



MARKET PROFILES



Australia

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Local Lifestyle	49%
Cultural Historical Attractions	48%
Beaches/Seaside Attractions	40%
Shopping	35%
Dining/Gastronomy	34%

Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	42%
Energetic	38%
Friendly	38%
Adventurous	37%
Trendy	23%

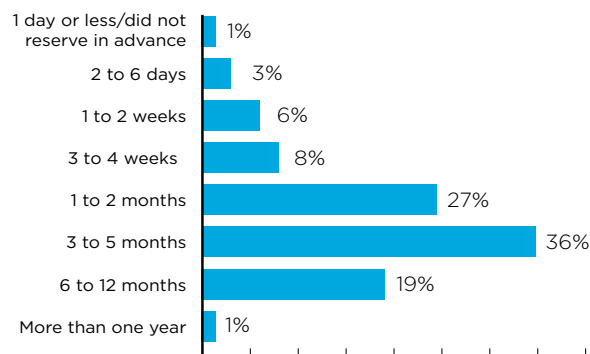
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Australia Intercontinental travelers (Weighted N=1,056) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Australia Intercontinental travelers (Weighted N=1,056) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	61%
Personal recommendations from family and friends	33%
Websites/applications via tablet	23%
Information in printed travel guidebooks	23%
Printed publications, articles and brochures	19%

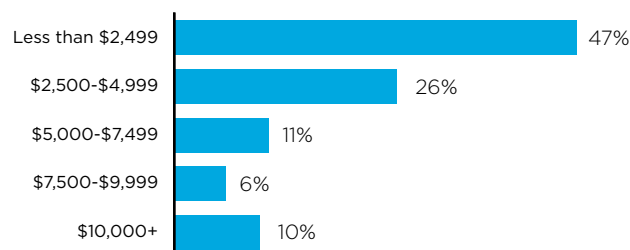
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Australia Intercontinental travelers (Weighted N=1,056) Source: Brand USA Custom Study

Countries travelers from Australia would most like to visit



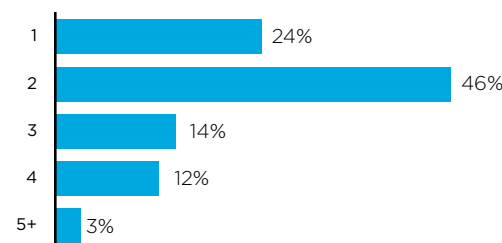
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$4,581	\$2,805



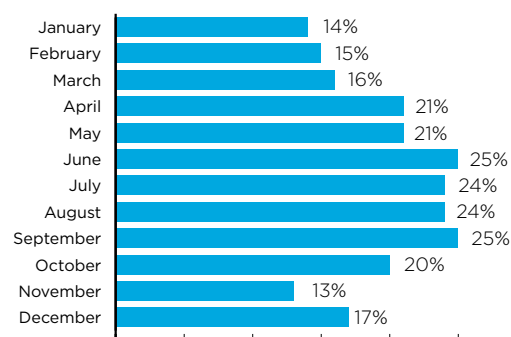
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Australia Intercontinental travelers (Weighted N=1,056) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion AUD to USD=0.935)

Expected Travel Party Size of Next Intercontinental Trip



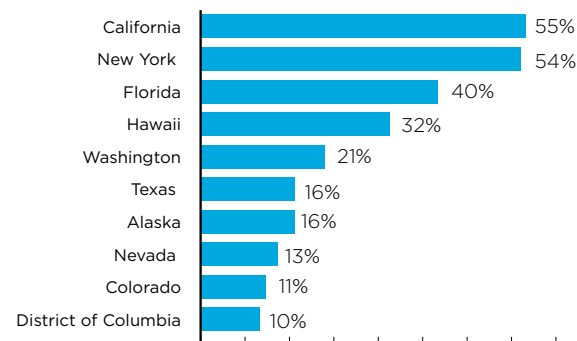
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Australia Intercontinental travelers (Weighted N=1,056) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



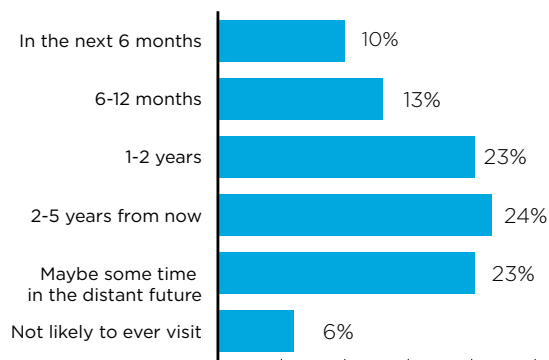
Question: During what month(s) did you take your N holiday(s)? Base: Australia Intercontinental travelers (Weighted N=1,056) Source: Brand USA Custom Study

Destination Interest - Top 10 States



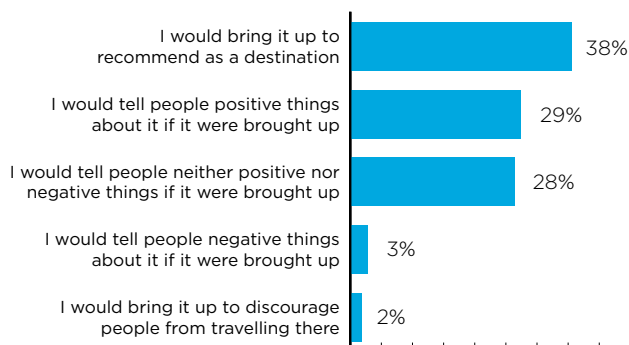
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Australia Intercontinental travelers with interest in visiting the United States (Weighted N=988) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Australia Intercontinental travelers (Weighted =1,056) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Australia Intercontinental travelers (Weighted N=1,056) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



Brazil

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Cultural Historical Attractions	63%
Shopping	62%
Local Lifestyle	57%
Dining/Gastronomy	56%
Urban Attractions/Nightlife	56%

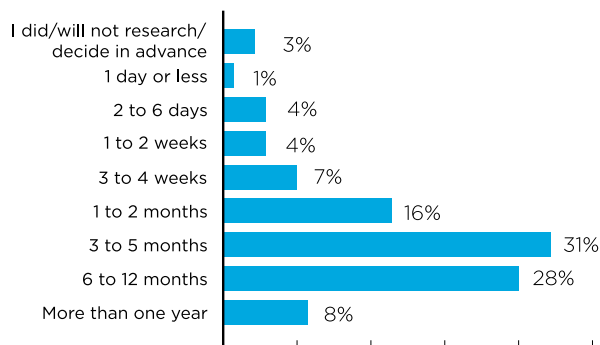
Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	45%
Down-to-earth	38%
Sophisticated	37%
Energetic	33%
Creative	32%

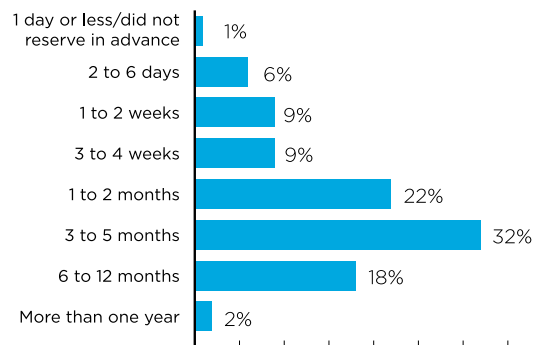
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Brazil Intercontinental travelers (N=1,003) Source: Brand USA Custom Study.

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Brazil Intercontinental travelers (N=1,003) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer	64%
Personal recommendations from friends/family	51%
Information in printed travel guidebooks	35%
Websites/applications via tablet	34%
Online advertising/email	32%

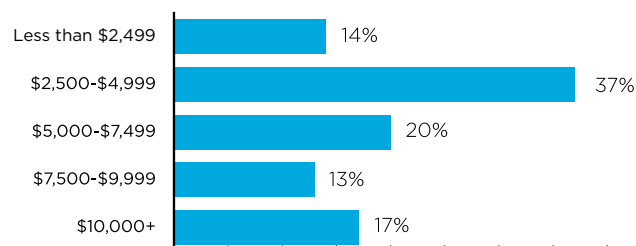
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Brazil Intercontinental travelers (N=1,003) Source: Brand USA Custom Study

Countries travelers from Brazil would most like to visit



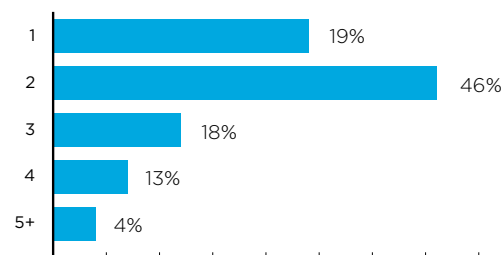
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$7,360	\$4,969



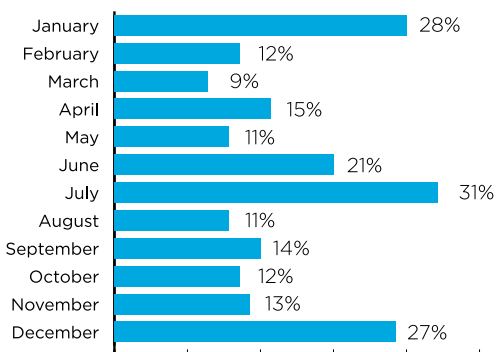
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Brazil Intercontinental travelers (N=1,003) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion BRL to USD=0.452)

