

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

VisitTheUSA.com

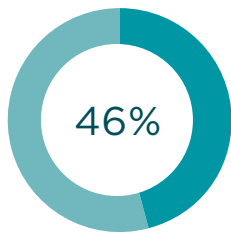
Brand USA

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. In the background, there are rolling hills with houses and palm trees under a clear sky.

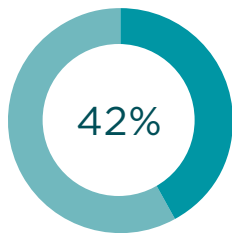
Market Profiles

2021 BRAND USA RESEARCH STUDY

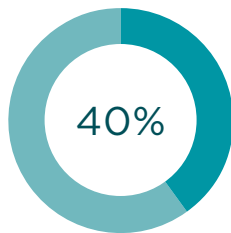
Top 5 Motivations for Selecting Last Intercontinental Destination



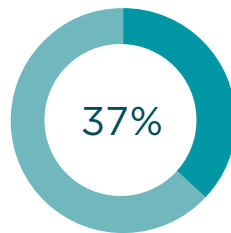
Cultural/historical attractions



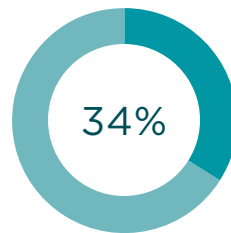
Local Lifestyle



Beaches/seaside attractions

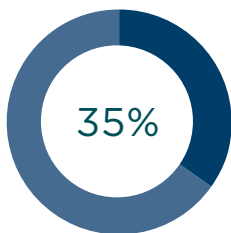


Urban Attractions

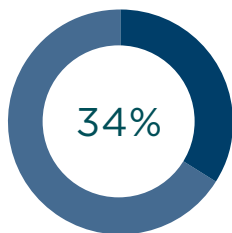


Theme Parks

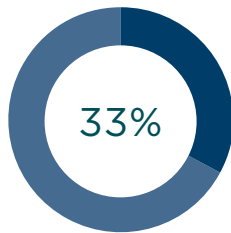
Top 5 Strongest Impressions of the USA



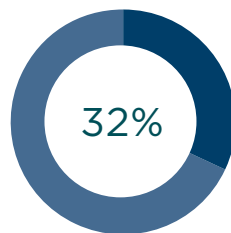
