

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# 2015 Market Profile: Colombia



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## Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	419	425	495	497	602	748	881	854	434
Percentage Change (%)	8	1	17	0	21	24	18	-3	104

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013	2014	2015	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	-	-	-	-	-	-	-	-	-
Travel Receipts	-	-	-	-	-	-	-	-	-
Education Receipts	-	-	-	-	-	-	-	-	-
Other Business/Personal	No Data Available								
Health/Border/Seasonal	-	-	-	-	-	-	-	-	-
Passenger Fare Receipts	-	-	-	-	-	-	-	-	-
% Change in Total Exports	-	-	-	-	-	-	-	-	-

Note: Estimates of passenger fares, education and other business/personal travel spending will be available in October 2016.

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Airlines	49	54	4.4
Online Travel Agency	33	35	2.3
Personal Recommendation	32	34	2.1
National/State/City Travel Office	18	14	-3.9
Travel Agency Office	12	10	-2.4
Corporate Travel Dept.	7	9	2.1
Travel Guides	7	7	0.0
Tour Operator/Travel Club	5	5	0.0
Other	5	5	-0.1

## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	64	61	-3.8
Visit Friends/Relatives	19	19	0.5
Business	7	9	1.7
Convention/Conference/Trade Show	5	6	0.6
Education	4	5	0.8
Health Treatment	0.1	1	0.5
Religion/Pilgrimages	0.1	0.2	0.1
Other	1	0.3	-0.2

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	75	73	-1.9
Visit Friends/Relatives	39	41	2.3
Business	10	12	1.7
Convention/Conference/Trade Show	7	7	0.2
Education	5	6	0.8
Health Treatment	1	1	0.2
Religion/Pilgrimages	1	1	-0.3
Other	2	1	-1.4
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	89	87	-1.9
Business & Convention	15	17	2.0

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Shopping	93	93	0.0
Sightseeing	70	68	-2.4
Experience Fine Dining	45	51	6.4
Amusement/Theme Parks	51	49	-1.5
National Parks/Monuments	26	26	0.6
Small Towns/Countryside	26	25	-1.5
Art Gallery/Museum	19	19	0.4
Nightclubbing/Dancing	18	19	0.4
Historical Locations	17	18	1.2
Cultural / Ethnic Heritage Sites	12	14	1.5
Guided Tours	16	13	-3.1
Concert/Play/Musical	12	12	-0.3
Sporting Event	6	9	3.0
Casinos/Gamble	4	6	2.5
Water Sports	5	4	-0.3
Golfing/Tennis	3	3	0.0
American Indian Communities	4	3	-1.5
Environ./Eco. Excursions	4	2	-2.1
Hunting/Fishing	1	2	0.9
Camping/Hiking	1	1	0.4
Snow Sports	2	1	-0.9
Other	1	1	0.3



## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Rented Auto	48	46	-1.8
Auto, Private or Company	37	44	6.9
Air Travel between U.S. Cities	16	18	2.1
City Subway/Tram/Bus	15	15	0.3
Taxicab/Limousine	14	13	-0.9
Bus between Cities	13	11	-2.2
Cruise Ship/River Boat 1+ Nights	8	7	-1.9
Ferry/River Taxi/Srt Scenic Cruise	5	5	-0.1
Railroad between Cities	4	4	-0.1
Rented Bicycle/Motorcycle/Moped	1	3	1.5
Motor Home/Camper	0.2	0.1	-0.1

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	78	73	-5.3
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	7	4	-2.6
First International Trip to the U.S.	22	21	-0.9
Length of Stay in U.S. (mean nights)	16.9	16.6	-0.3
Length of Stay in U.S. (median nights)	9	9	0.0
Number of States Visited (% 1 state)	82	84	1.9
Average Number of States Visited	1.3	1.2	-0.1
Hotel/Motel (% 1+ nights)	67	64	-3.4
Average # of Nights in Hotel/Motel	6.9	7.5	0.6
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	46	47	0.6
Household Income (mean average)	\$63,467	\$63,092	-\$375
Household Income (median average)	\$45,000	\$40,000	-\$5,000
Average Age: Female (among adults)	40	39	-0.5
Average Age: Male (among adults)	40	39	-1.2

## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
South Atlantic	73.82	651	73.56	628
<b>States</b>				
Florida	68.99	608	68.76	587
<b>Cities</b>				
Miami	50.29	443	46.72	399
Orlando	35.04	309	32.88	281

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Not available.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: July 2016

# Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

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# Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

## For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

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