Expected Travel Party Size of Next Intercontinental Trip



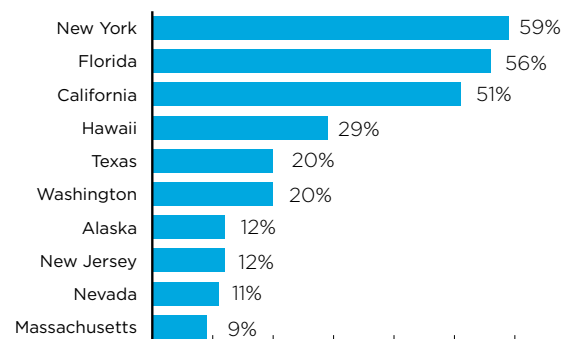
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Brazil Intercontinental travelers (N=1,003) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



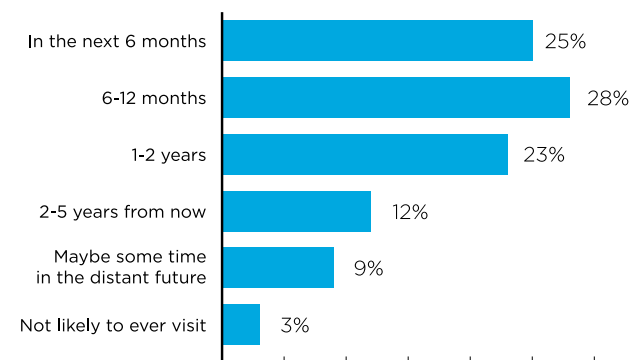
Question: During what month(s) did you take your N holiday(s)? Base: Brazil Intercontinental travelers (N=1,003) Source: Brand USA Custom Study

Destination Interest - Top 10 States



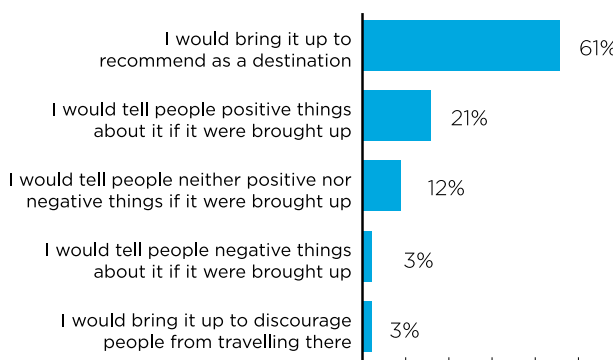
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Brazil Intercontinental travelers with interest in visiting the United States (N=973) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Brazil Intercontinental travelers (N=1,003) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Brazil Intercontinental travelers (N=1,003) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



Canada

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Beaches/Seaside Attractions	54%
Cultural Historical Attractions	48%
Local Lifestyle	44%
Dining/Gastronomy	38%
Urban Attractions/Nightlife	34%

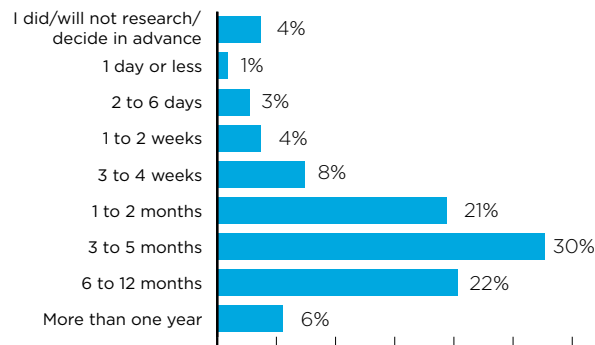
Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	45%
Friendly	37%
Adventurous	30%
Energetic	28%
Trendy	25%

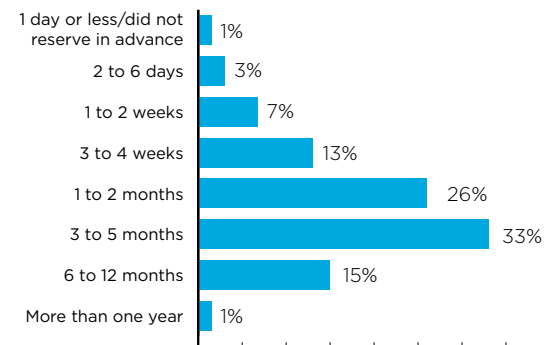
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Canada Intercontinental travelers (N=1,016) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Canada Intercontinental travelers (N=1,016) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	64%
Personal recommendations from family and friends	45%
Information in printed travel guidebooks	24%
Personal advice from travel professionals/travel agents	24%
Websites/applications via tablet	22%

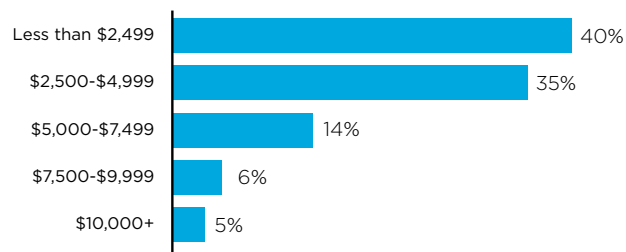
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Canada Intercontinental travelers (N=1,016) Source: Brand USA Custom Study

Countries travelers from Canada would most like to visit



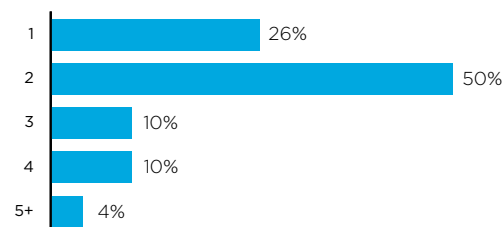
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$4,072	\$3,055



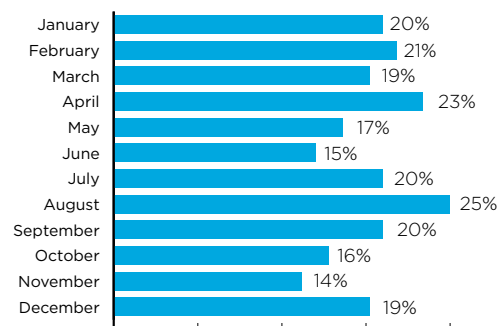
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Canada Intercontinental travelers (N=1,016) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion CAD to USD=0.955)

Expected Travel Party Size of Next Intercontinental Trip



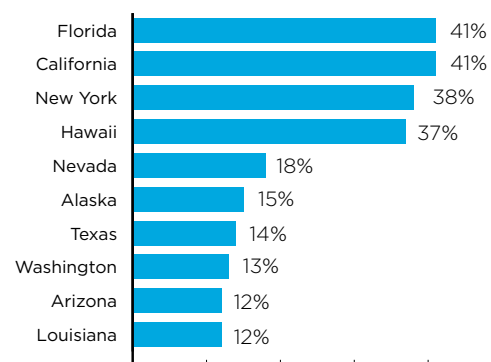
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Canada Intercontinental travelers (N=1,016) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



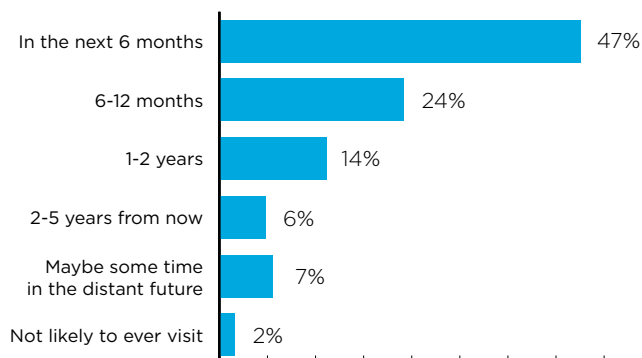
Question: During what month(s) did you take your N holiday(s)? Base: Canada Intercontinental travelers (N=1,016) Source: Brand USA Custom Study

Destination Interest - Top 10 States



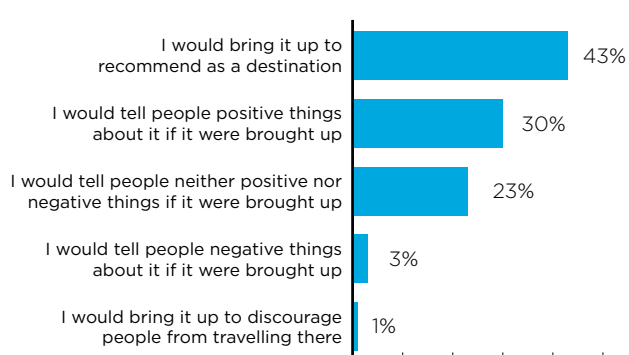
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Canada Intercontinental travelers with interest in visiting the United States (N=999) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Canada Intercontinental travelers (N=1,016) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Canada Intercontinental travelers (N=1,016) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Ecotourism and Nature	73%
Cultural Historical Attractions	67%
Beaches/Seaside Attractions	61%
Urban Attractions/Nightlife	59%
Dining/Gastronomy	54%

