

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

**International Visitation to the United States:  
A Statistical Summary of U.S. Visitation (2015<sup>P</sup>)**



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## Why is International Travel Important?

- Single largest services sector export, accounting for 31% of all U.S. services exports.
- Represents 10% of all goods and services exports for the United States.
- Generates a travel trade surplus of nearly \$61 billion.
- Travel and tourism exports support 1.1 million U.S. jobs.
- Supports one new job for every 68 international visitors to the United States.
- Total employee compensation in this sector surpassing \$220 billion annually.



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# International Visitors to the United States Set New Record in 2015

The United States welcomed 77.5 million international visitors in 2015, nearly two and half million more than the year before - a three percent increase over 2014. The result is a sixth consecutive record for total arrivals to the United States. Overall, 2015 was a very good year for travel and tourism to the United States as eight major regions recorded year over year increases and set visitation records. The majority of the major markets also recorded year over year increases, with the exception of Canada, Brazil, Colombia, and Venezuela.

## Top Inbound International Markets

In 2015 the top inbound markets continued to be Canada and Mexico. Overnight volume from Canada was 20.7 million travelers in 2015, a 10 percent decline from 2014. At the same time, Mexico greatly improved its position with 18.4 million visits, an increase of eight percent. In 2015 Mexico easily surpassed its previous record set in 2014.

The United Kingdom (+18%), Japan (+4%), and the People's Republic of China (excluding Hong Kong) rounded out the top five inbound markets. Non-resident visits from the United Kingdom accounted for more than a six percent share of 2015 visitor volume. Japan followed with a five percent share of international arrivals, increasing four percent,

reaching nearly 3.8 million visitors. In 2015 the People's Republic of China extended its double-digit growth to 11 of the last 12 years and set its sixth consecutive year for a visitation record.



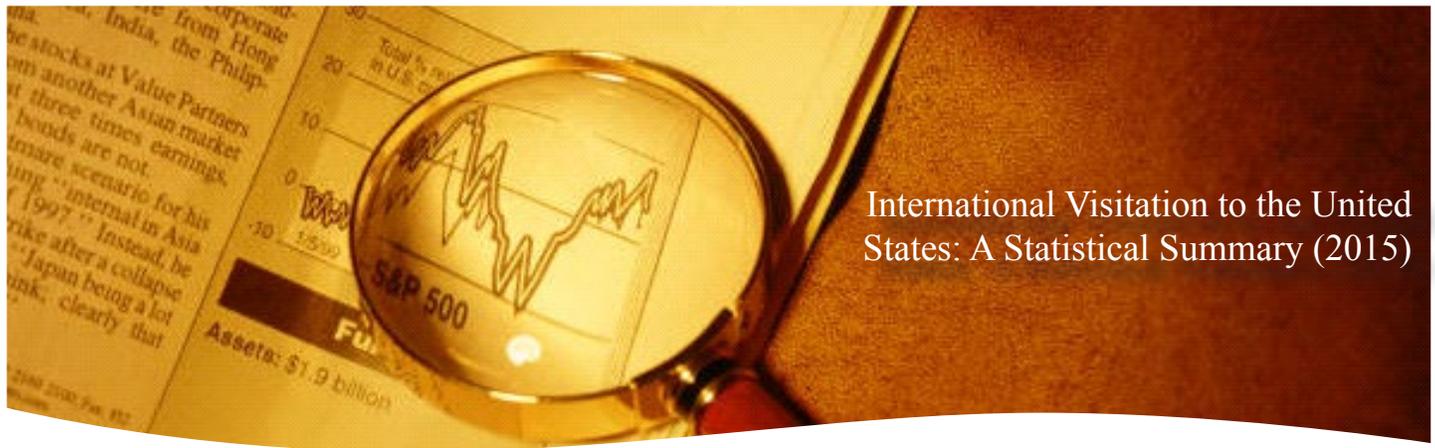
In 2015 16 of the top 20 inbound visitor markets posted increases in visits, nine accounted for double-digit increases and 15 set record visits to the United States. The top 20 markets accounted for 87 percent of all international visits to the United States, and as a group were up two percent compared to 2014.

Canada (-10%), Brazil (-2%), Colombia (-3%) and Venezuela (-4%) were the four markets out of the top 20 which experienced declines for the year.

## Overseas Arrivals

Annual overseas arrivals (excluding Canada and Mexico) totaled 38.4 million in 2015. Overseas travel grew 10 percent for the year, creating a new record level of visits for the United States. Travel from these markets accounted for 50 percent of total arrivals to the United States, with 38 of the top 48 overseas markets setting new visitation records.

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## International Visitation to the United States: A Statistical Summary (2015)

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Travel from these markets accounted for 50 percent of total arrivals to the United States, with 38 of the top 48 overseas markets setting new visitation records.

Among the top 25 inbound overseas countries with the largest increases in visits in 2015 were: South Korea (+21%), the People's Republic of China (excluding Hong Kong) (+18%), United Kingdom (+18%), India (+17%), Dominican Republic (+17%), Argentina (+16%), Israel (+13%), Denmark (+13%), Netherlands (+13%), Ireland (+13%), Australia (+11%), Ecuador (+11%), and Germany (+10%). All of these countries set new records for visits to the United States.

Eight of the nine overseas regional markets posted record level visits: Western Europe (+12%), Asia (+12%), South America (+3%), Oceania (+11%), Caribbean (+11%), the Middle East (+10%), Central America (+14%) and Africa (+8%). Non-resident visits from the United Kingdom, Germany, France, Italy and Spain spurred Western Europe to surpass its record set in 2014. Visits from the People's Republic of China (excluding Hong Kong), South Korea and India contributed to Asia's 12 percent increase. South America set a new record, partially based on Argentina's double-digit growth, and the Caribbean surpassed its previous volume record set in 2014, mainly due to visits from the Dominican Republic, Jamaica, and the Bahamas.

### Market Share of Total U.S. Arrivals

While the market share of total U.S. arrivals from overseas countries grew to 49.5 percent in 2015, arrivals from North America dropped to 50.5 percent, mainly

due to Canada's decrease from 30.7 percent in 2014 to 26.7 percent in 2015. Of the top 15 markets, Mexico, United Kingdom, the People's Republic of China (excluding Hong Kong), Germany, South Korea, France, Australia, and India recorded noticeable increases in their share of total U.S. arrivals. Most notably, Mexico increased from 22.8 percent in 2014 to 23.8 percent in 2015. At the same time, the United Kingdom increased from 5.5 percent to 6.3 percent and the People's Republic of China (excluding Hong Kong) increased from 2.9 percent to 3.3 percent.

