

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# Overseas Visitation Estimates for U.S. States, Cities, and Census Regions: **2015**



# Overseas Visitation to U.S. States, Cities, and Census Regions (2015)

## Overseas<sup>(1)</sup> Visitors To Select U.S. States and Territories: 2014-2015

2015 Rank	Destination <sup>(2)</sup> (State/Territory)	2014r Market Share	2014r Visitation (000)	2015 Market Share	2015 Visitation (000)	Volume Change <sup>(3)</sup> (%)
1	New York	29.0%	10,136	27.1%	10,385	2%
2	Florida	24.7%	8,644	25.2%	9,667	12%
3	California	20.8%	7,274	21.2%	8,139	12%
4	Nevada	8.9%	3,120	9.1%	3,505	12%
5	Hawaiian Islands	8.9%	3,120	7.9%	3,021	-3%
6	Massachusetts	4.5%	1,555	4.7%	1,789	15%
7	Texas	4.5%	1,558	4.7%	1,789	15%
8	Illinois	4.0%	1,412	4.5%	1,708	21%
9	Guam	3.9%	1,345	3.9%	1,505	12%
10	Arizona	2.7%	954	2.7%	1,044	9%
11	Pennsylvania	2.8%	982	2.7%	1,029	5%
12	Georgia	2.5%	877	2.6%	998	14%
13	New Jersey	2.8%	971	2.6%	994	2%
14	Washington	1.8%	629	2.2%	852	36%
15	Utah	1.6%	552	1.6%	595	8%
16	Louisiana	1.1%	381	1.4%	518	36%
17	North Carolina	1.3%	440	1.3%	491	12%
18	Michigan	1.0%	349	1.3%	488	40%
19	Colorado	1.3%	458	1.2%	461	1%
20	Virginia	1.2%	412	1.2%	453	10%
21	Tennessee	**	**	1.1%	426	n/a
22	Maryland	0.9%	314	1.1%	418	33%
23	Ohio	1.0%	342	1.0%	365	7%
24	Connecticut	0.8%	290	0.8%	296	2%

(1) Excludes Canada and Mexico

(2) Only states visited having a sample size of at least 400 are displayed

(3) 2015 changes reflect a combination of additional records counted and market conditions.

r = revisions were made to 2014 overseas arrivals counts and for 2014 and 2015 2 digit market share estimates

were used to develop the visitation estimates for each year, although we only show one-digit in the table.

Note: This table shows only one of the 37 travel characteristics data reported on international arrivals to the U.S.

Additional information may be obtained for a fee. To learn more, please visit our website: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Release Date: July 2016

# Overseas Visitation to U.S. States, Cities, and Census Regions (2015)

## Overseas<sup>(1)</sup> Visitors To Select U.S. Cities: 2014-2015

2015 Rank	City Visitation <sup>(2)</sup>	2014r Market Share	2014r Visitation (000)	2015 Market Share	2015 Visitation (000)	Volume Change <sup>(3)</sup> (%)
1	New York City-WP-Wayne	28.3%	9,891	26.4%	10,132	2%
2	Miami	14.1%	4,933	14.4%	5,509	12%
3	Los Angeles-Long Beach	12.8%	4,472	12.7%	4,857	9%
4	Orlando	12.0%	4,203	12.3%	4,718	12%
5	San Francisco	9.1%	3,179	9.5%	3,632	14%
6	Las Vegas	8.7%	3,043	8.9%	3,409	12%
7	Honolulu/Oahu	7.2%	2,516	6.2%	2,380	-5%
8	Washington, DC	5.6%	1,957	5.6%	2,135	9%
9	Chicago	3.8%	1,331	4.2%	1,620	22%
10	Boston	4.1%	1,415	4.2%	1,609	14%
11	San Diego	3.0%	1,041	3.0%	1,159	11%
12	Ft. Lauderdale	2.3%	797	2.4%	902	13%
13	Houston	2.5%	863	2.3%	864	0%
14	Atlanta	2.2%	751	2.2%	837	11%
15	Seattle	1.7%	587	2.0%	783	33%
16	Philadelphia	1.8%	625	1.8%	680	9%
17	Flagstaff-G.Canyon-Sedona	1.8%	622	1.8%	672	8%
18	Florida Keys-Key West	1.5%	507	1.7%	637	26%
19	Anaheim-Santa Ana	1.7%	590	1.6%	610	3%
20	Tampa-St. Petersburg	1.6%	549	1.5%	591	8%
21	Dallas-Plano-Irving	1.2%	409	1.4%	545	33%
22	San Jose	1.2%	423	1.3%	499	18%
23	New Orleans	1.0%	342	1.2%	468	37%
24	Naples	**	**	0.9%	361	n/a
25	Buffalo-Niagara Falls	**	**	0.9%	330	n/a

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\*\* Estimate not shown due to sample size fewer than 400, based upon the NTTD statistical policy

n/a = Estimate not available.

Note: This table shows only one of the 37 travel characteristics data reported on international arrivals to the U.S.

Additional information may be obtained for a fee. To learn more, please visit our website: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Release Date: July 2016

# Overseas Visitation to U.S. States, Cities, and Census Regions (2015)

## Overseas<sup>(1)</sup> Visitors To Select U.S. Census Regions: 2014-2015

2015 Rank	Destination <sup>(2)</sup> (Census Regions)	2014r Market Share	2014r Visitation (000)	2015 Market Share	2015 Visitation (000)	Volume Change <sup>(3)</sup> (%)
--	All Overseas Travelers		34,938		38,392	10%
1	South Atlantic	33.5%	11,711	34.1%	13,092	12%
2	Middle Atlantic	31.8%	11,100	29.7%	11,395	3%
3	Pacific	22.5%	7,865	23.2%	8,903	13%
4	Mountain	11.8%	4,105	12.0%	4,599	12%
5	Pacific Islands	12.8%	4,465	11.8%	4,523	1%
6	East North Central	6.3%	2,184	6.9%	2,634	21%
7	West South Central	5.7%	1,978	6.0%	2,319	17%
8	New England	5.5%	1,932	5.7%	2,181	13%
9	West North Central	1.9%	678	2.1%	810	20%
10	East South Central	1.5%	517	1.7%	645	25%

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## 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 overseas traveler who visits the United States.

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

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, inclusive tour package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# 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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