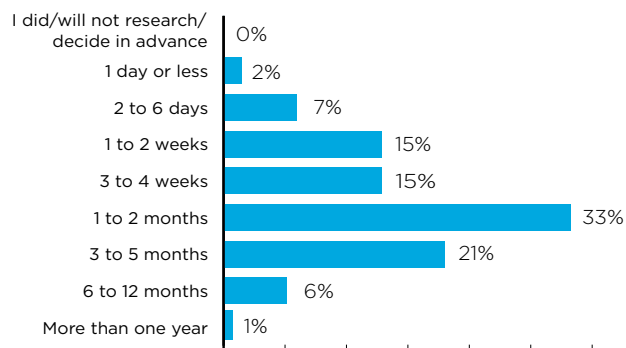
Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	51%
Energetic	51%
Open-minded	49%
Creative	44%
Optimistic	35%

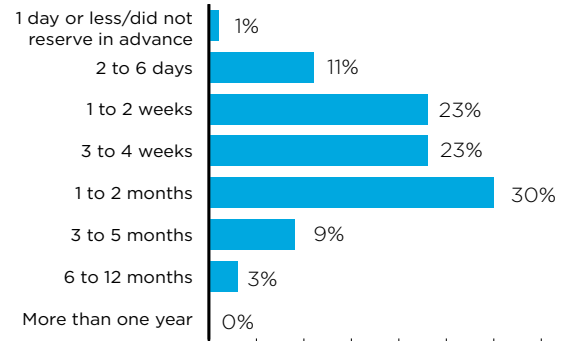
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: China Intercontinental travelers (N=1,002) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: China Intercontinental travelers (N=1,002) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	64%
Personal recommendations from family and friends	55%
Personal advice from travel professionals/travel agents	47%
Websites/applications via tablet	42%
Websites or applications via mobile phone	36%

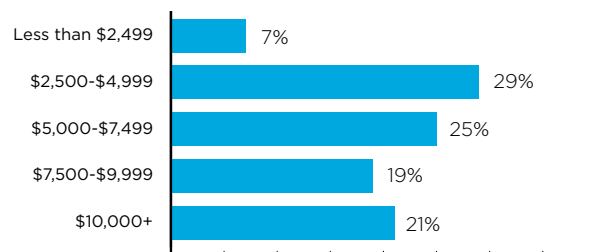
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: China Intercontinental travelers (N=1,002) Source: Brand USA Custom Study

Countries travelers from China would most like to visit



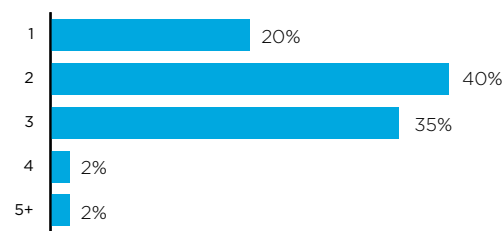
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$7,486	\$6,496



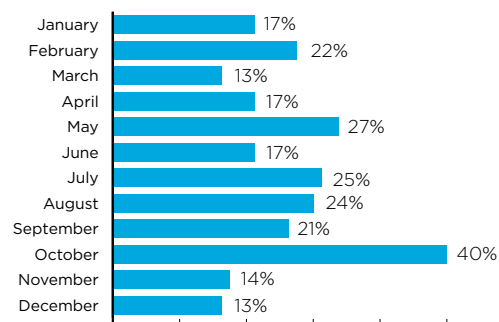
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: China Intercontinental travelers (N=1,002) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion CNY to USD=0.1624)

Expected Travel Party Size of Next Intercontinental Trip



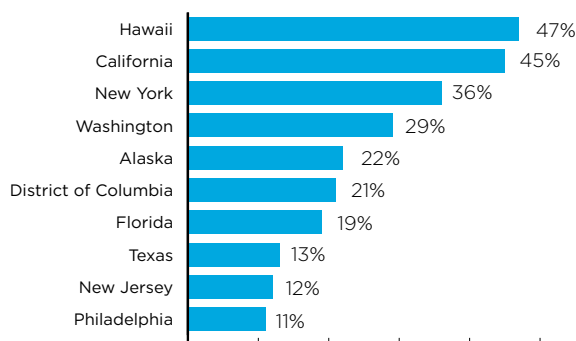
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: China Intercontinental travelers (N=1,002) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



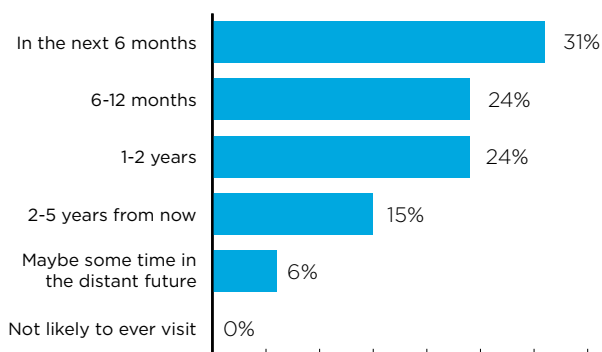
Question: During what month(s) did you take your N holiday(s)? Base: China Intercontinental travelers (N=1,002) Source: Brand USA Custom Study

Destination Interest - Top 10 States



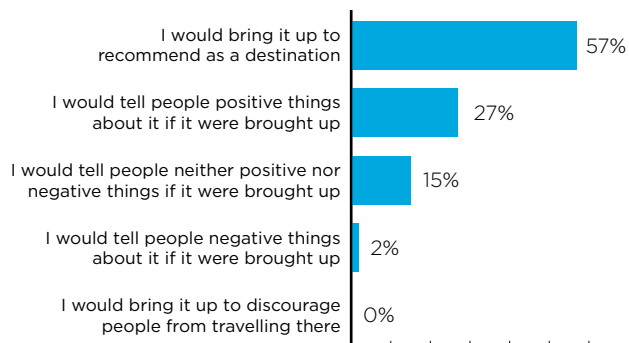
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: China Intercontinental travelers with interest in visiting the United States (N=997) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: China Intercontinental travelers (N=1,002) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: China Intercontinental travelers (N=1,002) Note: Totals may not add up to 100% due to rounding Source: Brand USA Custom Study



Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Local Lifestyle	63%
Cultural Historical Attractions	56%
Beaches/Seaside Attractions	40%
Ecotourism and Nature	36%
Urban Attractions/Nightlife	36%

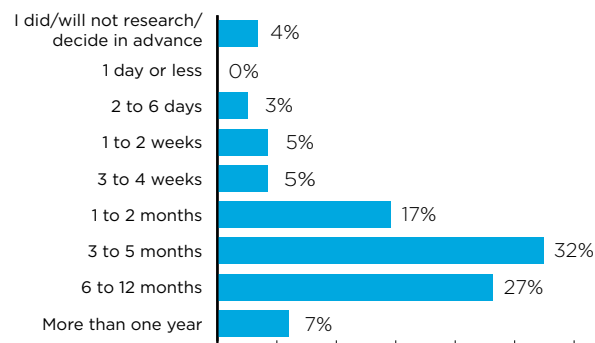
Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	54%
Adventurous	33%
Forward-thinking	30%
Open-minded	28%
Trendy	26%

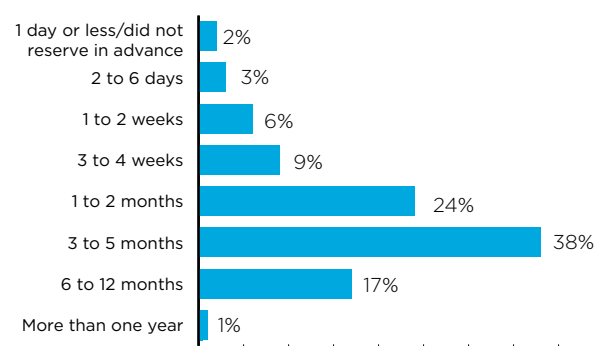
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: France Intercontinental travelers (N=1,015) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: France Intercontinental travelers (N=1,015) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last International Trip

Channels	% Selected
Websites via computer or laptop	64%
Information in printed travel guidebooks	37%
Personal recommendations from friends/family	36%
Websites/applications via tablet	27%
Personal advice from travel professionals/travel agents	26%

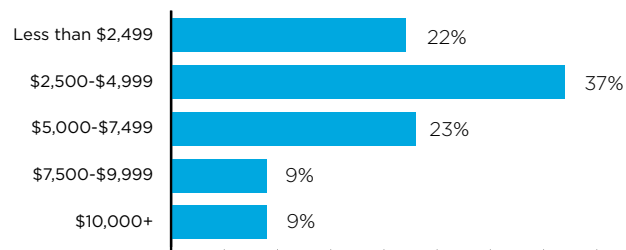
Countries travelers from France would most like to visit



Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: France Intercontinental travelers (N=1,015) Source: Brand USA Custom Study

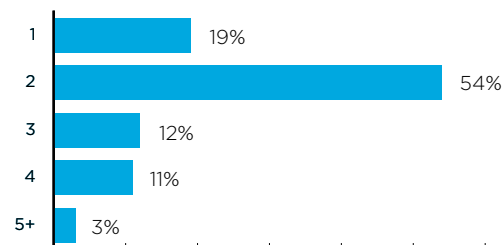
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$5,150	\$4,009



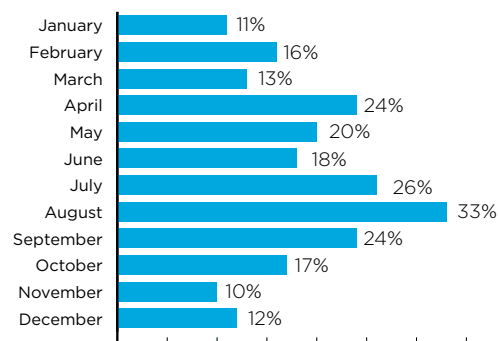
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: France Intercontinental travelers (N=1,015) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion EUR to USD=1.336)