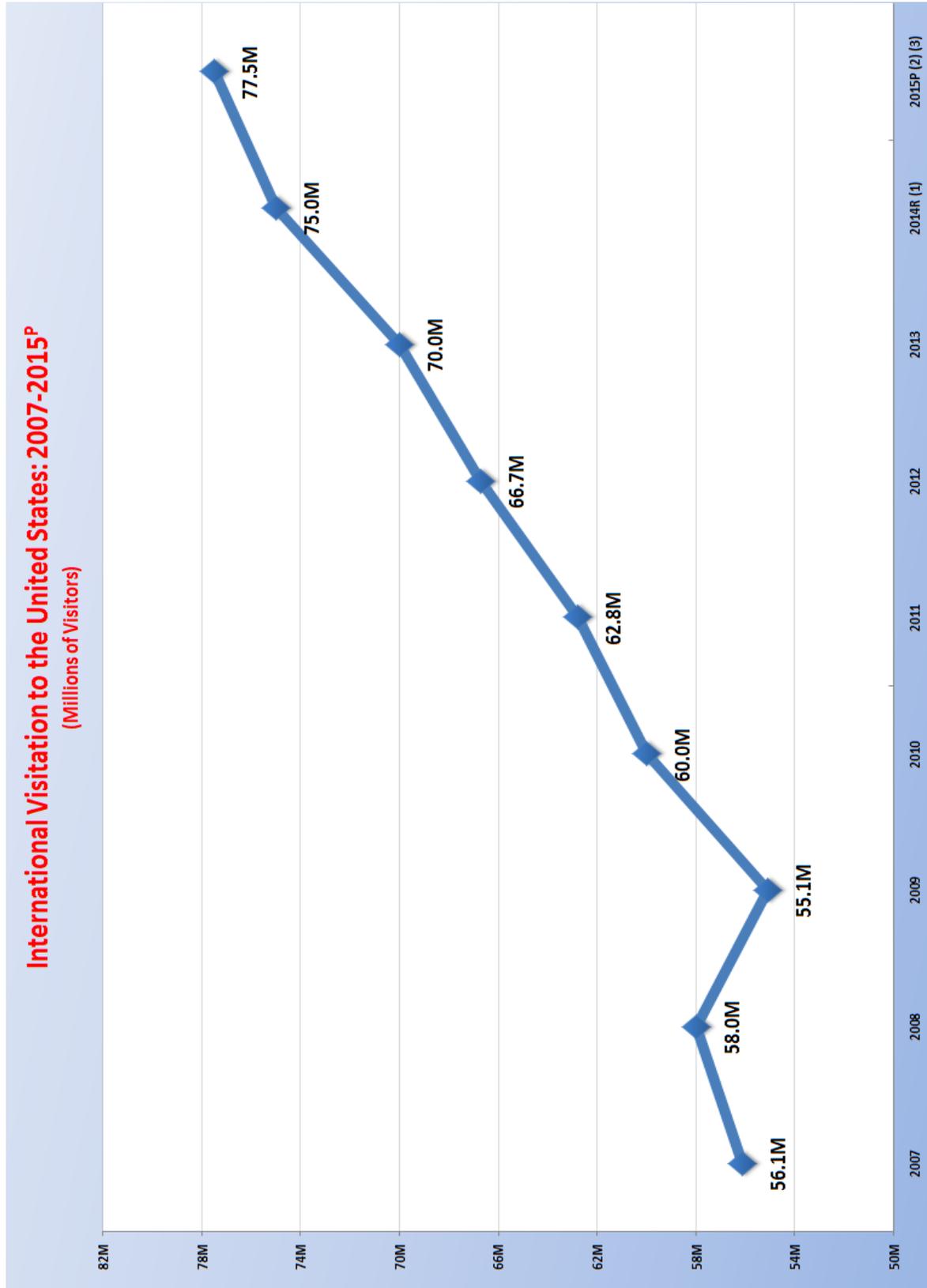
### Ports of Entry

In 2015 the different rates of change for arrivals at the top ports of entry for inbound travel had a significant impact on the destinations that received them. Double-digit growth was registered for New York (11%), Los Angeles (16%), San Francisco (16%), Chicago (15%), Orlando (29%), Atlanta (19%), Agana, Guam (16%), Houston (10%), Boston (29%), Fort Lauderdale (30%), and Dallas (28%).

### Pleasure Travel vs. Business Travel

In 2015 of the top 20 overseas countries with visits to the United States, more than 90 percent of the visits recorded from Brazil (91.3%), Colombia (89.8%), Argentina (93.1%), Venezuela (91.3%) and Ecuador (94.2%) represented pleasure travel to the United States. On the contrary, 20 percent or more of the visits recorded from Germany (23.1%), India (20.2%), and the Netherlands (25.6%) represented business travel to the United States. For all overseas non-resident visits to the United States, 81.7 percent represented pleasure travel and 14.6 percent represented business travel.

# International Visitation to the United States



Sources: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Statistics Canada and Banco de Mexico/Secretaria de Turismo.

- (1) For "Overseas" countries, I-94 definitional changes put in place in 2014 affect comparing 2014R data to previous years. See Appendix.
- (2) 2015\* changes (excluding Canada and Mexico) reflect a combination of additional records counted in 2015 and a change in market conditions. See Frequently Asked Questions.
- (3) Record level of visits in 2015.

P = Preliminary data.

Released: June 2016

# International Visitation to the United States

## International Visitors (Inbound) and U.S. Residents (Outbound) International Travelers to/from the United States 2007 - 2015<sup>P</sup>

International Visitors (Inbound)	2007	2008	2009	2010	2011	2012	2013	2014 <sup>R</sup>	2015 <sup>P</sup>
Total Inbound (000s) <sup>(1)(2)(3)</sup>	56,135	58,007	55,103	60,010	62,821	66,657	69,995	75,022	77,510
% Change	10%	3%	-5%	9%	5%	6%	5%	7%	3%
Overseas <sup>(1)(2)(3)(4)</sup>	23,892	25,341	23,756	26,363	27,883	29,761	32,041	34,938	38,392
% Change	10%	6%	-6%	11%	6%	7%	8%	9%	10%
Canada	17,760	18,910	17,973	20,176	21,337	22,697	23,407	23,014	20,705
% Change	11%	6%	-5%	12%	6%	6%	3%	-2%	-10%
Mexico <sup>(1)</sup>	14,483	13,756	13,373	13,472	13,601	14,199	14,547	17,070	18,414
% Change	9%	-5%	-3%	1%	1%	4%	2%	17%	8%
<b>U.S. Residents (Outbound)</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014<sup>R</sup></b>	<b>2015<sup>P</sup></b>
Total Outbound (000s)	64,049	63,653	62,050	61,061	59,209	60,697	61,370	67,713	73,459
% Change	1%	-1%	-3%	-2%	-3%	3%	1%	10%	8%
Overseas <sup>(5)</sup>	31,228	30,789	30,300	28,507	27,023	28,502	29,015	30,780	32,789
% Change	4%	-1%	-2%	-6%	-5%	5%	2%	6%	7%
Canada	13,375	12,504	11,667	11,871	11,597	11,887	11,478	11,523	12,475
% Change	-3%	-7%	-7%	2%	-2%	3%	-3%	0%	8%
Mexico	19,446	20,360	20,083	20,683	20,589	20,308	20,877	25,410	28,195
% Change	-1%	5%	-1%	3%	0%	-1%	3%	22%	11%

Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office as well as Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

(1) Record level of visits in 2015.

(2) For "Overseas" countries, 1-94 definitional changes put in place in 2014 affect comparing 2014 and 2015 to previous years. See Appendix.

(3) 2015P changes (excluding Canada and Mexico) reflect a combination of additional records counted in 2015 and market conditions. See Frequently Asked Questions.

(4) "Overseas" excludes Canada and Mexico.

(5) U.S. Department of Homeland Security structural changes that were put in place in July 2010 affect comparing 2009 to 2010 and 2010 to 2011.

