HOW DO WE TRAVEL?

Tyler Watson

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GOAL

For this analysis, I want to look at travel trends from 2011-2014 to try and better understand American overseas travelers.
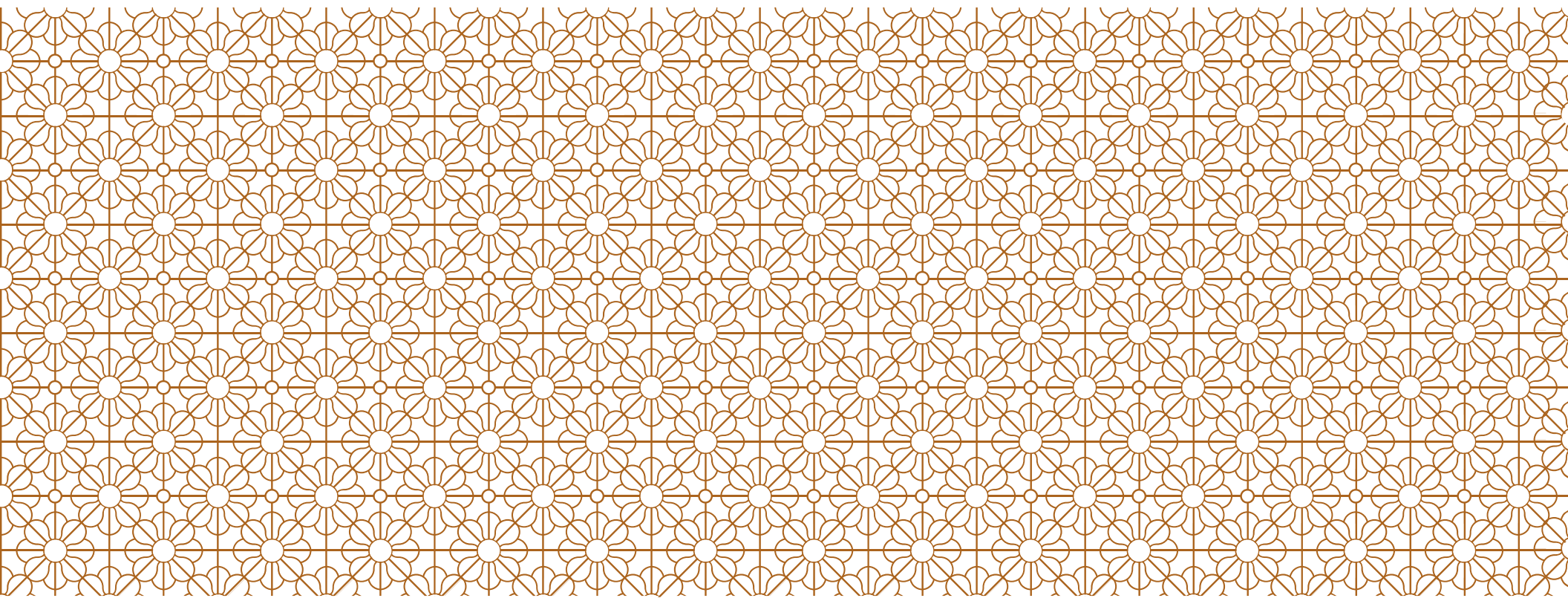
I will try to determine:

- Do Americans travel to the same areas that are popular with other international tourists?
- Do Americans tend to travel to countries close to the US?
- Do Americans tend to travel to countries where English is widely spoken?
- When global travel trends change, do they change for American travelers as well?

DATASETS

I worked with two different datasets for this analysis. They are:

- World Bank International Tourist Arrivals, 2011-2015
  - Shows all arrivals, by country, for visits lasting less than 12 months and for purposes not related to activities remunerated from within the country
- National Travel and Tourism Office US Citizen Monthly Statistics, 2011-2015
  - Departures of US citizens from the USA to foreign destinations, grouped by destination region:
    - Central America, South America, Caribbean, Mexico, Canada, Europe, Africa, Asia, Oceania
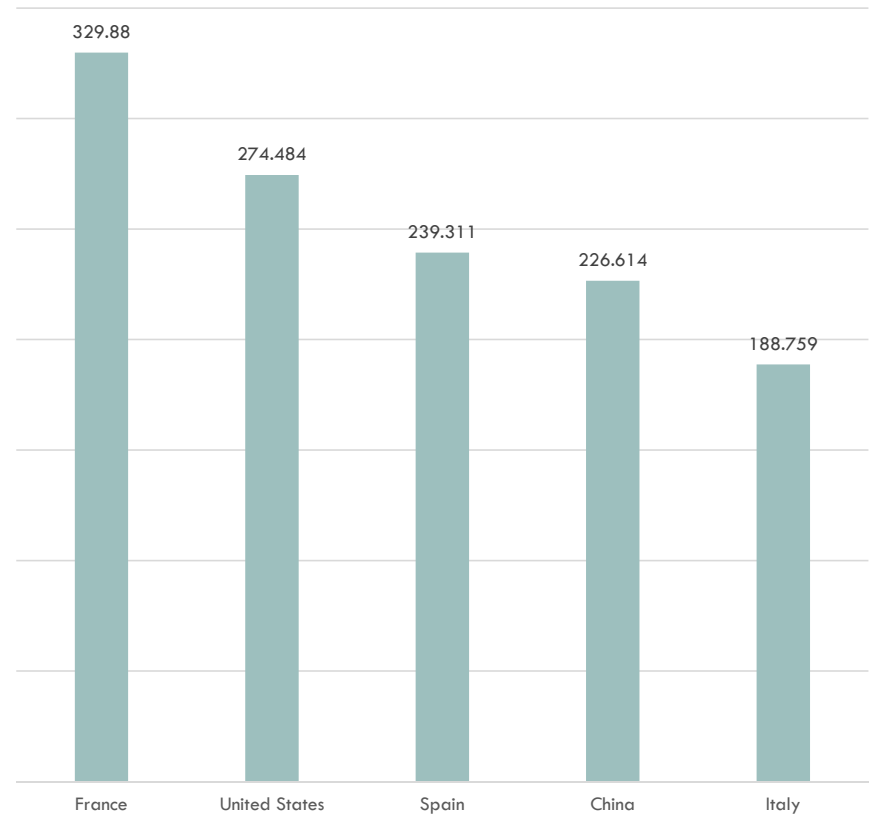
ANALYSIS

Hotspots, Trendsetters
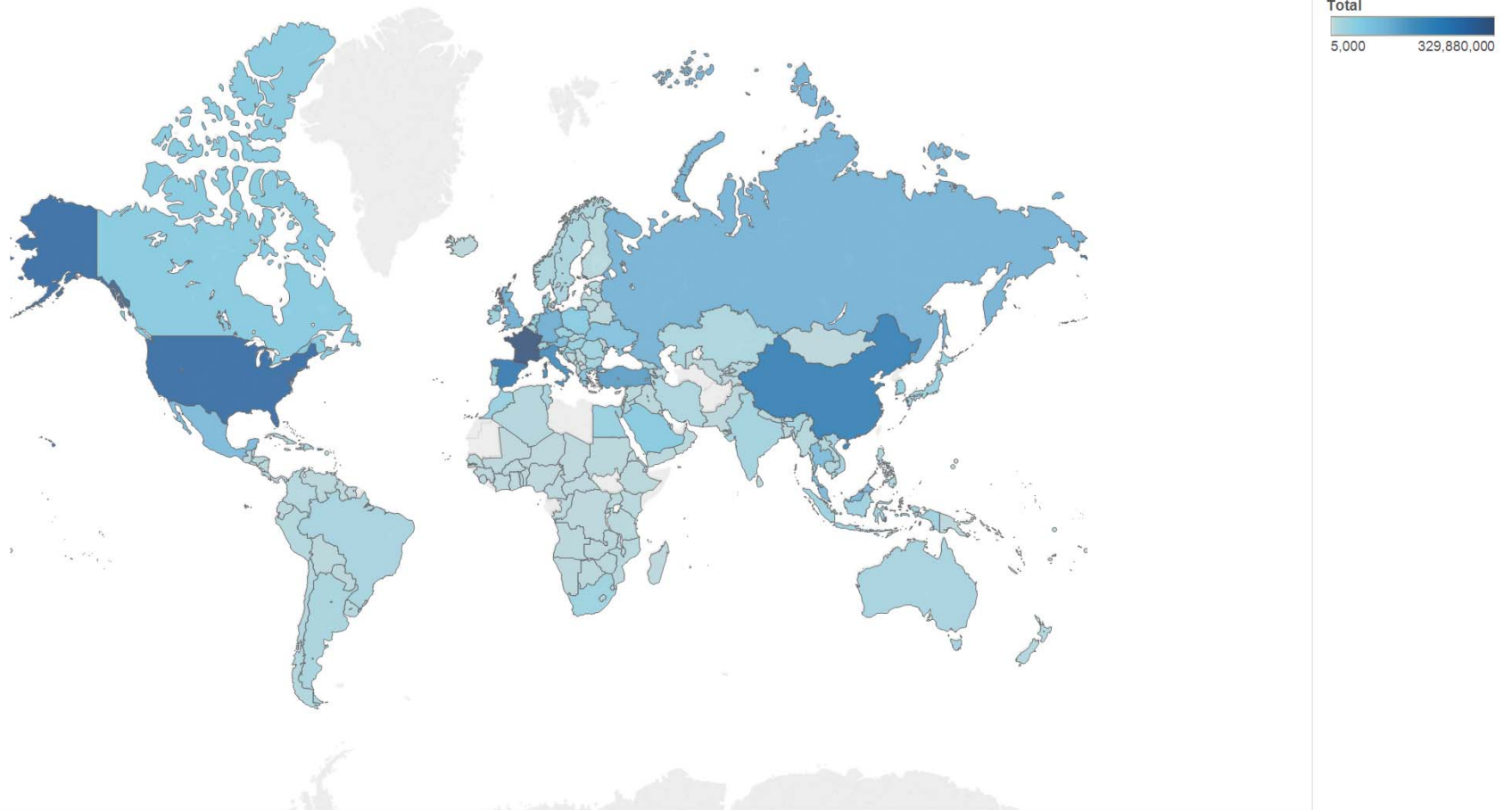
INTERNATIONAL TOURIST ARRIVALS

