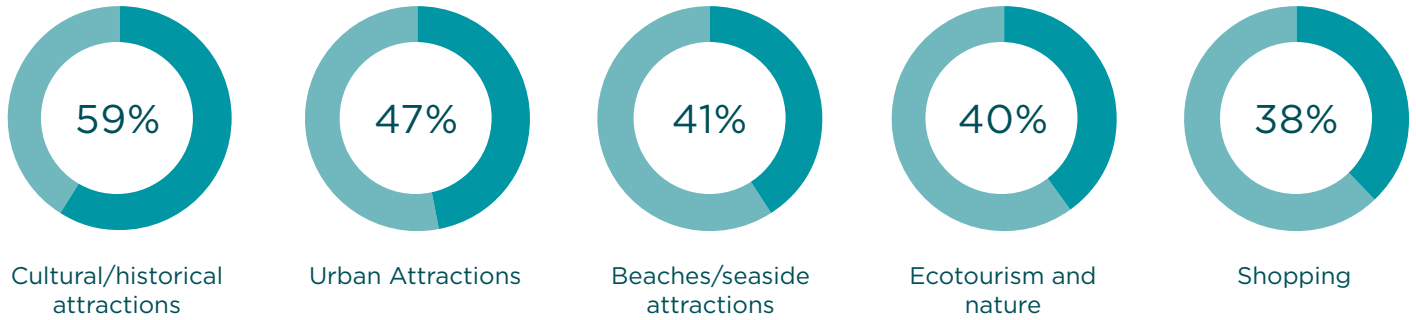


Net Promoter

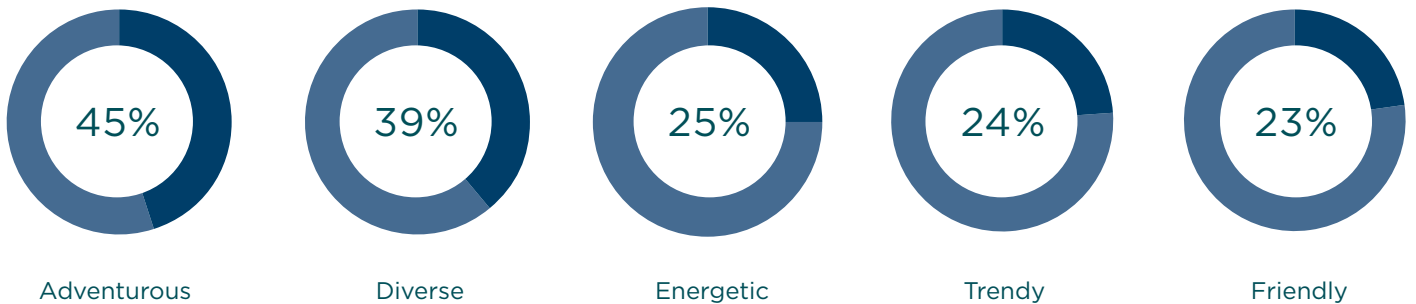


Source: Brand USA Market Intelligence Study 2021

Top 5 Motivations for Selecting Last Intercontinental Destination

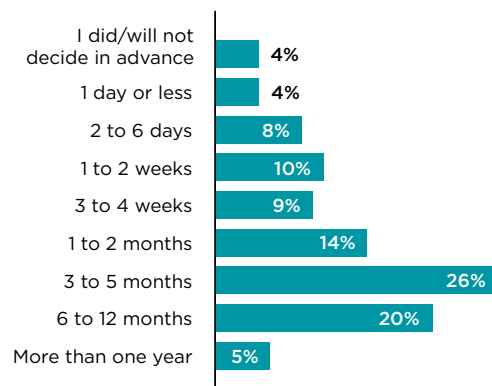


Top 5 Strongest Impressions of the USA

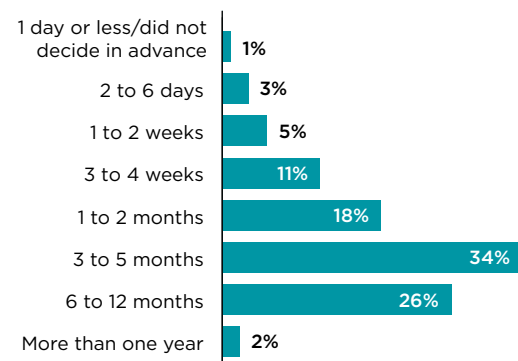


Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



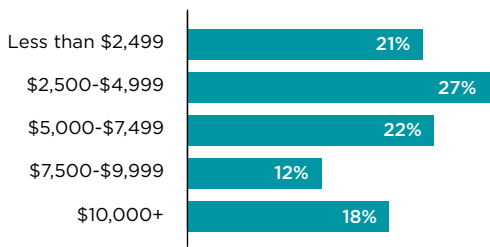