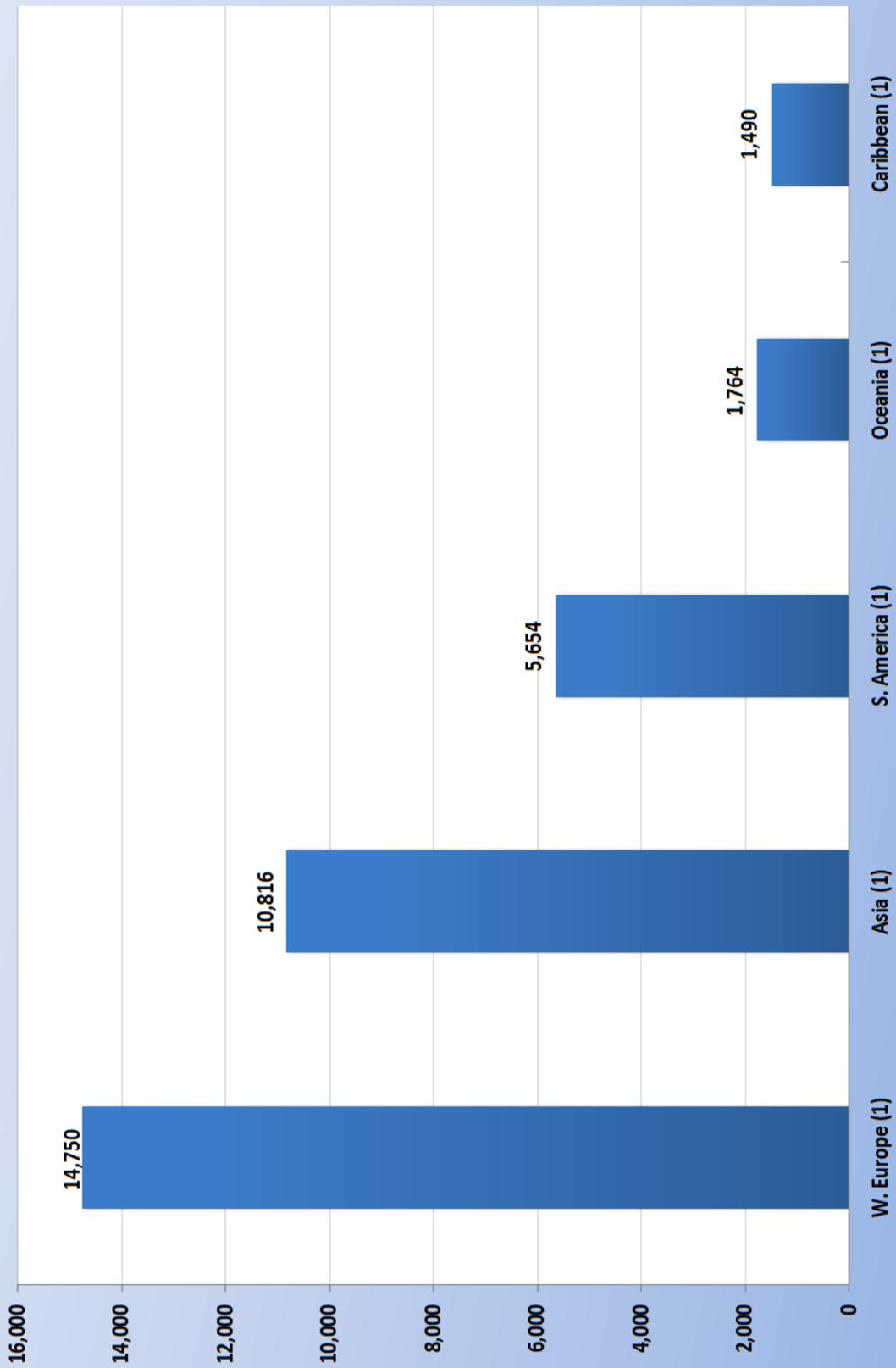
R = Revised data.

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# International Visitation to the United States

Top Five Overseas Regions for Visitation to the United States in 2015<sup>P</sup>  
(Thousands of Visitors)



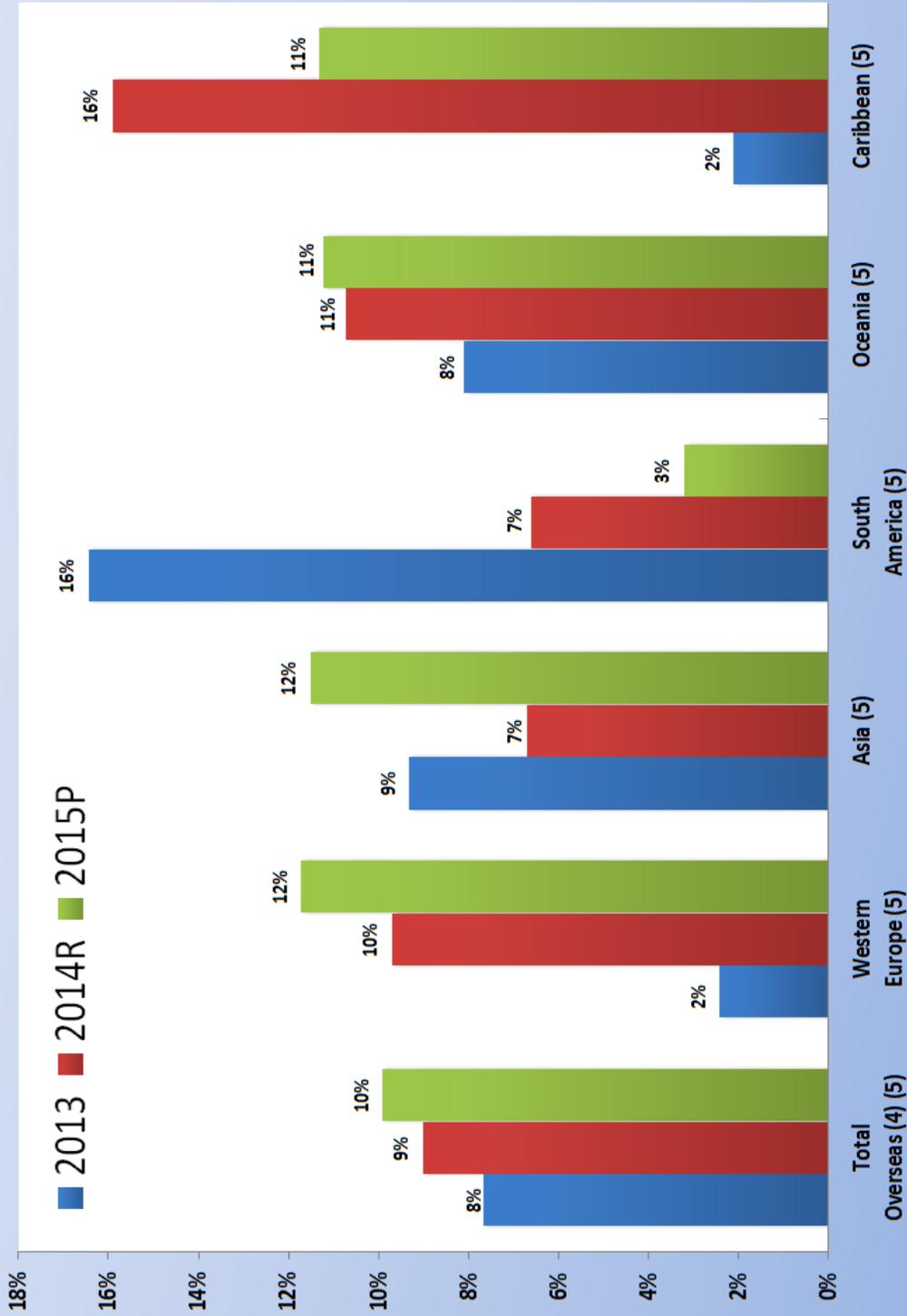
Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office

(1) Record level of visits in 2015.

Released: June 2016

# International Visitation to the United States

## Top Five Overseas Regions for Visitation to the United States: 3 Year Comparison <sup>(1)</sup>/<sub>(2)</sub>/<sub>(3)</sub>



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

- (1) The percent change was calculated by comparing the yearly data to the previous year's data.
- (2) For "Overseas" countries, 1-94 definitional changes put in place in 2014 affect comparing 2014 and 2015 to previous years. See Appendix.
- (3) 2015P changes (excluding Canada and Mexico) reflect a combination of additional records counted in 2015 and market conditions. See Frequently Asked Questions.
- (4) "Overseas" excludes Canada and Mexico.
- (5) Record level of visits in 2015.

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# International Visitation to the United States

## International Visitors to the U.S. by Region of Residence 2014<sup>r</sup> vs 2015<sup>p</sup>

Region/Country of Residence	2014 <sup>r</sup>	2015 <sup>p</sup>	% Change (2015/2014)
Total Arrivals <sup>(1) (2)</sup>	75,021,716	77,510,282	3%
North America <sup>(3)</sup>	40,083,509	39,118,350	-2%
Canada	23,013,691	20,704,701	-10%
Canada Air <sup>(2)</sup>	8,243,286	7,966,040	-3%
Mexico <sup>(2)</sup>	17,069,818	18,413,649	8%
Mexico Air <sup>(2) (4)</sup>	2,486,381	2,640,481	6%
Overseas <sup>(2) (5) (6)</sup>	34,938,207	38,391,932	10%
Western Europe <sup>(2)</sup>	13,207,272	14,750,225	12%
Asia <sup>(2)</sup>	9,697,312	10,816,172	12%
South America <sup>(2)</sup>	5,481,390	5,654,473	3%
Oceania <sup>(2)</sup>	1,586,155	1,763,709	11%
Caribbean <sup>(2)</sup>	1,338,874	1,489,613	11%
Middle East <sup>(2)</sup>	1,225,500	1,343,347	10%
Central America <sup>(2)</sup>	933,966	1,068,099	14%
Eastern Europe <sup>(2)</sup>	953,996	949,063	-1%
Africa <sup>(2)</sup>	513,742	557,231	8%

Sources: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

(1) "Total Arrivals" is the sum of Canada, Mexico and all Overseas.