Let's get familiar with this data. What were the top destinations worldwide for international travelers during the period covered by the data?

France has a lead of close to 100 million visitors per year.

Total Travelers to Top 5 Destinations, 2011-2014 (in millions)

France	329.88
United States	274.484
Spain	239.311
China	226.614
Italy	188.759

INTERNATIONAL TOURIST ARRIVALS, GLOBAL

Total

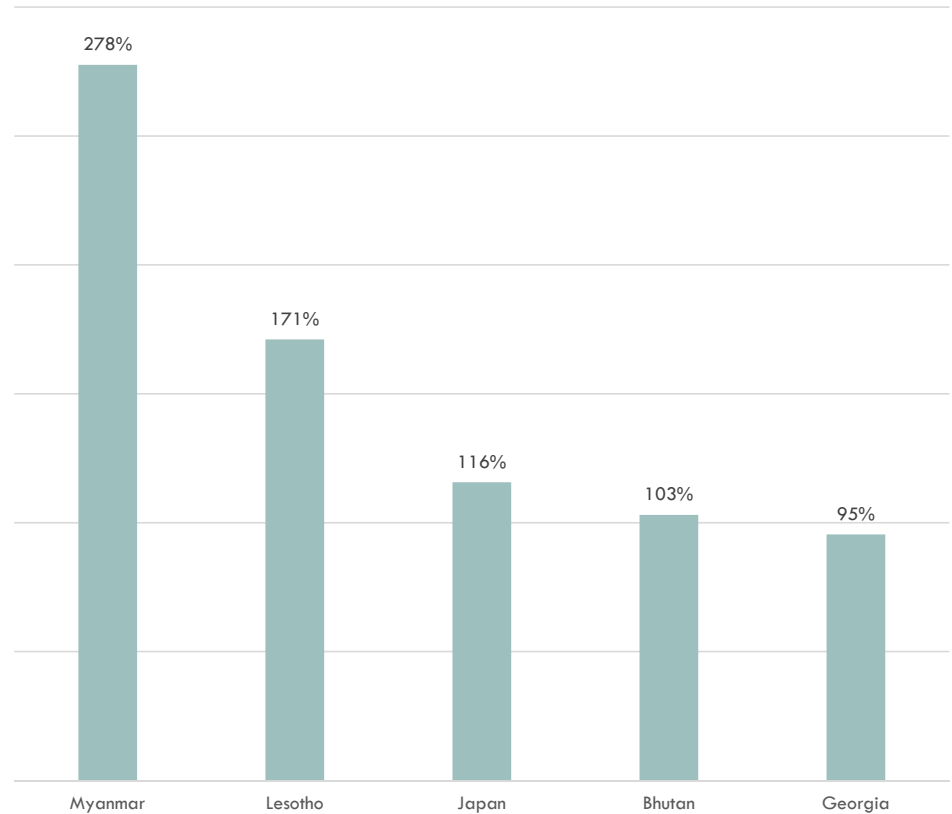5,000   329,880,000

INTERNATIONAL TOURIST ARRIVALS

No surprises there. Let's look at it another way – what countries had the most growth in international tourism from 2011-2014?