Expected Travel Party Size of Next Intercontinental Trip



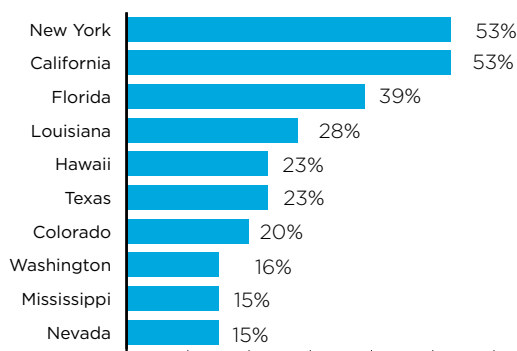
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: France Intercontinental travelers (N=1,015) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



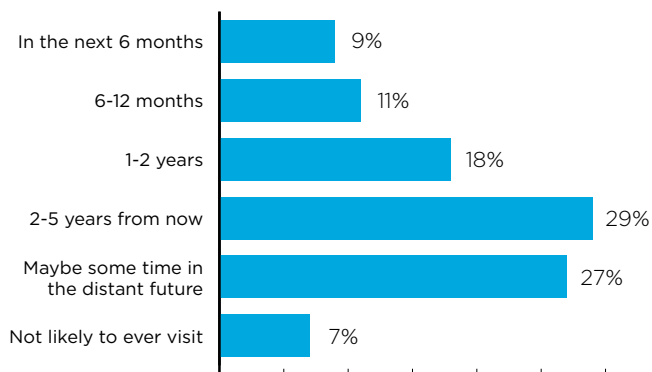
Question: During what month(s) did you take your N holiday(s)? Base: France Intercontinental travelers (N=1,015) Source: Brand USA Custom Study

Destination Interest - Top 10 States



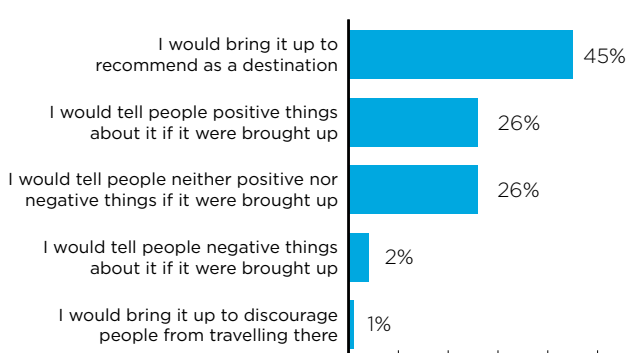
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: France Intercontinental travelers with interest in visiting the United States (N=948) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: France Intercontinental travelers (N=1,015) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: France Intercontinental travelers (N=1,018) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



Germany

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Cultural Historical Attractions	42%
Shopping	40%
Dining/Gastronomy	38%
Ecotourism and Nature	35%
Urban Attractions/Nightlife	34%

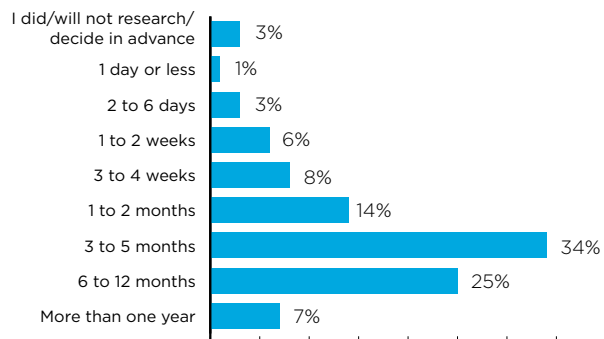
Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	61%
Adventurous	47%
Forward-thinking	37%
Trendy	34%
Energetic	33%

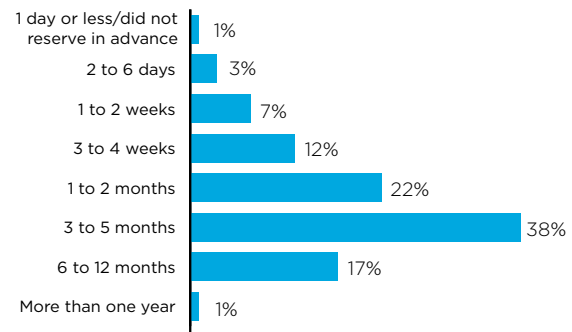
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Germany Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Germany Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	60%
Personal recommendations from family and friends	45%
Information in printed travel guidebooks	37%
Personal advice from travel professionals/travel agents	27%
Printed publications, articles or brochures	21%

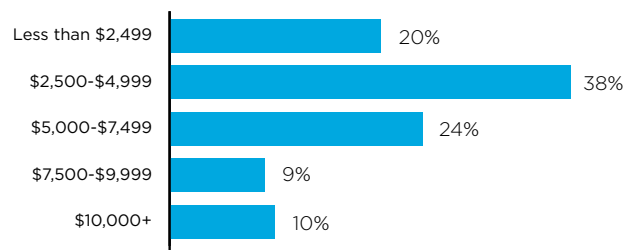
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Germany Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Countries travelers from Germany would most like to visit



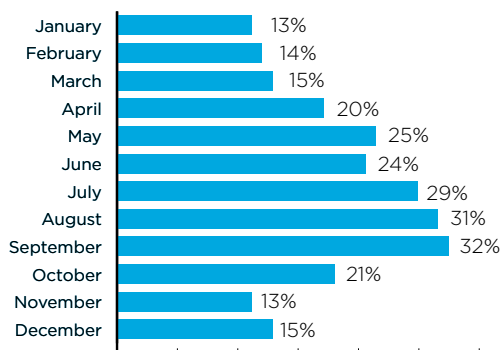
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$5,407	\$4,410



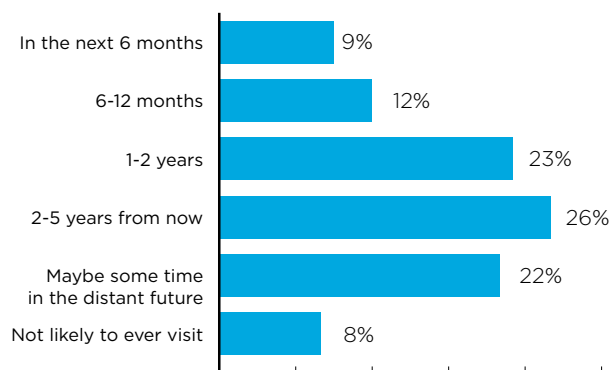
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Germany Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion EUR to USD=1.336)

Months Traveled (April 2012 - April 2014)



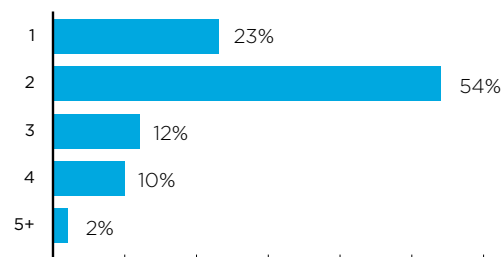
Question: During what month(s) did you take your N holiday(s)? Base: Germany Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Likelihood of Travel to USA



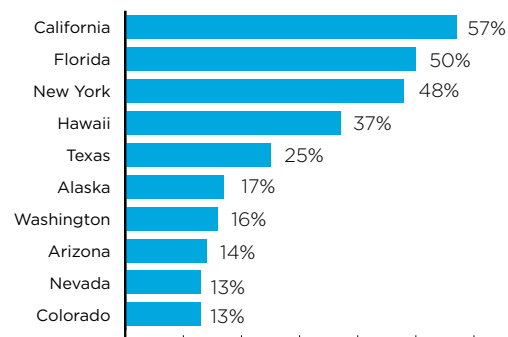
Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Germany Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Expected Travel Party Size of Next Intercontinental Trip



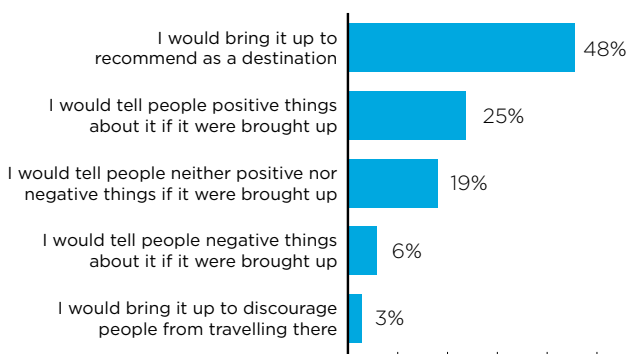
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Germany Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Destination Interest - Top 10 States



Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Germany Intercontinental travelers with interest in visiting the United States (N=928) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Germany Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



India

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Beaches/Seaside Attractions	60%
Shopping	58%
Theme Parks	47%
Local Lifestyle	47%
Cultural Historical Attractions	46%