(2) Record level of visits in 2015.

(3) "North America" includes Canada and Mexico only.

(4) "Mexico Air" data based on U.S. Department of Homeland Security I-94 arrival records.

(5) "Overseas" excludes Canada and Mexico.

(6) 2015<sup>p</sup> changes (excluding Canada and Mexico) reflect a combination of additional records counted in 2015 and market conditions. See Frequently Asked Questions.

R = Revised data.

P = Preliminary data.

Released: June 2016

# International Visitation to the United States

Top 50 Markets for International Visitors to the United States  
2014<sup>r</sup> vs 2015<sup>p</sup>

Rank	Region/Country of Residence	2014 <sup>r</sup>	2015 <sup>p</sup>	% Change (2015/2014)
	Total Arrivals <sup>(1) (2)</sup>	75,021,716	77,510,282	3%
	North America <sup>(3)</sup>	40,083,509	39,118,350	-2%
1	Canada	23,013,691	20,704,701	-10%
	Canada Air <sup>(2)</sup>	8,243,286	7,966,040	-3%
2	Mexico <sup>(2)</sup>	17,069,818	18,413,649	8%
	Mexico Air <sup>(2) (4)</sup>	2,486,381	2,640,481	6%
	Overseas <sup>(2) (5) (6)</sup>	34,938,207	38,391,932	10%
3	United Kingdom <sup>(2)</sup>	4,149,129	4,900,823	18%
4	Japan	3,620,224	3,758,297	4%
5	China (excl HK) <sup>(2)</sup>	2,189,781	2,591,333	18%
6	Germany <sup>(2)</sup>	2,056,492	2,271,820	10%
7	Brazil	2,263,996	2,218,883	-2%
8	South Korea <sup>(2)</sup>	1,459,938	1,764,871	21%
9	France <sup>(2)</sup>	1,658,345	1,752,611	6%
10	Australia <sup>(2)</sup>	1,304,172	1,450,113	11%
11	India <sup>(2)</sup>	962,133	1,125,783	17%
12	Italy <sup>(2)</sup>	963,540	1,039,397	8%
13	Colombia	881,274	853,624	-3%
14	Argentina <sup>(2)</sup>	684,788	791,905	16%
15	Spain <sup>(2)</sup>	707,733	752,823	6%
16	Netherlands <sup>(2)</sup>	642,211	726,011	13%
17	Venezuela	616,037	590,733	-4%
18	Sweden <sup>(2)</sup>	551,996	586,332	6%
19	Switzerland <sup>(2)</sup>	499,649	536,584	7%
20	Ireland <sup>(2)</sup>	399,967	450,132	13%
21	Taiwan	414,269	440,802	6%
22	Israel <sup>(2)</sup>	355,509	402,633	13%
23	Ecuador <sup>(2)</sup>	335,286	372,254	11%
24	Denmark <sup>(2)</sup>	311,750	353,004	13%
25	Norway <sup>(2)</sup>	317,516	323,130	2%

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# International Visitation to the United States

## Top 50 Markets for International Visitors to the United States 2014<sup>r</sup> vs 2015<sup>p</sup>

Rank	Region/Country of Residence	2014 <sup>r</sup>	2015 <sup>p</sup>	% Change (2015/2014)
26	Belgium <sup>(2)</sup>	288,925	316,985	10%
27	Dominican Republic <sup>(2)</sup>	271,747	316,863	17%
28	Chile <sup>(2)</sup>	248,912	309,058	24%
29	New Zealand <sup>(2)</sup>	263,309	296,008	12%
30	Saudi Arabia <sup>(2)</sup>	275,780	286,113	4%
31	Peru <sup>(2)</sup>	246,452	282,431	15%
32	Russia	343,635	261,016	-24%
33	Jamaica <sup>(2)</sup>	205,359	247,615	21%
34	Philippines <sup>(2)</sup>	219,757	238,862	9%
35	Bahamas	218,888	233,630	7%
36	Guatemala	222,220	233,120	5%
37	Costa Rica <sup>(2)</sup>	202,841	229,400	13%
38	Austria <sup>(2)</sup>	201,729	220,489	9%
39	Nigeria <sup>(2)</sup>	171,701	191,577	12%
40	Turkey <sup>(2)</sup>	172,399	189,485	10%
41	Panama <sup>(2)</sup>	156,319	176,965	13%
42	Honduras <sup>(2)</sup>	152,988	173,859	14%
43	El Salvador	126,316	170,382	35%
44	Poland <sup>(2)</sup>	158,272	168,957	7%
45	Trinidad and Tobago <sup>(2)</sup>	150,405	167,422	11%
46	Singapore	151,821	159,517	5%
47	Finland <sup>(2)</sup>	141,649	155,039	9%
48	Hong Kong <sup>(2)</sup>	122,282	133,197	9%
49	South Africa <sup>(2)</sup>	113,727	123,869	9%
50	Haiti <sup>(2)</sup>	111,207	123,310	11%

Sources: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

(1) "Total Arrivals" is the sum of Canada, Mexico and all Overseas.

(2) Record level of visits in 2015.

(3) "North America" includes Canada and Mexico only.

(4) "Mexico Air" data based on U.S. Department of Homeland Security I-94 arrival records.

(5) "Overseas" excludes Canada and Mexico.

(6) 2015P changes (excluding Canada and Mexico) reflect a combination of additional records counted in 2015 and market conditions. See Frequently Asked Questions.

R = Revised data.

P = Preliminary data.

Released: June 2016

# International Visitation to the United States

Top 50 Markets for International Visitors to the United States  
Share of Total Arrivals: 2014<sup>r</sup> vs. 2015<sup>p</sup>

Rank	Region/Country of Residence	2015 <sup>p</sup>	2014 <sup>r</sup> Market Share	2015 <sup>p</sup> Market Share	2015 <sup>p</sup> Cumulative Market Share
	Total Arrivals <sup>(1)(2)</sup>	77,510,282	100.0%	100.0%	100.0%
	North America <sup>(3)</sup>	39,118,350	53.4%	50.5%	
1	Canada	20,704,701	30.7%	26.7%	26.7%
	Canada Air <sup>(2)</sup>	7,966,040	11.0%	10.3%	
2	Mexico <sup>(2)</sup>	18,413,649	22.8%	23.8%	50.5%
	Mexico Air <sup>(2)(4)</sup>	2,640,481	3.3%	3.4%	
	Overseas <sup>(2)(5)(6)</sup>	38,391,932	46.6%	49.5%	
3	United Kingdom <sup>(2)</sup>	4,900,823	5.5%	6.3%	56.8%
4	Japan	3,758,297	4.8%	4.8%	61.6%
5	China (excl HK) <sup>(2)</sup>	2,591,333	2.9%	3.3%	65.0%
6	Germany <sup>(2)</sup>	2,271,820	2.7%	2.9%	67.9%
7	Brazil	2,218,883	3.0%	2.9%	70.8%
8	South Korea <sup>(2)</sup>	1,764,871	1.9%	2.3%	73.1%
9	France <sup>(2)</sup>	1,752,611	2.2%	2.3%	75.3%
10	Australia <sup>(2)</sup>	1,450,113	1.7%	1.9%	77.2%
11	India <sup>(2)</sup>	1,125,783	1.3%	1.5%	78.6%
12	Italy <sup>(2)</sup>	1,039,397	1.3%	1.3%	80.0%
13	Colombia	853,624	1.2%	1.1%	81.1%
14	Argentina <sup>(2)</sup>	791,905	0.9%	1.0%	82.1%
15	Spain <sup>(2)</sup>	752,823	0.9%	1.0%	83.1%
16	Netherlands <sup>(2)</sup>	726,011	0.9%	0.9%	84.0%
17	Venezuela	590,733	0.8%	0.8%	84.8%
18	Sweden <sup>(2)</sup>	586,332	0.7%	0.8%	85.5%
19	Switzerland <sup>(2)</sup>	536,584	0.7%	0.7%	86.2%
20	Ireland <sup>(2)</sup>	450,132	0.5%	0.6%	86.8%
21	Taiwan	440,802	0.6%	0.6%	87.4%
22	Israel <sup>(2)</sup>	402,633	0.5%	0.5%	87.9%
23	Ecuador <sup>(2)</sup>	372,254	0.4%	0.5%	88.4%
24	Denmark <sup>(2)</sup>	353,004	0.4%	0.5%	88.8%
25	Norway <sup>(2)</sup>	323,130	0.4%	0.4%	89.2%