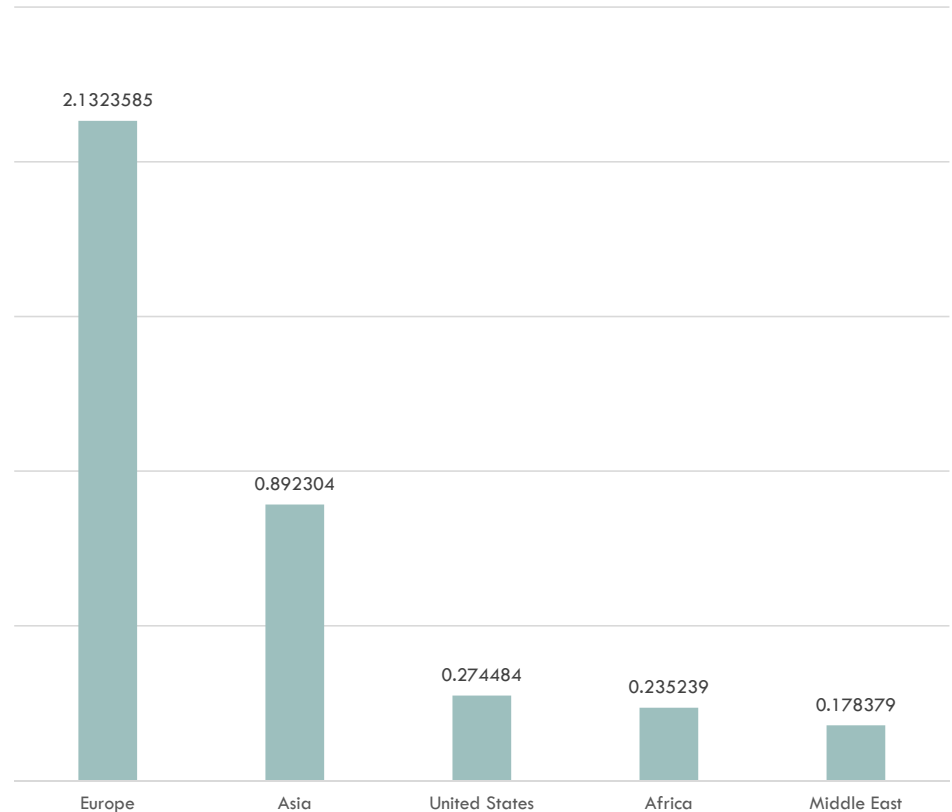Arrivals in Myanmar grew by a lot over this period.