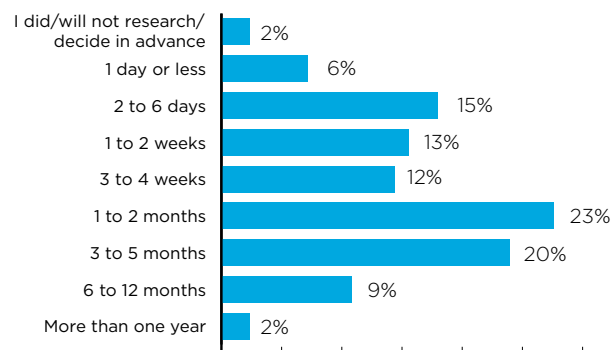
Top 5 Strongest Impressions of the USA

Impression	% Selected
Friendly	45%
Open-minded	44%
Energetic	39%
Adventurous	37%
Creative	37%

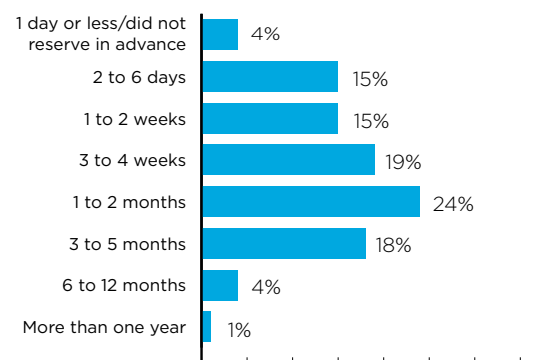
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: India Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: India Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	56%
Personal recommendations from family and friends	44%
Personal advice from travel professionals/travel agents	42%
Websites/applications via tablet	40%
Information in printed travel guidebooks	37%

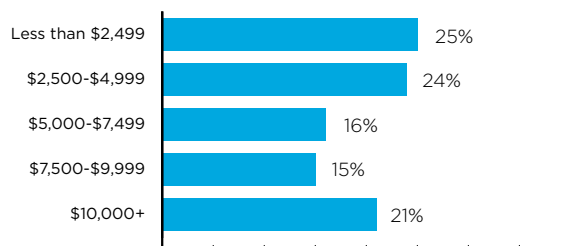
Countries travelers from India would most like to visit



Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: India Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

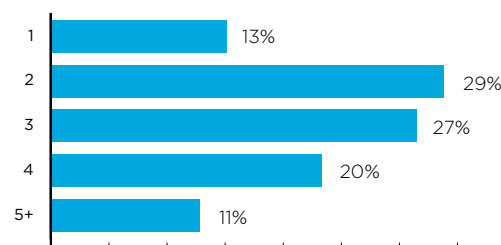
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$7,013	\$5,395



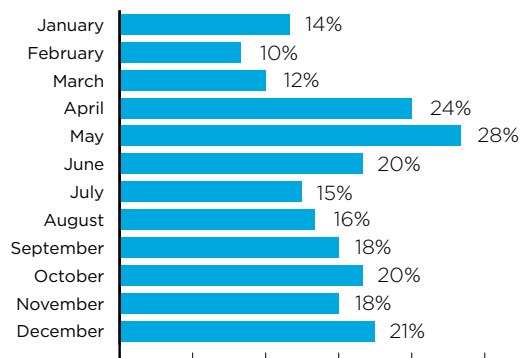
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: India Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion INR to USD=.0166)

Expected Travel Party Size of Next Intercontinental Trip



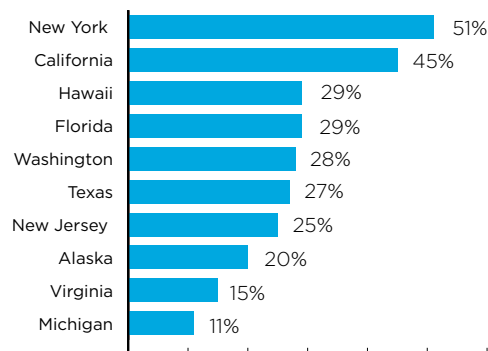
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: India Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



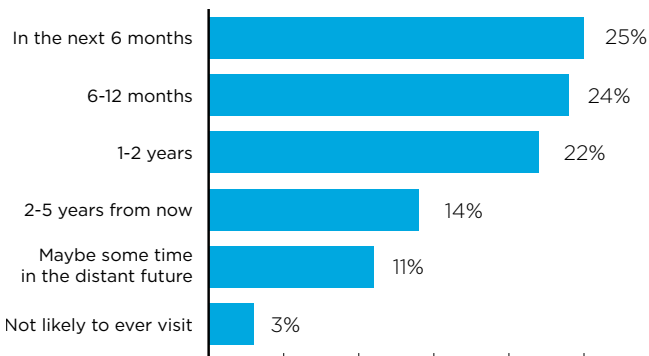
Question: During what month(s) did you take your N holiday(s)? Base: India Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Destination Interest - Top 10 States



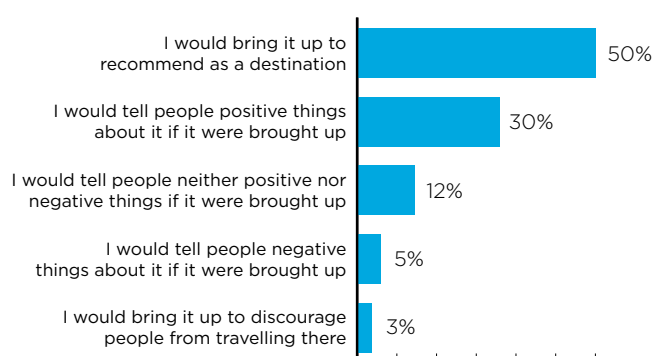
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: India Intercontinental travelers with interest in visiting the United States (N=973) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: India Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: India Intercontinental travelers (N=1,006) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Dining/Gastronomy	59%
Cultural Historical Attractions	57%
Shopping	38%
Local Lifestyle	30%
Beaches/Seaside Attractions	26%

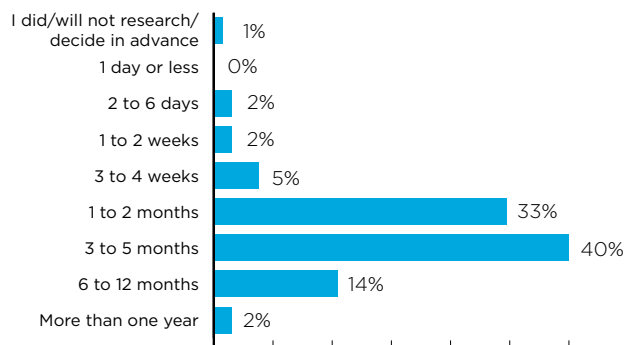
Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	45%
Energetic	44%
Friendly	31%
Optimistic	23%
Open-minded	22%

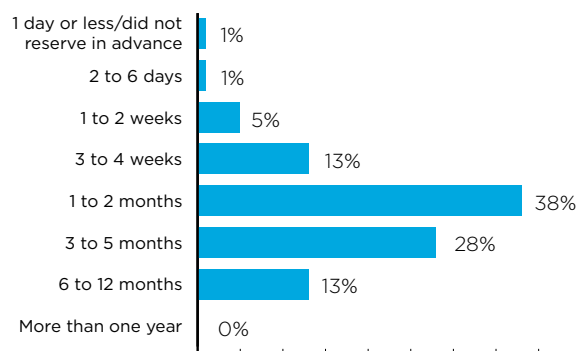
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Japan Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box Base: Japan Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	69%
Information in printed travel guidebooks	42%
Print publications, articles and brochures	33%
Personal recommendations from friends/family	24%
Websites/applications via tablet	19%

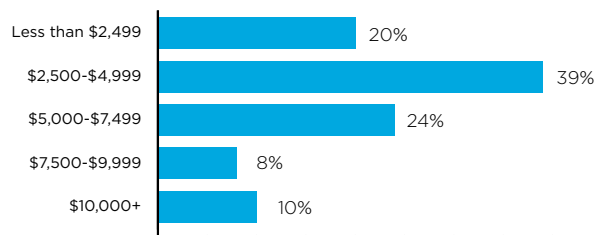
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Japan Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Countries travelers from Japan would most like to visit



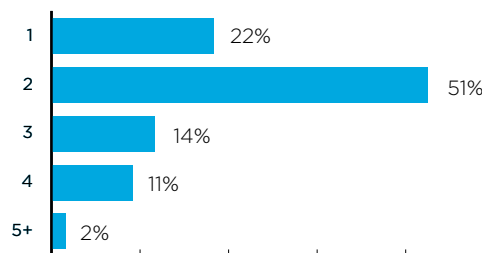
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$5,035	\$4,000



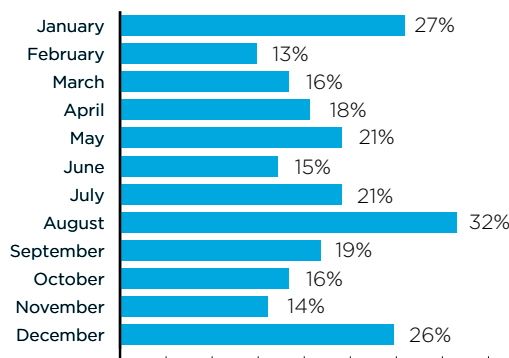
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Japan Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion JPY to USD=0.010)