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# International Visitation to the United States

## Top 50 Markets for International Visitors to the United States Share of Total Arrivals: 2014<sup>r</sup> vs. 2015<sup>p</sup>

Rank	Region/Country of Residence	2015 <sup>p</sup>	2014 <sup>r</sup> Market Share	2015 <sup>p</sup> Market Share	2015 <sup>p</sup> Cumulative Market Share
26	Belgium <sup>(2)</sup>	316,985	0.4%	0.4%	89.7%
27	Dominican Republic <sup>(2)</sup>	316,863	0.4%	0.4%	90.1%
28	Chile <sup>(2)</sup>	309,058	0.3%	0.4%	90.5%
29	New Zealand <sup>(2)</sup>	296,008	0.4%	0.4%	90.8%
30	Saudi Arabia <sup>(2)</sup>	286,113	0.4%	0.4%	91.2%
31	Peru <sup>(2)</sup>	282,431	0.3%	0.4%	91.6%
32	Russia	261,016	0.5%	0.3%	91.9%
33	Jamaica <sup>(2)</sup>	247,615	0.3%	0.3%	92.2%
34	Philippines <sup>(2)</sup>	238,862	0.3%	0.3%	92.5%
35	Bahamas	233,630	0.3%	0.3%	92.8%
36	Guatemala	233,120	0.3%	0.3%	93.1%
37	Costa Rica <sup>(2)</sup>	229,400	0.3%	0.3%	93.4%
38	Austria <sup>(2)</sup>	220,489	0.3%	0.3%	93.7%
39	Nigeria <sup>(2)</sup>	191,577	0.2%	0.2%	94.0%
40	Turkey <sup>(2)</sup>	189,485	0.2%	0.2%	94.2%
41	Panama <sup>(2)</sup>	176,965	0.2%	0.2%	94.4%
42	Honduras <sup>(2)</sup>	173,859	0.2%	0.2%	94.7%
43	El Salvador	170,382	0.2%	0.2%	94.9%
44	Poland <sup>(2)</sup>	168,957	0.2%	0.2%	95.1%
45	Trinidad and Tobago <sup>(2)</sup>	167,422	0.2%	0.2%	95.3%
46	Singapore	159,517	0.2%	0.2%	95.5%
47	Finland <sup>(2)</sup>	155,039	0.2%	0.2%	95.7%
48	Hong Kong <sup>(2)</sup>	133,197	0.2%	0.2%	95.9%
49	South Africa <sup>(2)</sup>	123,869	0.2%	0.2%	96.1%
50	Haiti <sup>(2)</sup>	123,310	0.1%	0.2%	96.2%

Sources: U.S. Department of Commerce, IITA, National Travel and Tourism Office; Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

(1) "Total Arrivals" is the sum of Canada, Mexico and all Overseas.

(2) Record level of visits in 2015.

(3) "North America" includes Canada and Mexico only.

(4) "Mexico Air" data based on U.S. Department of Homeland Security I-94 arrival records.

(5) "Overseas" excludes Canada and Mexico.

(6) 2015<sup>p</sup> market shares (excluding Canada and Mexico) reflect a combination of additional records counted in 2015 and market conditions. See Frequently Asked Questions.

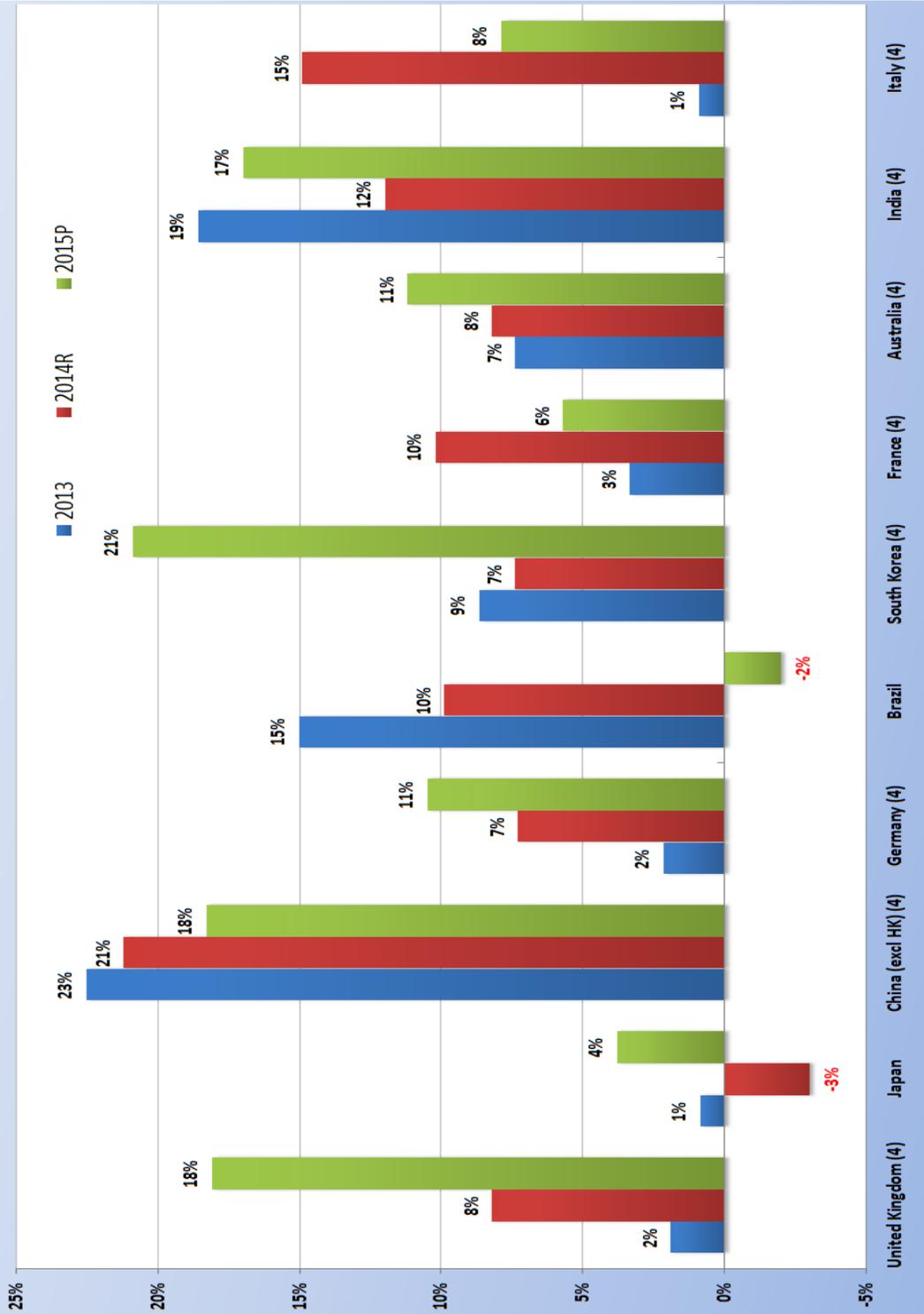
R = Revised data.