Hot Spots: Largest Percentage of Tourism Growth, 2011-2014

INTERNATIONAL TOURIST ARRIVALS

My dataset on US tourists is grouped by regions visited (not countries) with the exception of Canada and Mexico. Let's see what regions were the main destinations for all international tourists using this categorization method.
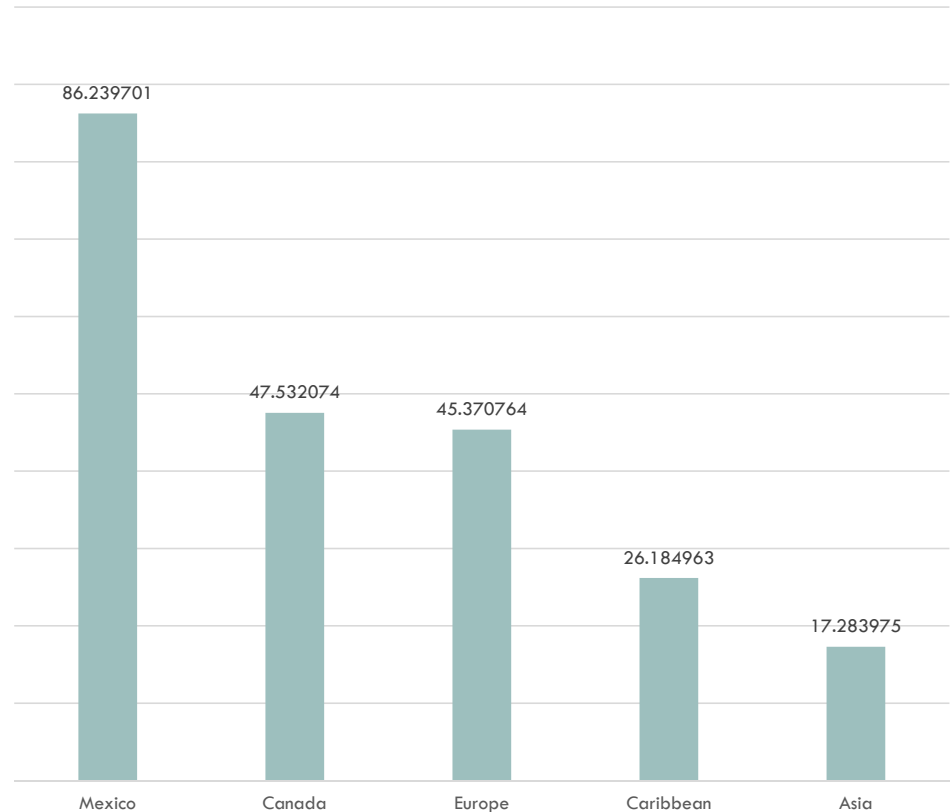
Top 5 Regions by All Tourists, 2011-2014 (in billions)

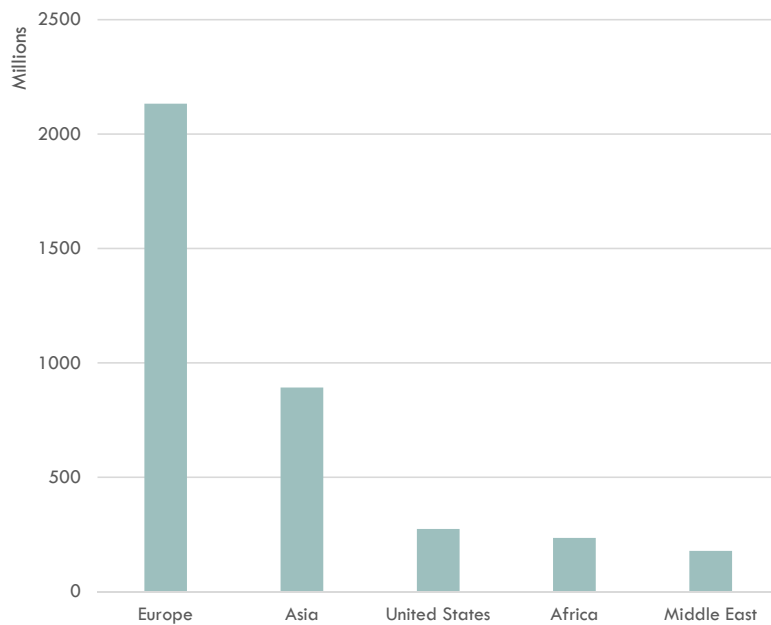| Region	Value
Europe	2.1323585
Asia	0.892304
United States	0.274484
Africa	0.235239
Middle East	0.178379

US CITIZEN TRAVEL BY REGION

US Citizen travel to Mexico is far greater than to any other destination. This could be partially explained by the large number of American citizens near the border who have family or business in Mexico. If this were the only explanation, travel to Canada should be higher for the same reasons.
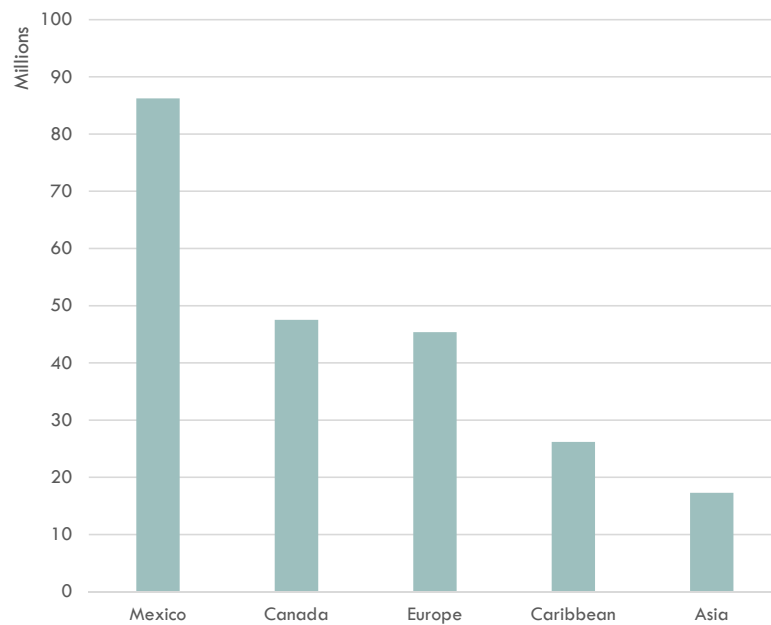
Top 5 Regions by US Citizens, 2011-2014