AIR BOOKING



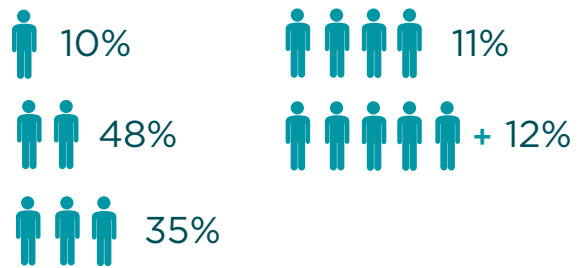
Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



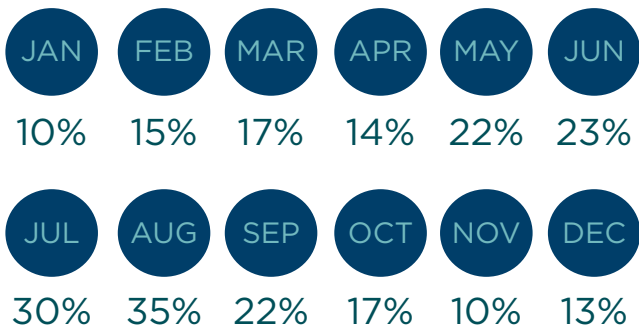
Expected Household Travel Spending for Next Intercontinental Trip



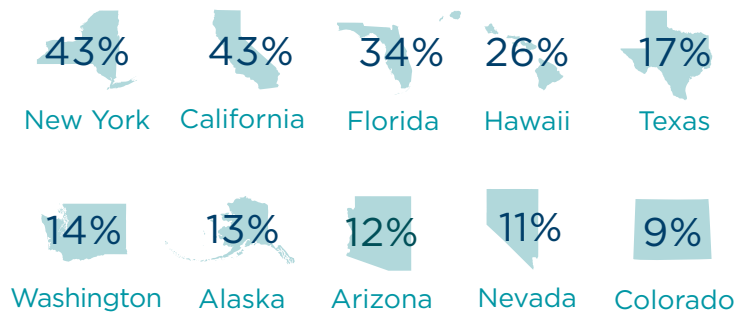
Expected Travel Party Size of Next Intercontinental Trip



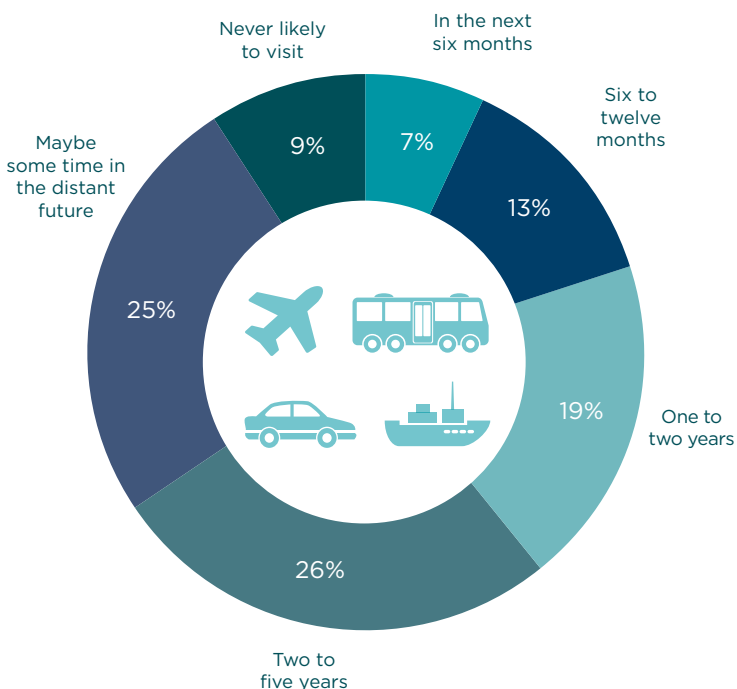
Months Traveled (March 2018–March 2020)