P = Preliminary data.

Released: June 2016

# International Visitation to the United States

Top 10 Overseas<sup>(1)</sup> Markets for International Visitors 3 Year Comparison<sup>(2)(3)</sup>



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

- (1) "Overseas" excludes Canada and Mexico.
- (2) The percent change was calculated by comparing the yearly data to the previous year's data.
- (3) 2015<sup>P</sup> changes (excluding Canada and Mexico) reflect a combination of additional records counted in 2015 and market conditions. See Frequently Asked Questions.
- (4) Record level of visits in 2015.

Released: June 2016

# International Visitation to the United States

## International Visitors to United States: Country of Residency Historical Arrivals 2007 - 2015<sup>P</sup> (Top 50 Origin Countries)

Rank	Country of Residence	2007	2008	2009	2010	2011	2012	2013	2014 <sup>R</sup>	2015 <sup>P</sup>
	Total Visitation <sup>(1)</sup>	56,134,944	58,007,274	55,102,743	60,010,360	62,820,943	66,657,028	69,994,872	75,021,716	77,510,282
1	Canada	17,759,571	18,910,210	17,973,474	20,175,617	21,336,761	22,697,345	23,406,993	23,013,691	20,704,701
2	Mexico <sup>(1)</sup>	14,483,096	13,755,613	13,373,085	13,472,127	13,601,025	14,198,645	14,547,237	17,069,818	18,413,649
	Overseas <sup>(1)</sup>	23,892,277	25,341,451	23,756,184	26,362,616	27,883,157	29,761,038	32,040,642	34,938,207	38,391,932
3	United Kingdom <sup>(1)</sup>	4,497,858	4,564,895	3,899,167	3,850,864	3,835,300	3,763,381	3,835,268	4,149,129	4,900,823
4	Japan	3,531,489	3,249,578	2,918,268	3,386,076	3,249,569	3,698,073	3,730,287	3,620,224	3,758,297
5	China (excl HK) <sup>(1)</sup>	397,405	492,958	524,817	801,738	1,089,405	1,474,408	1,806,553	2,189,781	2,591,333
6	Germany <sup>(1)</sup>	1,524,151	1,782,299	1,686,825	1,726,193	1,823,797	1,875,952	1,916,471	2,056,492	2,271,820
7	Brazil	639,431	769,232	892,611	1,197,866	1,508,279	1,791,103	2,060,291	2,263,996	2,218,883
8	South Korea <sup>(1)</sup>	806,175	759,394	743,846	1,107,518	1,145,216	1,251,432	1,359,924	1,459,938	1,764,871
9	France <sup>(1)</sup>	997,506	1,243,942	1,204,490	1,342,207	1,504,182	1,455,720	1,504,562	1,658,345	1,752,611
10	Australia <sup>(1)</sup>	669,536	689,927	723,576	904,247	1,037,852	1,122,180	1,205,060	1,304,172	1,450,113
11	India <sup>(1)</sup>	567,045	598,971	549,474	650,935	663,465	724,433	859,156	962,133	1,125,783
12	Italy <sup>(1)</sup>	634,152	779,463	753,310	838,225	891,571	831,343	838,883	963,540	1,039,397
13	Colombia	389,752	419,268	424,526	494,739	496,814	602,338	748,116	881,274	853,624
14	Argentina <sup>(1)</sup>	266,971	318,144	356,428	436,192	512,258	614,504	686,098	684,788	791,905
15	Spain <sup>(1)</sup>	516,471	658,333	596,766	639,654	700,183	607,273	619,860	707,733	752,823
16	Netherlands <sup>(1)</sup>	506,852	607,802	547,790	570,179	601,013	591,746	589,296	642,211	726,011
17	Venezuela	458,678	507,153	507,185	491,604	561,080	674,754	788,069	616,037	590,733
18	Sweden <sup>(1)</sup>	337,474	397,017	324,417	371,853	438,972	442,013	476,571	551,996	586,332
19	Switzerland <sup>(1)</sup>	296,369	341,955	355,727	390,591	476,502	476,637	473,064	499,649	536,584
20	Ireland <sup>(1)</sup>	491,055	531,198	411,203	360,492	346,879	331,850	367,110	399,967	450,132
21	Taiwan	311,020	294,893	239,545	291,107	290,313	290,163	384,581	414,269	440,802
22	Israel <sup>(1)</sup>	313,077	332,257	308,213	306,914	302,673	303,629	331,359	355,509	402,633
23	Ecuador <sup>(1)</sup>	155,328	152,112	168,432	195,546	210,910	209,828	254,737	335,286	372,254
24	Denmark <sup>(1)</sup>	217,593	256,604	245,623	258,788	274,420	271,363	269,496	311,750	353,004
25	Norway <sup>(1)</sup>	172,882	213,983	193,318	221,145	249,167	262,822	284,311	317,516	323,130

...Continued

# International Visitation to the United States

## International Visitors to United States: Country of Residency Historical Arrivals 2007 - 2015<sup>p</sup> (Top 50 Origin Countries)

Rank	Country of Residence	2007	2008	2009	2010	2011	2012	2013	2014 <sup>R</sup>	2015 <sup>p</sup>
26	Belgium <sup>(1)</sup>	216,579	265,383	245,710	254,892	259,490	260,267	265,875	288,925	316,985
27	Dominican Republic <sup>(1)</sup>	263,452	226,184	227,948	239,972	230,188	244,417	238,134	271,747	316,863
28	Chile <sup>(1)</sup>	123,152	130,813	126,609	146,736	171,459	187,603	212,199	248,912	309,058
29	New Zealand <sup>(1)</sup>	147,735	145,325	131,012	174,619	188,974	185,706	209,136	263,309	296,008
30	Saudi Arabia <sup>(1)</sup>	38,938	48,590	62,030	89,409	132,920	182,225	221,230	275,780	286,113
31	Peru <sup>(1)</sup>	148,967	162,883	160,474	173,269	171,870	190,205	217,967	246,452	282,431
32	Russia	114,850	142,998	142,650	174,511	221,888	259,699	335,279	343,635	261,016
33	Jamaica <sup>(1)</sup>	221,521	204,982	185,526	178,791	159,235	166,984	168,283	205,359	247,615
34	Philippines <sup>(1)</sup>	171,829	179,820	171,680	177,525	166,829	176,218	200,521	219,757	238,862
35	Bahamas	256,433	180,914	224,812	243,204	222,741	224,997	206,206	218,888	233,630
36	Guatemala	201,286	188,177	189,455	188,218	183,671	194,373	202,179	222,220	233,120
37	Costa Rica <sup>(1)</sup>	160,444	165,257	157,471	165,594	168,722	179,755	182,063	202,841	229,400
38	Austria <sup>(1)</sup>	131,339	158,764	162,569	168,403	179,482	183,276	186,010	201,729	220,489
39	Nigeria <sup>(1)</sup>	52,996	72,669	68,505	79,427	82,945	104,682	141,618	171,701	191,577
40	Turkey <sup>(1)</sup>	95,568	107,572	94,302	115,237	122,022	137,362	160,417	172,399	189,485
41	Panama <sup>(1)</sup>	87,329	102,832	109,968	118,976	119,542	133,268	141,578	156,319	176,965
42	Honduras <sup>(1)</sup>	111,059	116,902	115,405	115,616	119,671	130,386	138,719	152,988	173,859
43	El Salvador	159,783	136,494	123,185	112,346	97,967	100,978	104,735	126,316	170,382
44	Poland <sup>(1)</sup>	138,525	146,887	115,327	114,702	111,158	111,157	130,420	158,272	168,957
45	Trinidad and Tobago <sup>(1)</sup>	143,009	147,613	141,406	136,628	132,931	144,535	134,567	150,405	167,422
46	Singapore	135,209	141,474	107,400	139,319	159,302	162,077	152,823	151,821	159,517
47	Finland <sup>(1)</sup>	96,173	118,448	114,364	111,840	121,059	125,475	127,978	141,649	155,039
48	Hong Kong <sup>(1)</sup>	142,419	139,359	116,023	131,712	128,512	133,104	122,134	122,282	133,197
49	South Africa <sup>(1)</sup>	93,719	93,692	78,934	80,174	86,597	95,086	105,009	113,727	123,869
50	Haiti <sup>(1)</sup>	83,837	91,748	80,572	87,334	79,461	83,312	89,101	111,207	123,310

Sources: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

(1) Record level of visits in 2015.

r = Revised Data.

p = Preliminary Data.