86.239701	Mexico
47.532074	Canada
45.370764	Europe
26.184963	Caribbean
17.283975	Asia

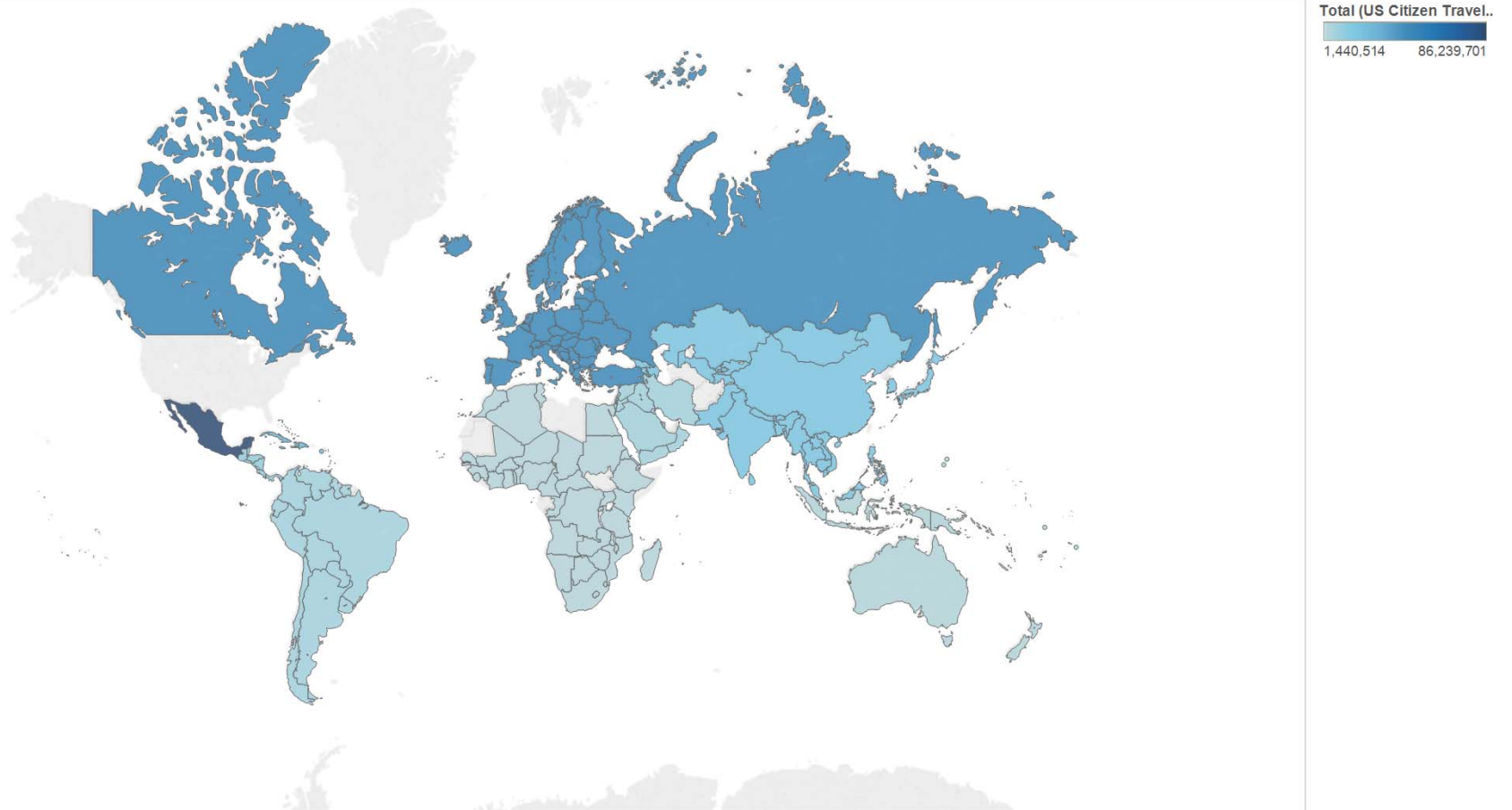# INTERNATIONAL TOURIST ARRIVALS VS US CITIZEN TRAVEL