Expected Travel Party Size of Next Intercontinental Trip



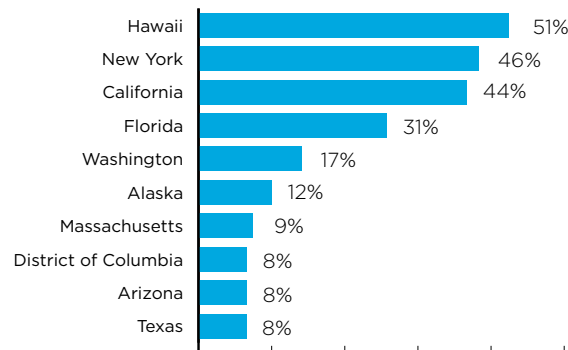
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Japan Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



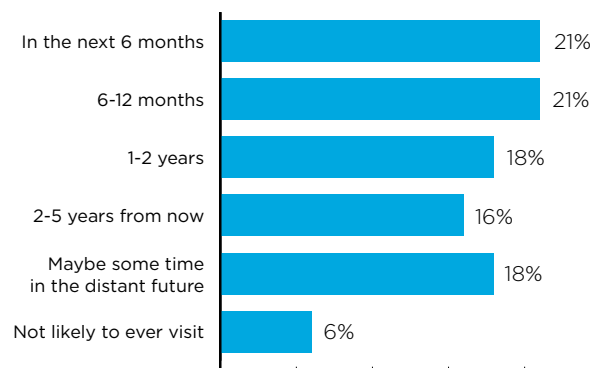
Question: During what month(s) did you take your N holiday(s)? Base: Japan Intercontinental travelers (N=1,036) Source: Brand USA Custom Study

Destination Interest - Top 10 States



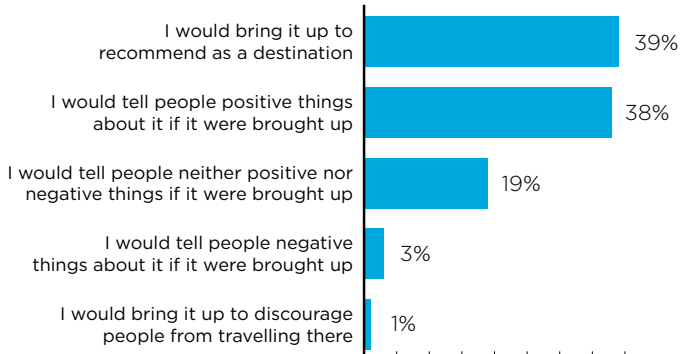
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Japan Intercontinental travelers with interest in visiting the United States (N=944) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Japan Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Japan Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



Mexico

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Cultural Historical Attractions	61%
Dining/Gastronomy	52%
Urban Attractions/Nightlife	51%
Shopping	48%
Beaches/Seaside Attractions	44%

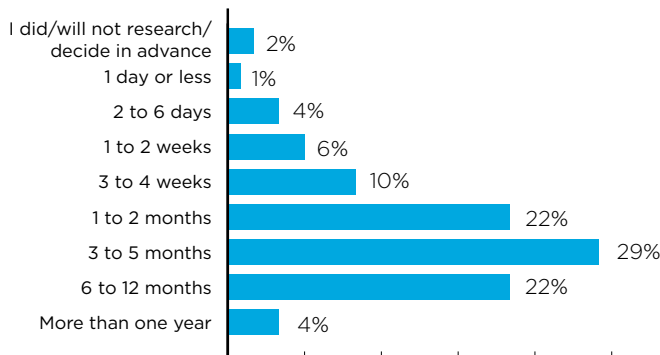
Top 5 Strongest Impressions of the USA

Impression	% Selected
Diverse	48%
Trendy	42%
Down-to-earth	39%
Open-minded	39%
Forward-thinking	34%

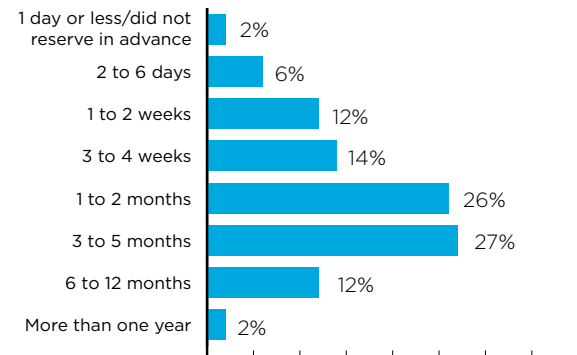
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Mexico Intercontinental travelers (N=1,009) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Mexico Intercontinental travelers (N=1,009) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	63%
Personal recommendations from friends/family	44%
Websites/applications via tablet	34%
Personal advice from travel professionals/travel agents	30%
Websites or applications via mobile phone	29%

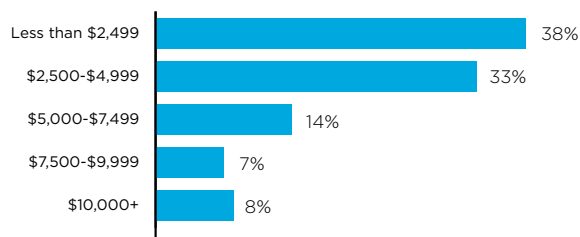
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Mexico Intercontinental travelers (N=1,009) Source: Brand USA Custom Study

Countries travelers from Mexico would most like to visit



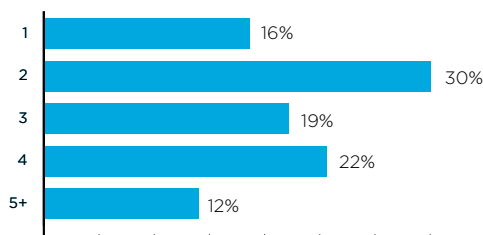
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$5,103	\$3,194



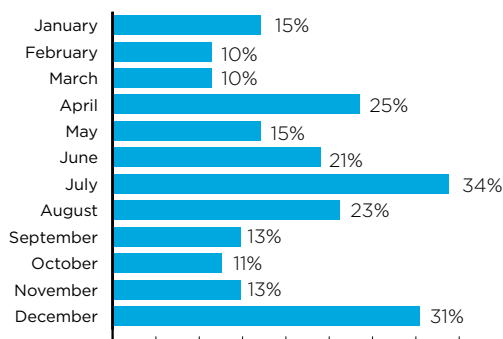
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Mexico Intercontinental travelers (N=1,009) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion MXN to USD=.078)

Expected Travel Party Size of Next Intercontinental Trip



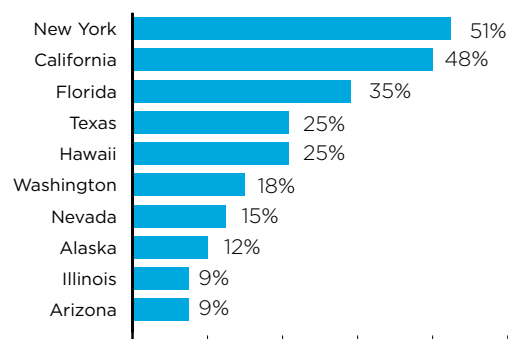
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Mexico Intercontinental travelers (N=1,009) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



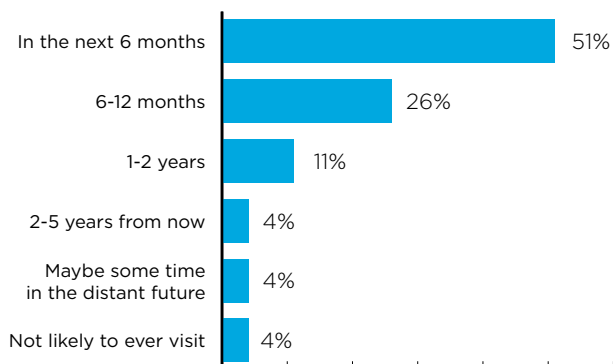
Question: During what month(s) did you take your N holiday(s)? Base: Mexico Intercontinental travelers (N=1,009) Source: Brand USA Custom Study

Destination Interest - Top 10 States



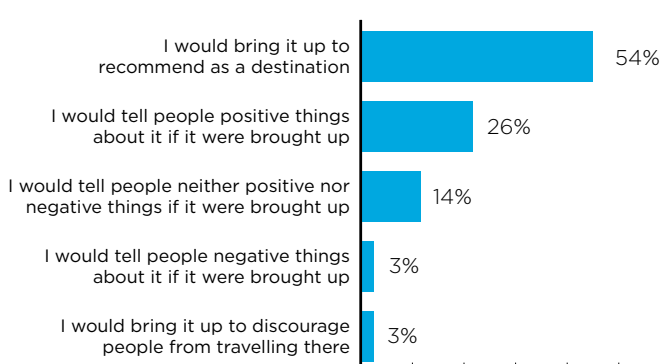
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Mexico Intercontinental travelers with interest in visiting the United States (N=970) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Mexico Intercontinental travelers (N=1,009) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Mexico Intercontinental travelers (N=1,009) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



Russia

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Beaches/Seaside Attractions	70%
Cultural Historical Attractions	60%
Local Lifestyle	48%
Ecotourism and Nature	48%
Sport and Adventure Activities	47%

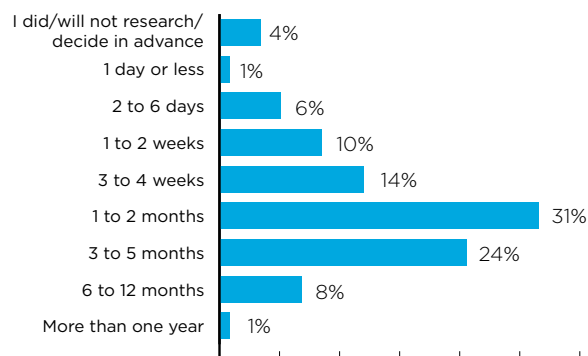
Top 5 Strongest Impressions of the USA

Impression	% Selected
Arrogant	43%
Diverse	41%
Energetic	36%
Forward-thinking	29%
Fresh	21%