Released: June 2016

# International Visitation to the United States

Visitation to the United States: Pleasure Travel<sup>1</sup> vs. Business Travel  
From Top Overseas Countries Sending Pleasure Travelers to the United States  
January - December 2015<sup>P</sup>

Country of Residence	Percent Change Pleasure Travelers	Pleasure Arrivals Rank	Percent Change Business Travelers	Total Arrivals	Percent Change Total Arrivals	Total Overseas Arrivals Rank	Pleasure Travel Percent of Total	Business Travel Percent of Total
United Kingdom	17	1	23	4,900,823	18	1	82.2%	17.3%
Japan	2	2	19	3,758,297	4	2	85.0%	13.9%
Brazil	-2	3	-4	2,218,883	-2	5	91.3%	7.1%
China (EXCL HK)	21	4	8	2,591,333	18	3	70.7%	12.6%
Germany	7	5	26	2,271,820	11	4	76.0%	23.1%
South Korea	25	6	5	1,764,871	21	6	83.5%	10.5%
France	3	7	23	1,752,611	6	7	81.7%	17.3%
Australia	9	8	30	1,450,113	11	8	86.7%	12.8%
Italy	4	9	29	1,039,397	8	10	80.0%	18.8%
Colombia	-4	10	-3	853,624	-3	11	89.8%	8.2%
India	16	11	9	1,125,783	17	9	65.8%	20.2%
Argentina	17	12	1	791,905	16	12	93.1%	6.4%
Spain	5	13	13	752,823	6	13	84.0%	14.1%
Venezuela	-3	14	-15	590,733	-4	15	91.3%	5.6%
Netherlands	8	15	30	726,011	13	14	73.8%	25.6%
Sweden	5	16	17	586,332	6	16	82.6%	15.9%
Switzerland	6	17	15	536,584	7	17	81.8%	16.7%
Ireland	8	18	39	450,132	13	18	80.3%	19.3%
Ecuador	12	19	-6	372,254	11	21	94.2%	4.2%
Taiwan	6	20	9	440,802	6	19	72.9%	19.1%
Total Overseas <sup>(2)</sup> Non-Resident Visits	9		15	38,391,932	10		81.7%	14.6%

Source: U.S. Department of Commerce, ITA, Industry and Analysis, National Travel and Tourism Office

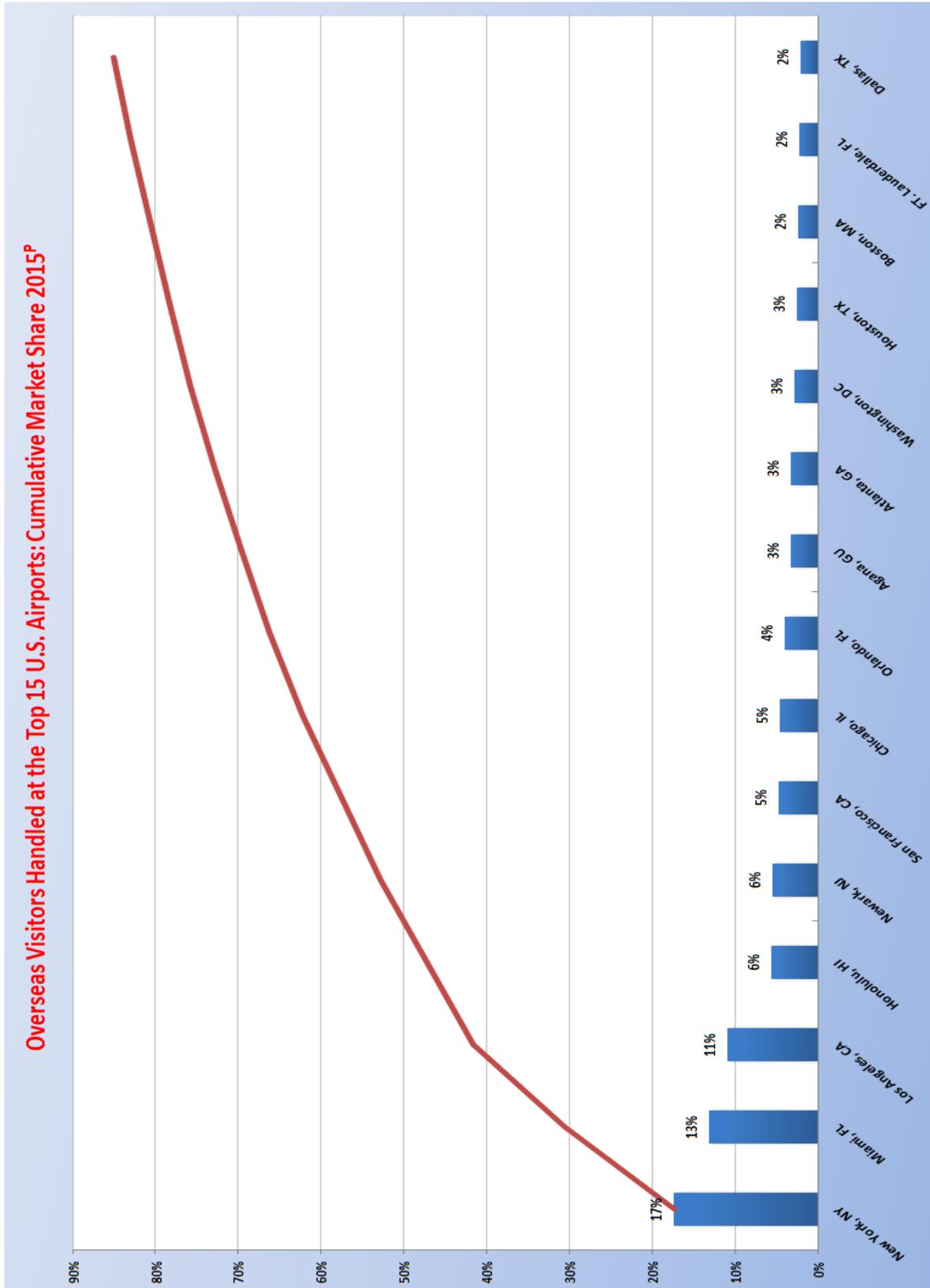
(1) The monthly figures on all travelers from each country to the United States represent mainly business, pleasure and student travelers. For some countries, there is a difference in the rate of change by the type of visa. The table above shows these differences for the top 20 overseas tourist-generating countries, specifically the change in pleasure travel versus business travel.

(2) "Overseas" excludes Canada and Mexico.

P = Preliminary data.

Released: June 2016

# International Visitation to the United States



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

The data presented in this graph is from a report containing 35 tables of international arrivals data. Forty ports of entry are tracked each month by world region and selected countries.

P = Preliminary data.