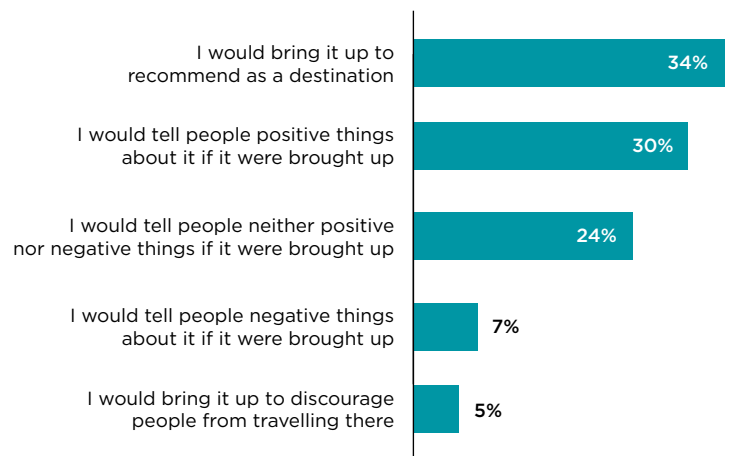
Destination Interest—Top 10 States



Likelihood of Travel to USA

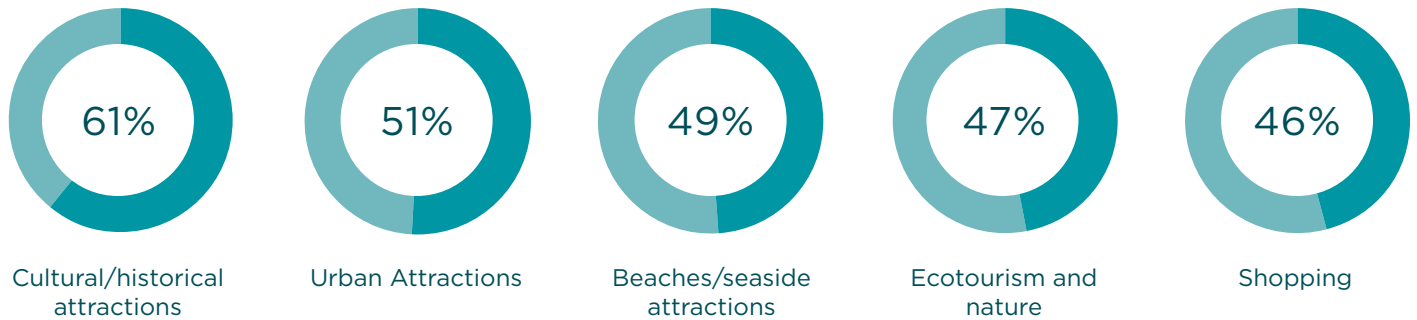


Net Promoter

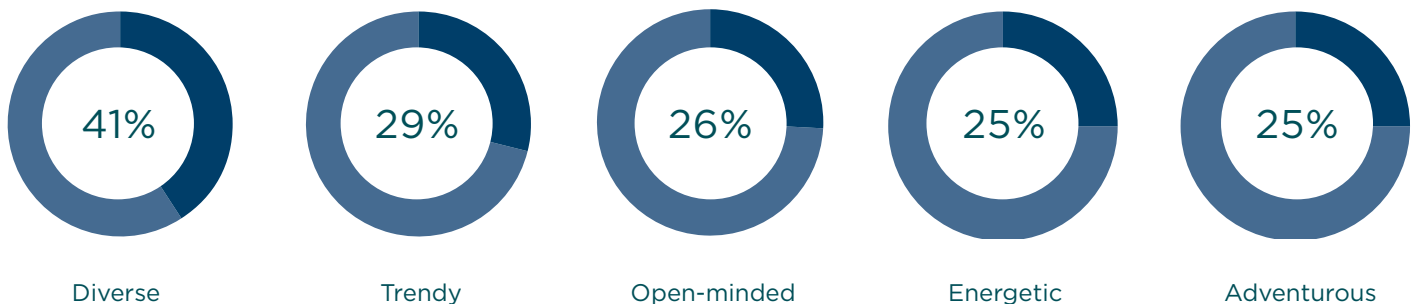


Source: Brand USA Market Intelligence Study 2021

Top 5 Motivations for Selecting Last Intercontinental Destination

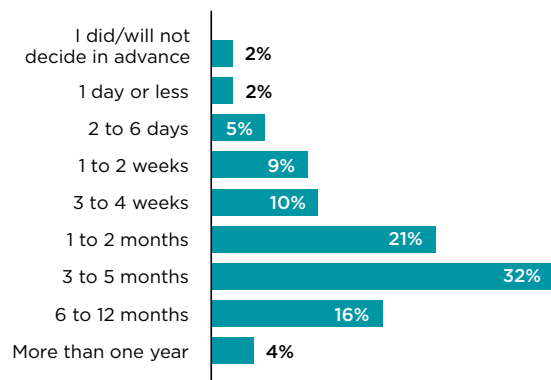


Top 5 Strongest Impressions of the USA

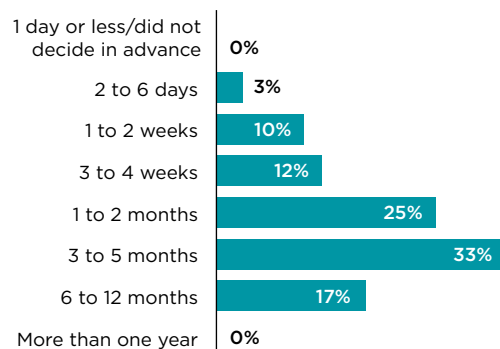


Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



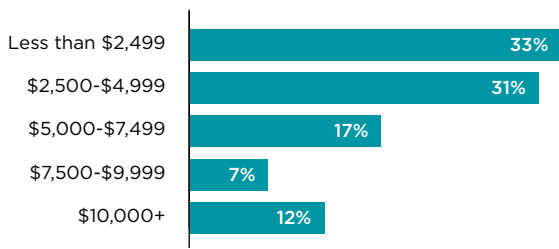
AIR BOOKING



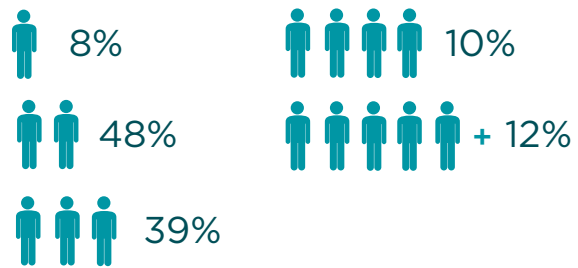
Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



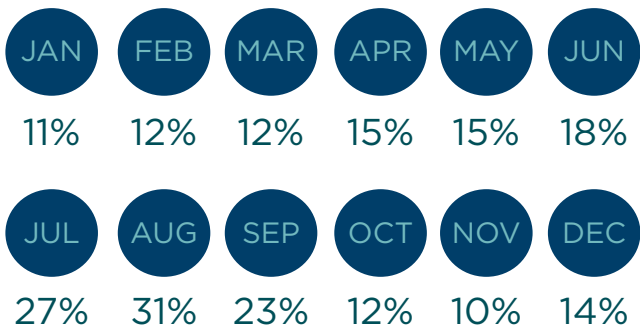
Expected Household Travel Spending for Next Intercontinental Trip



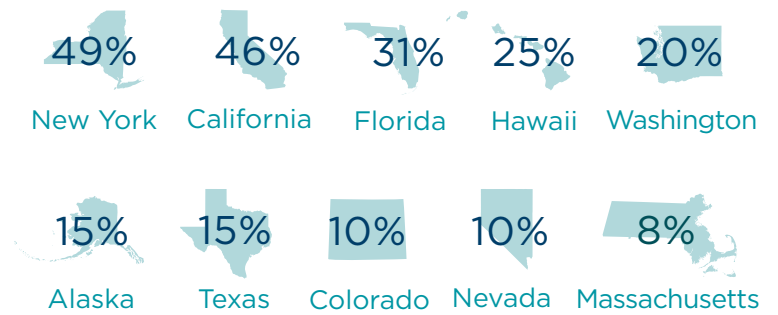
Expected Travel Party Size of Next Intercontinental Trip