Top 5 Regions by All Tourists, 2011-2014

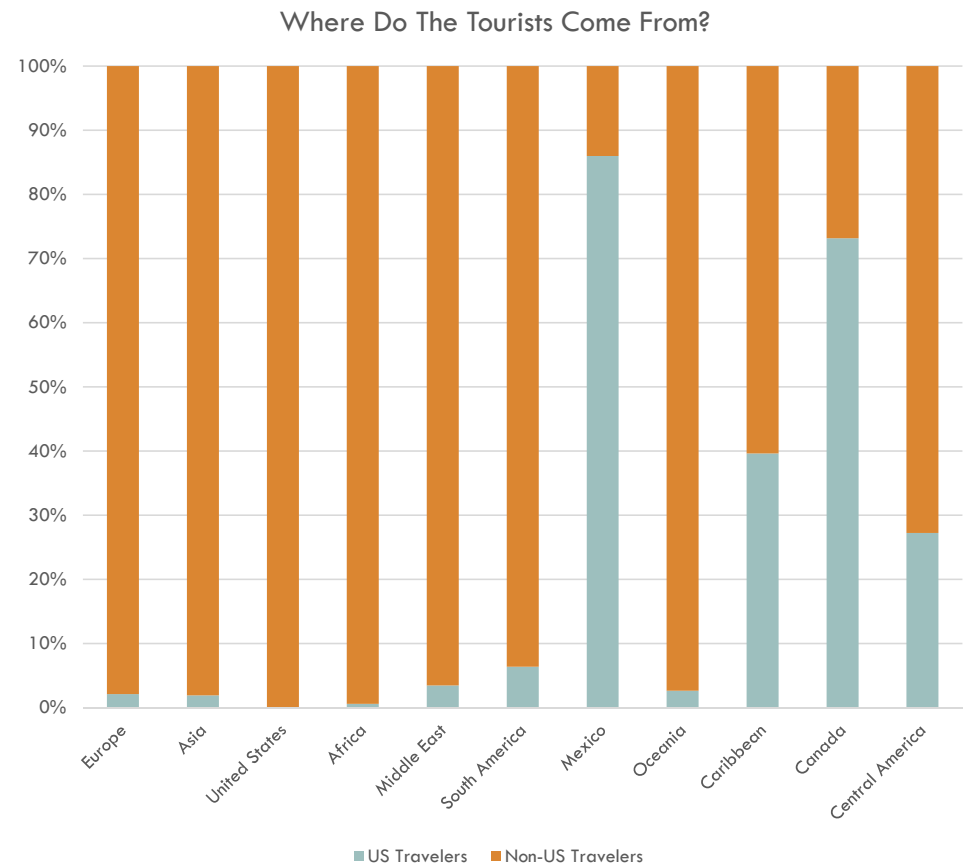Top 5 Regions by US Citizens, 2011-2014

US CITIZEN TRAVEL BY REGION

PERCENTAGE OF US TRAVELERS BY REGION

Let's see what percentage of travelers in each region were from the US.

Americans are the majority of tourists in both Mexico and Canada. We also account for about 40% of all tourists in the Caribbean.

Where Do The Tourists Come From?

US Travelers Non-US Travelers

KEEPING IT LOCAL

Based on the charts in the previous slide, it looks like we have an answer to the question about American preferences for traveling to countries where English is spoken – we travel to Mexico far more than to any other country, so language doesn't seem to be a factor.