Released: June 2016

# International Visitation to the United States

Top 15 Ports-of-Entry for Overseas<sup>1</sup> Visitors to the United States  
2014<sup>R</sup> vs. 2015<sup>P</sup>

Rank	PORTS <sup>2</sup>	2014 <sup>R</sup> Total Overseas	2015 <sup>P</sup> Total Overseas	% Change 2015/2014	2015 <sup>P</sup> Market Share	Cumulative Market Share
--	GRAND TOTAL	34,938,207	38,391,932	10%	100.0%	--
1	New York, NY	6,026,019	6,675,571	11%	17.4%	17.4%
2	Miami, FL	4,694,161	5,052,330	8%	13.2%	30.5%
3	Los Angeles, CA	3,643,755	4,235,783	16%	11.0%	41.6%
4	Honolulu, HI	2,153,013	2,187,373	2%	5.7%	47.3%
5	San Francisco, CA	1,821,292	2,120,313	16%	5.5%	52.8%
6	Chicago, IL	1,592,341	1,828,799	15%	4.8%	57.6%
7	Newark, NJ	1,869,055	1,777,443	-5%	4.6%	62.2%
8	Orlando, FL	1,205,171	1,557,252	29%	4.1%	66.3%
9	Atlanta, GA	1,084,455	1,285,375	19%	3.3%	69.6%
10	Agana, GU	1,098,823	1,272,620	16%	3.3%	72.9%
11	Washington, DC	1,011,599	1,101,187	9%	2.9%	75.8%
12	Houston, TX	877,638	968,965	10%	2.5%	78.3%
13	Boston, MA	710,306	914,137	29%	2.4%	80.7%
14	FT. Lauderdale, FL	675,519	880,434	30%	2.3%	83.0%
15	Dallas, TX	636,255	812,990	28%	2.1%	85.1%

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

(1) "Overseas" excludes Canada and Mexico.

(2) This is one column from a report containing 35 tables of international arrivals data. Forty ports of entry are tracked each month by world region and select countries.

R = Revised data.

P = Preliminary data.

Released: June 2016

## APPENDIX

The International Visitor Arrivals Program (I-94) is a core part of the U.S. travel and tourism statistical system. The I-94 Program provides official U.S. monthly and annual overseas visitor arrivals to the United States along with Mexico ‘Air’ visitor statistics. The National Travel and Tourism Office (NTTO) manages this program in cooperation with the Department of Homeland Security (DHS), Customs and Border Protection (CBP).

Beginning in 2014, definitional changes were made to the I-94 Program to include one-night stay travelers. I-94 Program data now reflect better conformity with UNWTO’s one-plus night definition of a traveler. Prior to 2014, the Program’s definition of a traveler to the United States was a visitor that stayed two or more nights because of incomplete data on transiting air passengers with non-U.S. destinations and limited availability of departure date data on zero and one-night stays. With the inclusion of one-night stay travelers in 2014, year over year percent changes, 2014 vs. 2013, could overstate the percent change volume for any given overseas country. 2014 and 2013 U.S. arrivals data from overseas countries may not be comparable. But keep in mind that I-94 overseas arrival volumes in 2013 (and prior years) were understated.

An accurate determination of how many nights were spent in the United States has not been possible until CBP’s I-94 Automation project. To account for the number of nights, the ‘departure’ record must be captured and matched to the arrival document. And in the past, the collection of the departure record was dependent on the rigor of airline gate agents and the ability of each departing visitor to tender their I-94 departure document. Evidence has indicated that a significant number of departure records were not turned in. But with the I-94 Automation project implemented at air and sea ports, it is possible to now be more inclusive of one night stays (travelers from overseas countries) given that the arrival-departure record match is now more complete and accurate. The I-94 is also benefitting from a substantial increase in departure data for visitors exiting the United States by land.

Statistics Canada and Banco de Mexico visitors’ data are not affected—only travelers from overseas countries. 2014 and previous year’s U.S. arrivals data from both Canada and Mexico are comparable as one-night stay travelers are included.

## Frequently Asked Questions

The National Travel and Tourism Office (NTTO) has released preliminary international arrivals data for 2015. These data reflect improvements in the capture of arrival records as a result of the automation of I-94 paper forms at most ports of entry by U.S. Customs and Border Protection (CBP). These data are more accurate, richer, and reliable as a result of this transition. These data can be found at: <http://travel.trade.gov/view/m-2015-I-001/index.html>.

### *Why was the release of 2015(p) I-94 arrivals data delayed?*

In March 2015, NTTO staff observed an unusually high number of records missing country of residence (COR) data within the I-94 arrivals database. During the first three months of 2015, 1.6 million I-94 arrival records were missing COR information, representing 22.5 percent of all overseas records. By comparison, during the first quarter of 2014, 992,000 arrival records were missing COR information, representing 14.4 percent of all overseas records. In April 2015, the number of arrival records that were missing COR information jumped to 1.2 million records for the month, compared to 364,000 in April 2014. Therefore, to avoid understating 2015(p) I-94 arrivals data, NTTO chose to re-process 2015(p) I-94 arrivals data, implementing a new method to determine the missing COR data.

### *Why did NTTO suspend its release of 2015(p) I-94 arrivals data in April 2016?*

In early 2016, CBP discovered it was possible to retrieve missing COR information from systems and sources other than the I-94 Program. In the interim, NTTO suspended its preliminary release of 2015 I-94 arrivals data while CBP re-processed 2015 I-94 arrivals. This allowed for NTTO re-processing, review and verification to ensure that CBP's enhancement produced more accurate, reliable, and richer data than previously. This improvement enabled recapture of an additional 2,375,041 I-94 arrival records in 2015, a 6.2 percent increase in usable overseas traveler records.

### *Why did visitor records missing COR information increase in 2015?*

CBP's I-94 Automation Program improvements, including Automated Passport Control (APC), Mobile Passport Control, Global Entry, and the use of technology to eliminate paper I-94 forms, resulted in COR fields not being consistently populated. We anticipate that this issue will be resolved in the fall of 2016.

## Frequently Asked Questions

*Which countries were most affected by missing COR information?*

For 2015, the largest impacts among the top 20 arrival markets were arrivals from Australia, Switzerland, the United Kingdom, France, and the Netherlands. Visitors from these countries used APC kiosks. For each of these countries, between 16 to 20 percent of total arrivals were attributed to replacing missing COR data with country of citizenship (COC) data.

*What is Automated Passport Control (APC)?*

APC is a device used for a CBP program that expedites the entry process for U.S., Canadian, and eligible VWP travelers by providing an automated process through CBP's Primary Inspection area. Rather than use paper forms, eligible travelers use self-service kiosks to submit their arrival information, customs declaration information and biographic information. Travelers using APC kiosks experience shorter wait times, less congestion, and faster processing. APC kiosks are currently operational in airports throughout the United States.

*Were missing COR data an issue for countries that require a visa to enter the United States?*

No. Of 29 countries (among the top 50 arrival markets) that require a visa to enter the United States, NTTO found the increase in visitors to be 0.0 percent in 26 of these countries, based on replacing missing COR data with COC data. This is likely due to the fact that APC kiosks are mostly applicable to VWP travelers.

*How should 2015(p) I-94 arrivals data be interpreted, as some arrivals seem unusually high compared to arrivals in 2014?*

Any interpretation of these data should take into consideration the fact that the 2015 increases in overseas arrivals reflect both the increase in records counted in 2015 and potential changes in market conditions.

## Frequently Asked Questions

*Are 2015(p) I-94 arrivals data comparable to 2014?*

Both 2014 and 2015 data sets are based on the same criteria, including the same visitor visa types and the ‘one night or more’ definition of a traveler. In addition, the methodology for identifying travelers with respect to COR, and infilling records with missing COR data, is consistent for the two years. The years differ only in that 2015 contained more I-94 records as a result of automating the paper I-94 forms. Therefore, 2014 and 2015 arrivals data are arguably more comprehensive and credible than previous years. These data will be comparable with 2016(p) I-94 arrivals.

*Will 2015(p) I-94 arrivals data be revised, as these data are marked preliminary?*

2015(p) I-94 arrivals data are official, but subject to further revision, if warranted. Situations that allow for revision include improved solutions and/or sources discovered by the Departments of Commerce and Homeland Security as they complete the automation and migration of records.

### Acronyms and Definitions

APC	Automated Passport Control
CBP	U.S. Customs and Border Protection
COC	Country of Citizenship
COR	Country of Residence
NTTO	National Travel and Tourism Office
(p)	Preliminary
VWP	Visa Waiver Program

# Interested in obtaining data for your organization?

NTTO collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://travel.trade.gov/research/monthly/arrivals/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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