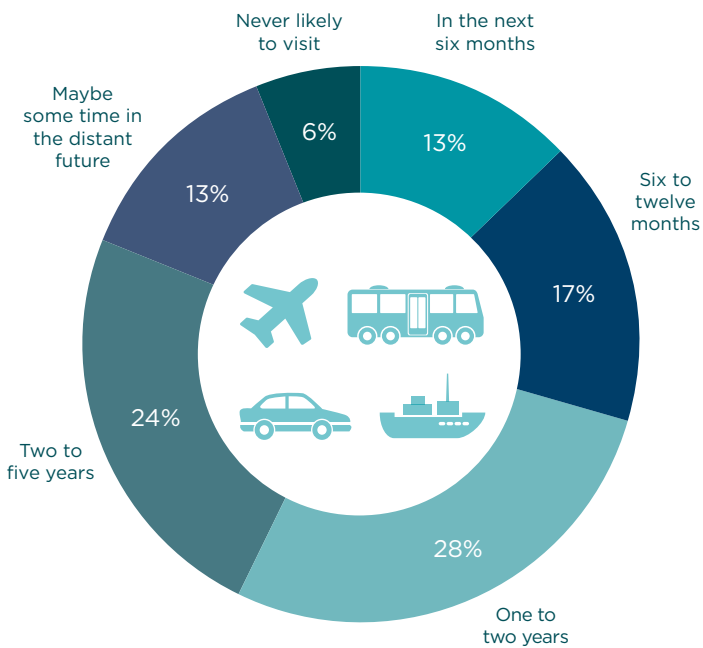
Months Traveled (March 2018–March 2020)



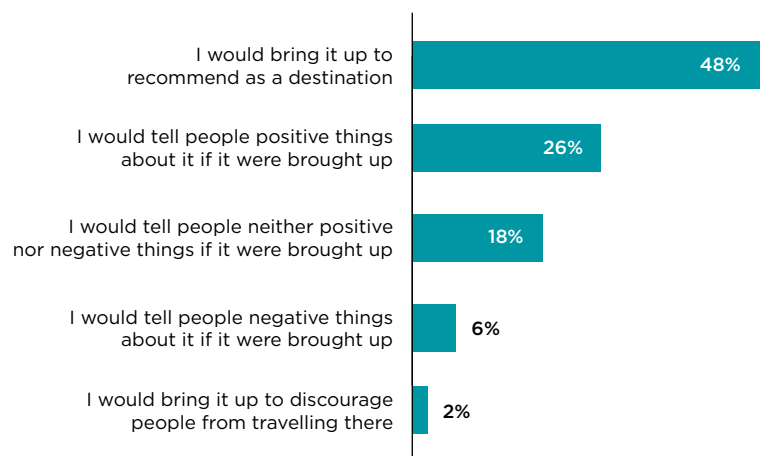
Destination Interest—Top 10 States



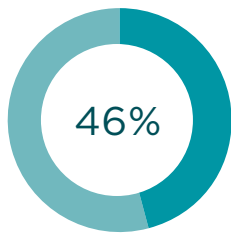
Likelihood of Travel to USA



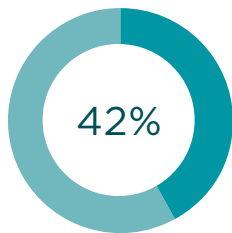
Net Promoter



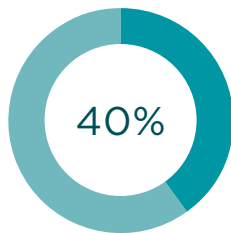
Top 5 Motivations for Selecting Last Intercontinental Destination