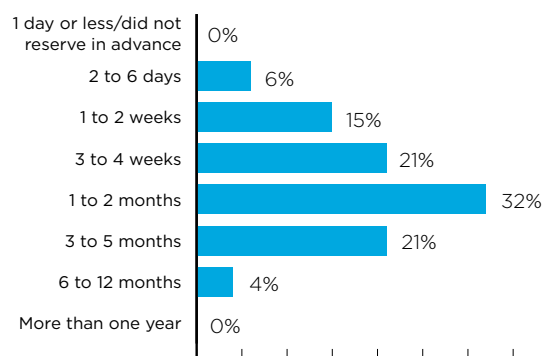
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Russia Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Russia Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	74%
Personal recommendations from friends/family	57%
Personal advice from travel professionals/travel agents	41%
Calls/visits to city/state destination travel bureaus/tourist offices	34%
Websites/applications via tablet	32%

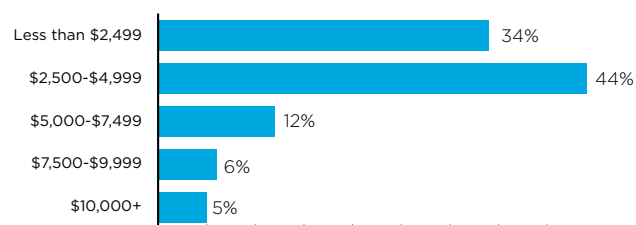
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Russia Intercontinental travelers (N=1,007) Source: Brand USA Custom Study.

Countries travelers from Russia would most like to visit



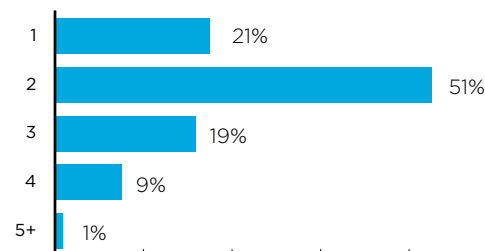
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$4,116	\$3,366



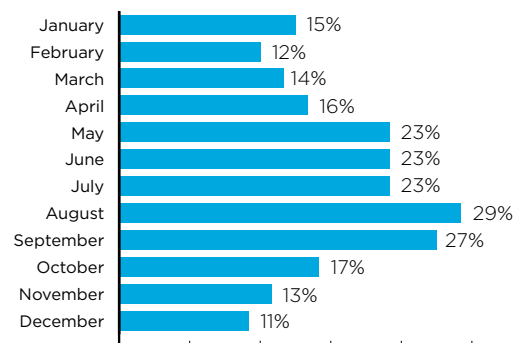
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Russia Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion RUB to USD=.030)

Expected Travel Party Size of Next Intercontinental Trip



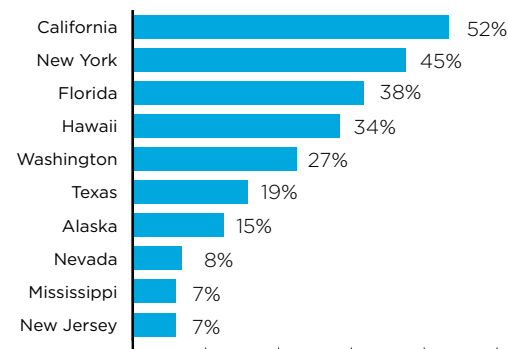
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Russia Intercontinental travelers (N=1,007) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



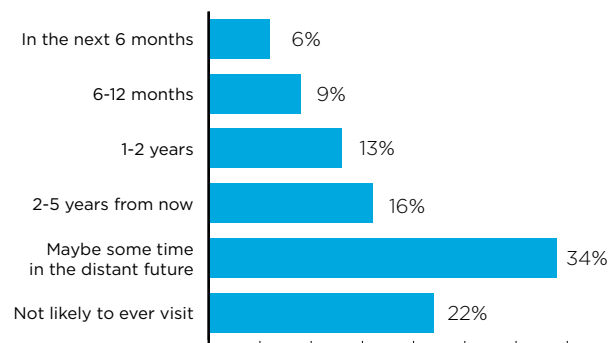
Question: During what month(s) did you take your N holiday(s)? Base: Russia Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Destination Interest - Top 10 States



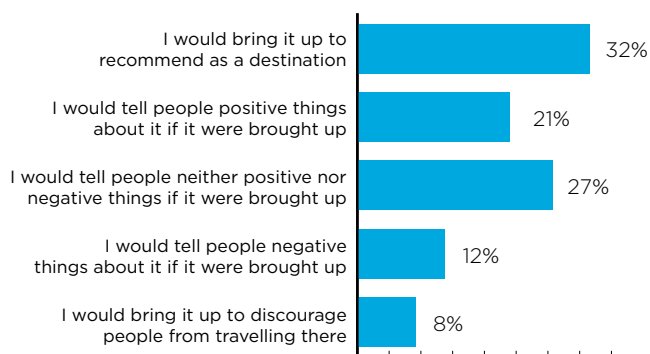
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Russia Intercontinental travelers with interest in visiting the United States (N=1,007) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Russia Intercontinental travelers (N=1,007) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Russia Intercontinental travelers (N=1,015) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



South Korea

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Cultural Historical Attractions	62%
Beaches/Seaside Attractions	51%
Ecotourism/Nature	49%
Urban Attractions/Nightlife	47%
Local Lifestyle	41%

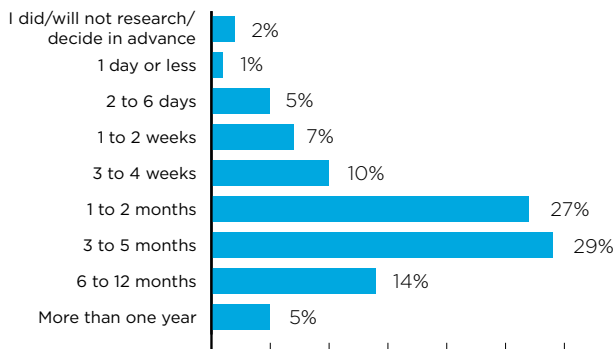
Top 5 Strongest Impressions of the USA

Impression	% Selected
Open-minded	62%
Diverse	56%
Energetic	52%
Sophisticated	30%
Down-to-earth	27%

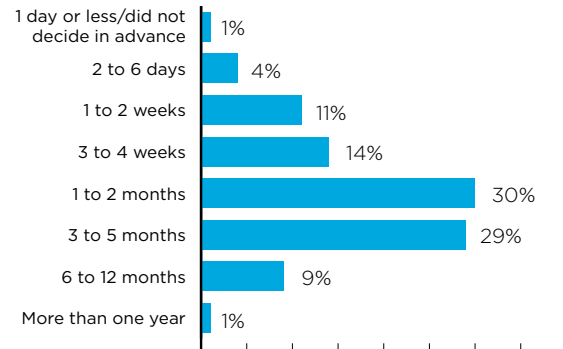
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: Korea Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Korea Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	68%
Personal recommendations from friends/family	49%
Personal advice from travel professionals/travel agents	31%
Websites or applications via mobile phone	29%
Information in printed travel guidebooks	28%

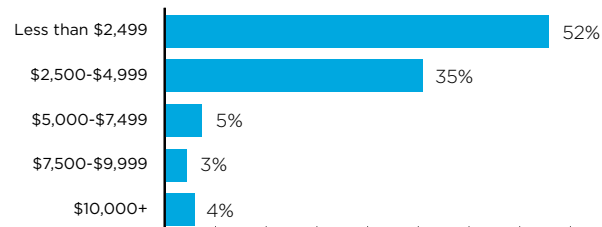
Countries travelers from South Korea would most like to visit



Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Korea Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

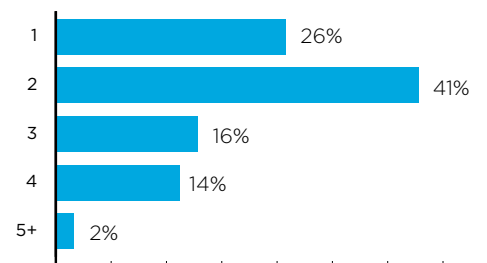
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$3,931	\$2,340



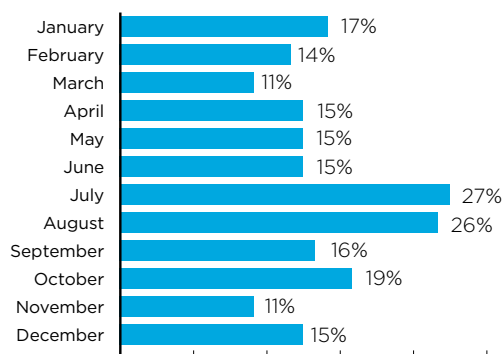
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Korea Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion KRW to USD=9)