Friendly



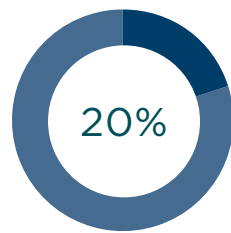
Adventurous



Diverse



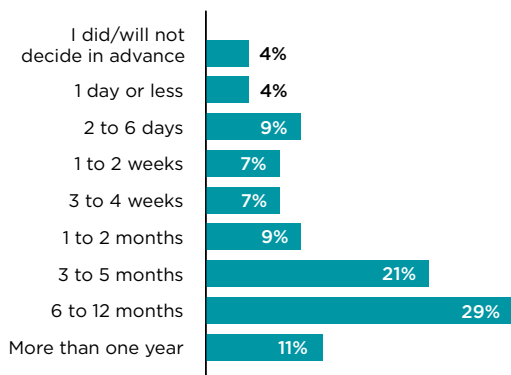
Energetic



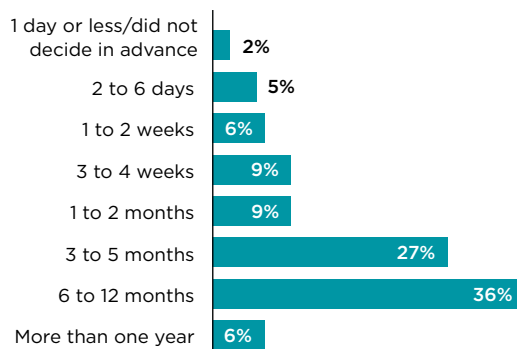
Arrogant

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%

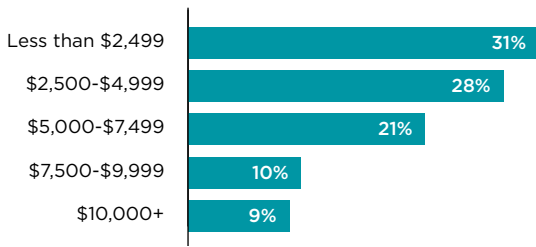
Websites or applications via tablet



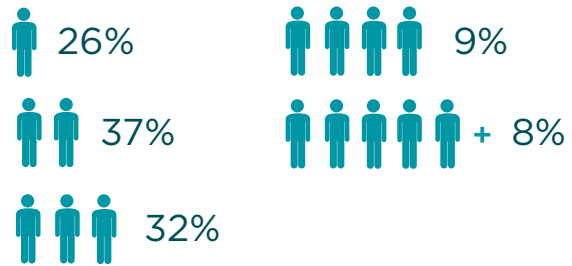
18%

Information in print travel guidebooks

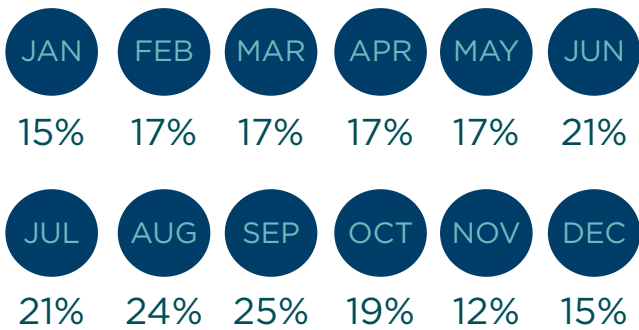
Expected Household Travel Spending for Next Intercontinental Trip



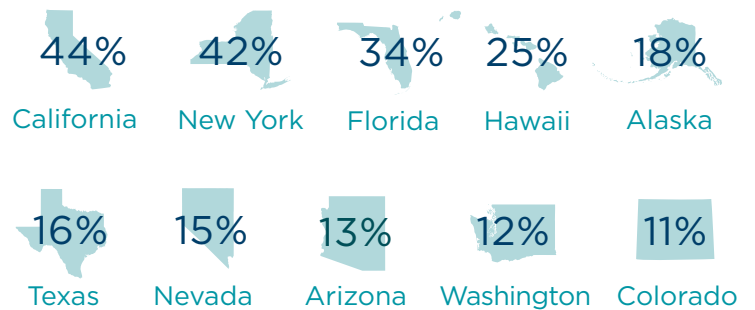
Expected Travel Party Size of Next Intercontinental Trip



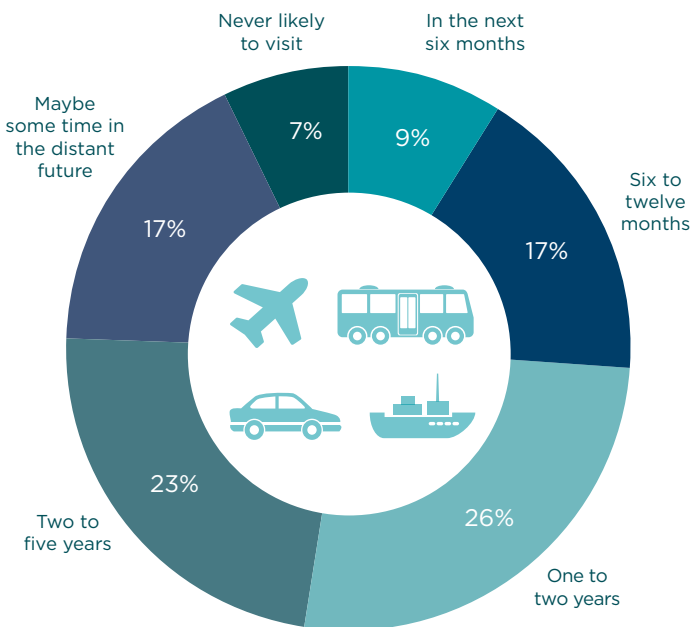
Months Traveled (March 2018–March 2020)



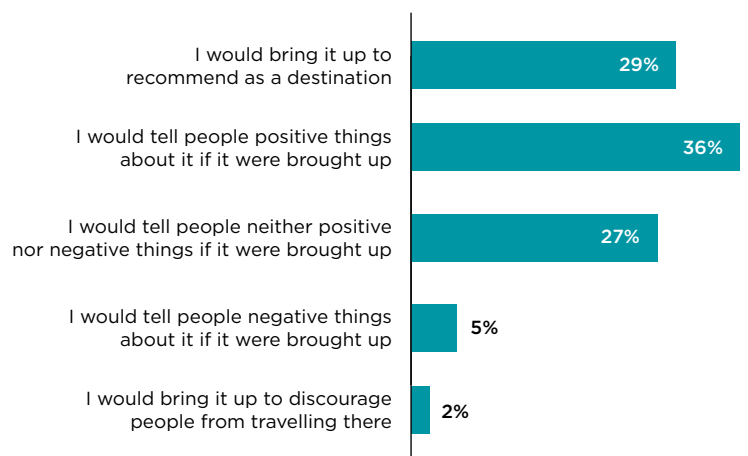
Destination Interest—Top 10 States



Likelihood of Travel to USA



Net Promoter



Source: Brand USA Market Intelligence Study 2021