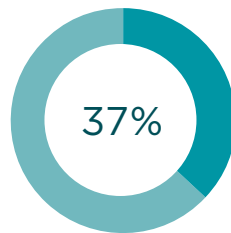
Cultural/historical attractions



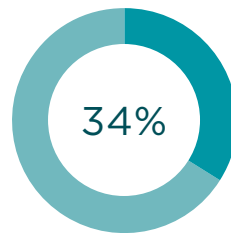
Local Lifestyle



Beaches/seaside attractions

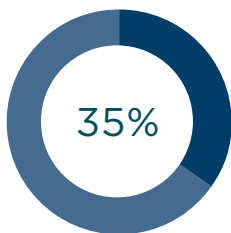


Urban Attractions

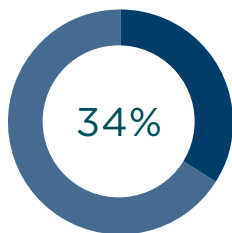


Theme Parks

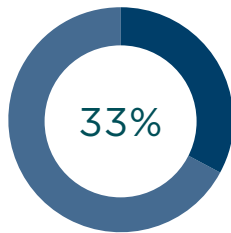
Top 5 Strongest Impressions of the USA



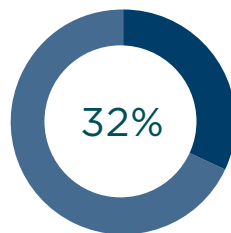
Friendly



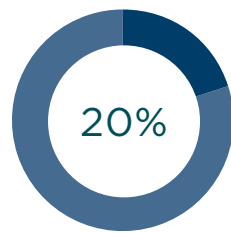
Adventurous



Diverse



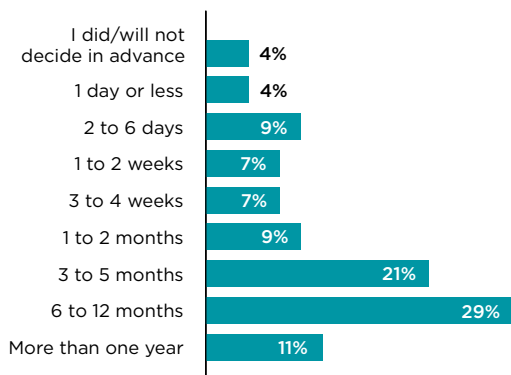
Energetic



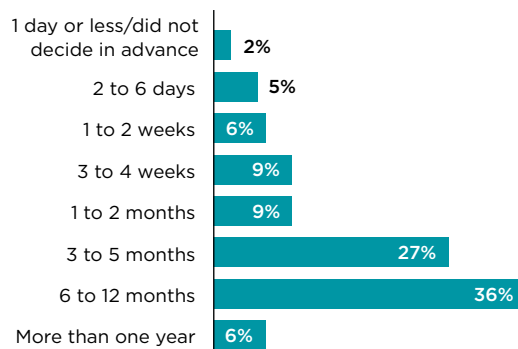
Arrogant

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Top 5 Channels Used in Destination Selection for Last Intercontinental Trip



56%

Websites via computer or laptop



32%

Personal recommendations from family or friends



29%

Websites or applications via mobile phone



29%

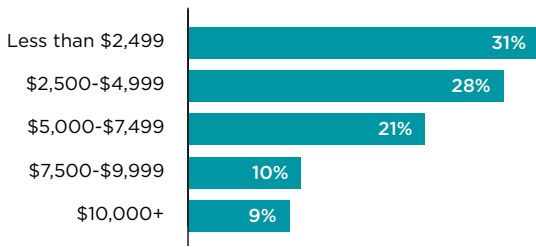
Websites or applications via tablet



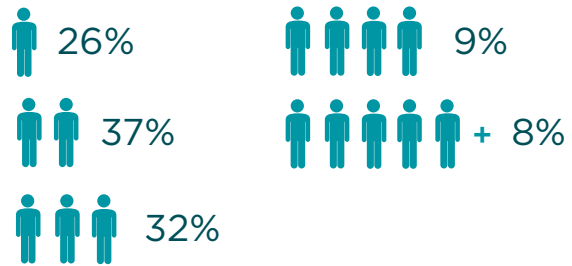
18%

Information in print travel guidebooks

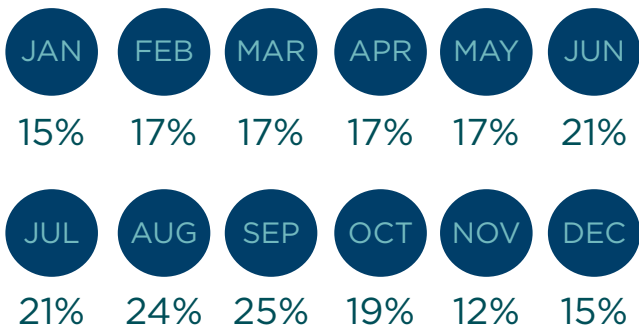
Expected Household Travel Spending for Next Intercontinental Trip