We also have an answer to the question about proximity! Do Americans prefer to travel to countries that are nearby? According to the chart on the previous page, we prefer Mexico and Canada to other countries by a landslide.
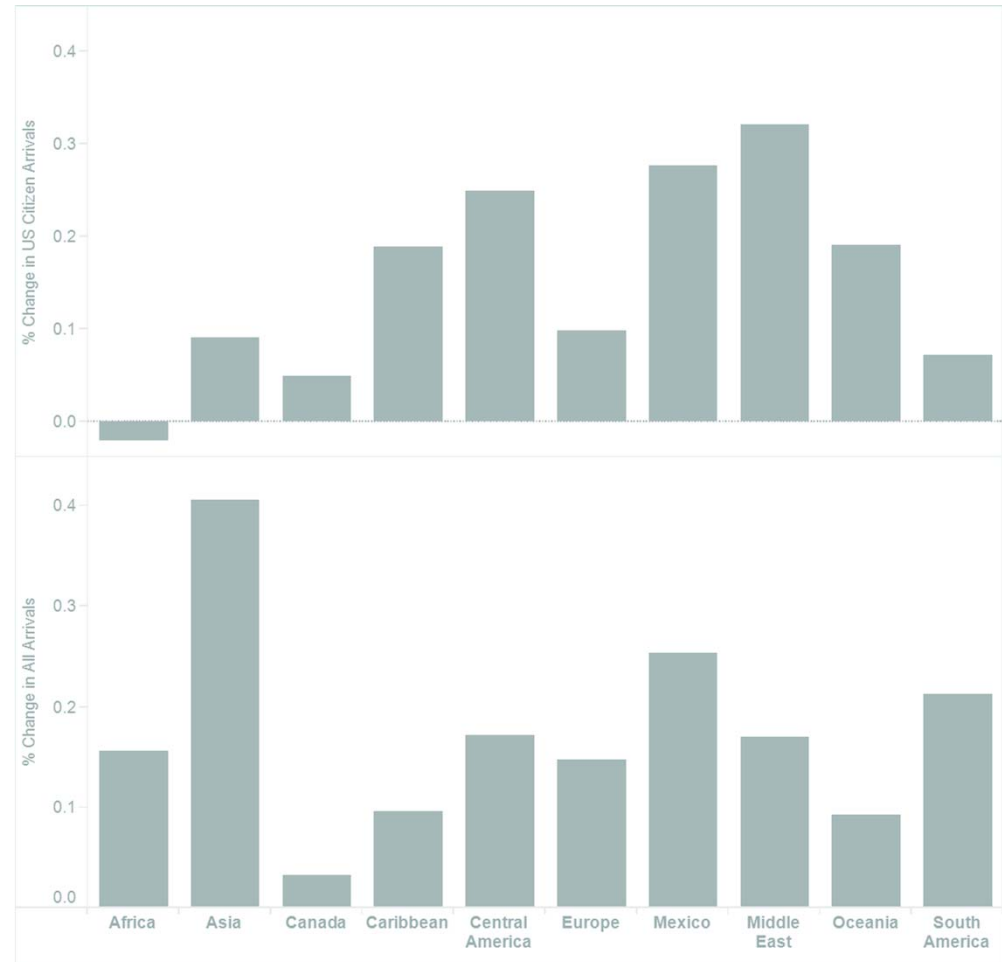
US CITIZEN MONTHLY TRAVEL STATISTICS

Looks like we aren't going to the same places as everybody else. Are we following the same trends?

We are traveling less to Africa while the rest of the world travels there more. Travel to Asia and South America is also not growing as fast as it is for the rest of the world.

However, American travel to the Middle East from 2011-2014 grew faster than for the rest of the world. This is likely due to military travel.

CONCLUSIONS

Americans seem to follow overall trends for international travel, but since there are some notable exceptions (Asia, Africa, South America), it is not possible to predict where Americans will travel based on global trends.

We could have guessed that Americans would travel a lot to Mexico and Canada, but growth in US travel to the Caribbean outpaces the rest of the world.

- This information would be useful in pricing airline tickets.

Travel to Asia, Africa, and South America is growing faster for non-Americans than for Americans.

Americans do not appear to favor travel to English-speaking destinations over others, but we do tend to travel to our next-door neighbors.

QUESTIONS FOR FURTHER ANALYSIS

It would be interesting to look at a dataset that shows average airfares from the US and other countries to each of these destinations for each year 2011-2014. This would let us see if airline pricing and travel to certain areas are connected. If not, perhaps local security situations or oil prices have a bigger impact.

I would also like to analyze data showing US travel that is not grouped by region. By looking at tourism to individual countries, I think I could get a much better idea for US citizen travel patterns. Unfortunately, this data is not publicly available.

Finally, I would like to see this same data but with US military and business travel removed – this would make comparisons with international tourist arrivals more meaningful.