Expected Travel Party Size of Next Intercontinental Trip



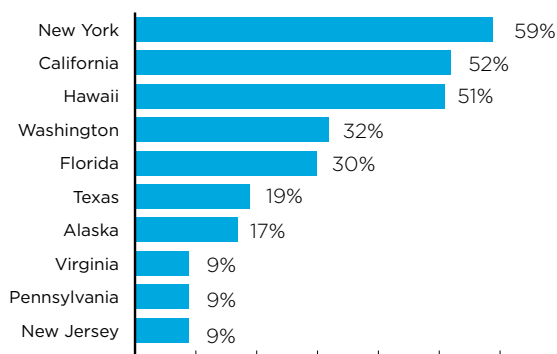
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: Korea Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



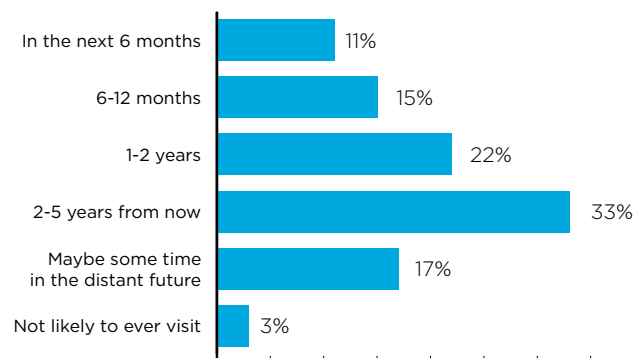
Question: During what month(s) did you take your N holiday(s)? Base: Korea Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Destination Interest - Top 10 States



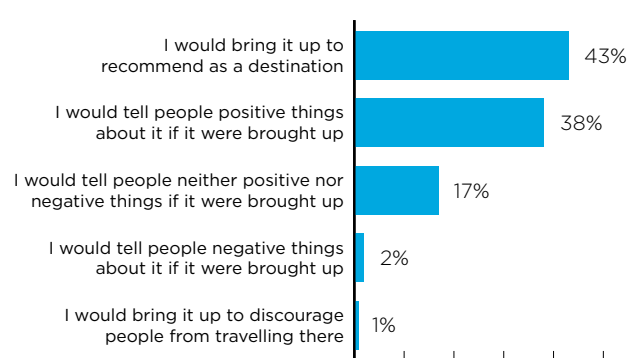
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: Korea Intercontinental travelers with interest in visiting the United States (N=986) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: Korea Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Korea Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study



United Kingdom

Top 5 Motivations for Selecting Last Intercontinental Destination

Motivation	% Selected
Local Lifestyle	46%
Cultural/Historical Attractions	46%
Beaches/Seaside Attractions	45%
Dining/Gastronomy	31%
Shopping	31%

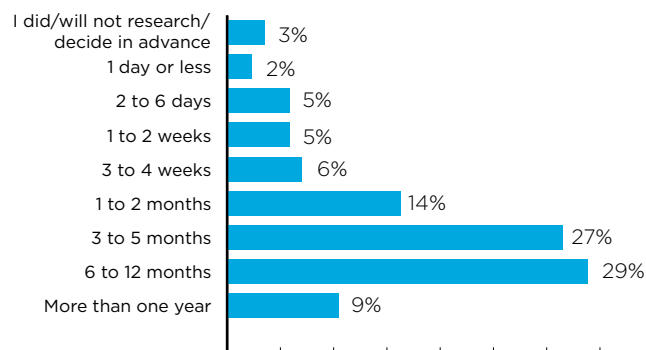
Top 5 Strongest Impressions of the USA

Impression	% Selected
Friendly	48%
Diverse	41%
Energetic	40%
Adventurous	38%
Open-minded	25%

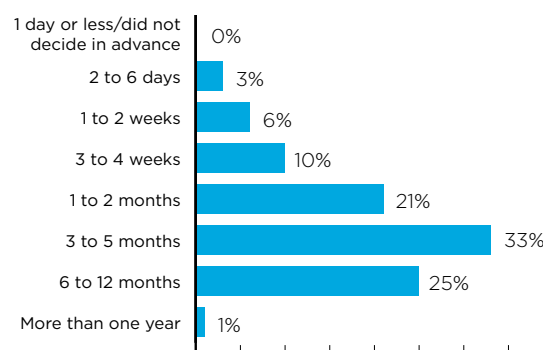
Question: What motivates your desire to visit that destination? Select all that apply. For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply. Base: U.K. Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Destination Decision and Air Booking Windows for Next Intercontinental Trip

DESTINATION DECISION



AIR BOOKING



Question: How far in advance of your departure date did/will you decide on the destination? Please select one answer for each of the following questions. How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: U.K. Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Top 5 Channels Used in Destination Selection for Last Intercontinental Trip

Channels	% Selected
Websites via computer or laptop	61%
Personal recommendations from friends/family	33%
Information in printed travel guidebooks	26%
Websites/applications via tablet	24%
Printed publications articles and brochures	21%

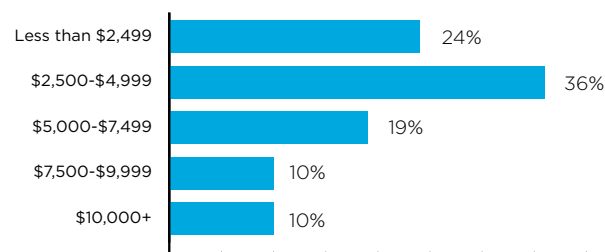
Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: U.K. Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Countries travelers from the United Kingdom would most like to visit



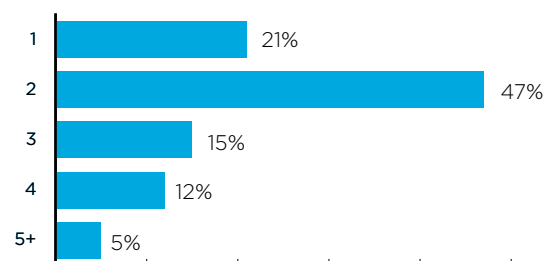
Expected Household Travel Spend for Next Intercontinental Trip

Mean	Median
\$5,256	\$4,274



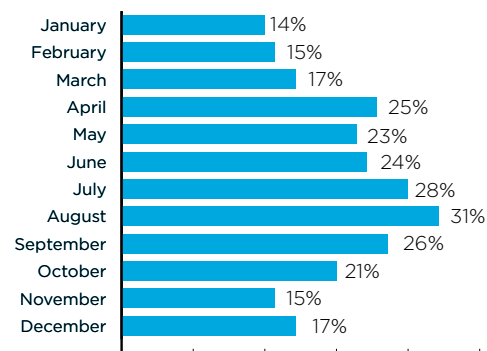
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: U.K. Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study (Conversion GBP to USD=1.583)

Expected Travel Party Size of Next Intercontinental Trip



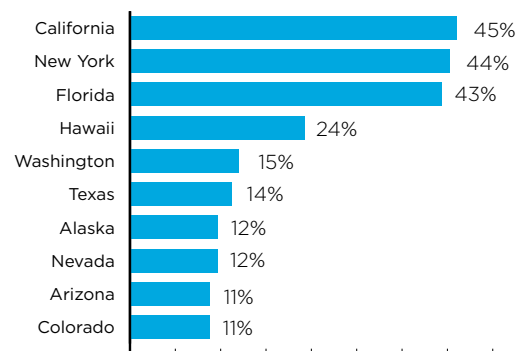
Question: How many people in your household will go on this trip? Please count yourself as 1. Base: U.K. Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study

Months Traveled (April 2012 - April 2014)



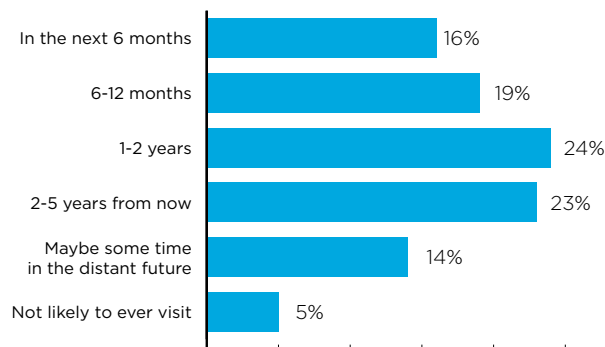
Question: During what month(s) did you take your N holiday(s)? Base: U.K. Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Destination Interest - Top 10 States



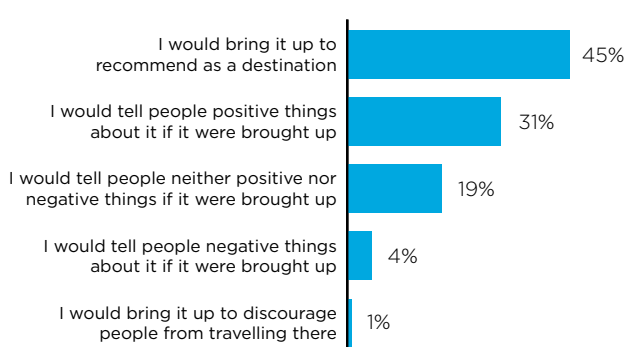
Question: You indicated in a previous question that you have interest in visiting the US sometime in the future. Which US state(s) are you interested in visiting? Base: U.K. Intercontinental travelers with interest in visiting the United States (N=966) Source: Brand USA Custom Study

Likelihood of Travel to USA



Question: When, if ever, are you likely to visit the following countries? United States of America. Base: U.K. Intercontinental travelers (N=1,013) Source: Brand USA Custom Study

Net Promoter



Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: U.K. Intercontinental travelers (N=1,013) Note: Totals may not add up to 100% due to rounding. Source: Brand USA Custom Study