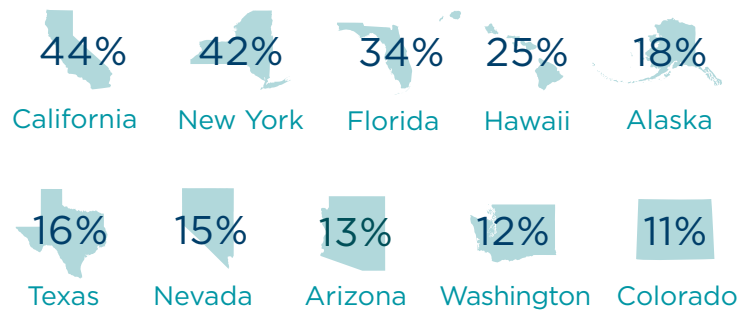
Expected Travel Party Size of Next Intercontinental Trip



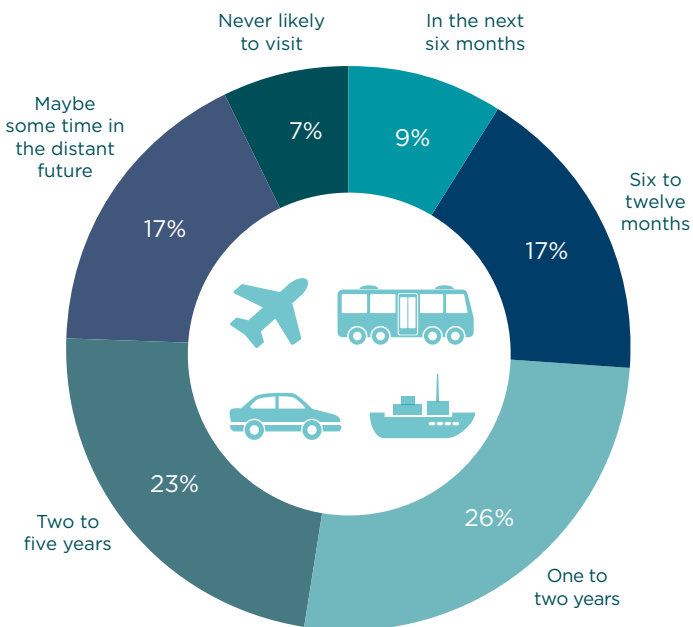
Months Traveled (March 2018–March 2020)



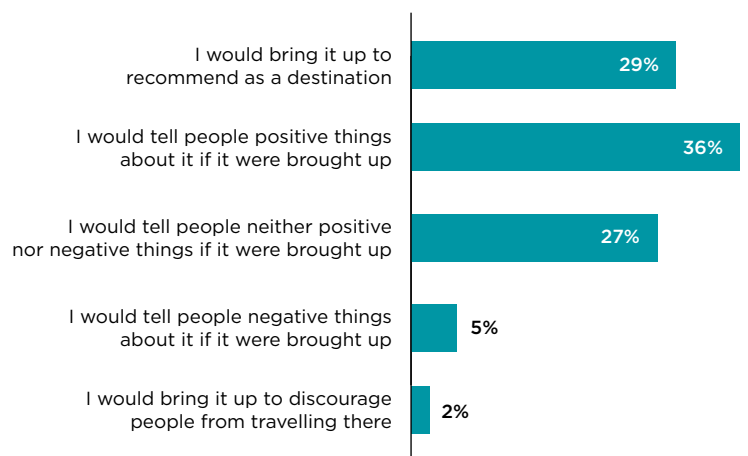
Destination Interest—Top 10 States



Likelihood of Travel to USA



Net Promoter



Source: Brand USA Market Intelligence Study 2021

