

	A	B	C	D	E	F	G	H	I	J	K
1	ECUADOR Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		168	196	211	210	255	335	372	413	245
7		% Change	11	16	8	-1	21	32	11	11	145
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports²		-	-	-	-	-	-	-	-	-
12	Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-
13	Education Receipts		-	-	-	-	-	-	-	-	-
14	Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-
15	Health/Border/Seasonal		-	-	-	-	-	-	-	-	-
16	Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-
17	% Change in Total Receipts		-	-	-	-	-	-	-	-	-
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
21	Airlines		44	46	2.4						
22	Online Travel Agency		33	35	1.9						
23	Personal Recommendation		30	27	-2.4						
24	National/State/City Travel Office		31	24	-7.4						
25	Travel Agency Office		16	11	-5.2						
26	Tour Operator/Travel Club		12	8	-4.3						
27	Corporate Travel Dept.		9	7	-1.7						
28	Travel Guides		10	7	-3.4						
29	Other		11	4	-6.8						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
32	Vacation/Holiday		72	72	0.3						
33	Visit Friends/Relatives		17	17	-0.9						
34	Business		5	5	0.0						
35	Convention/Conference/Trade Show		3	2	-0.9						
36	Education		2	2	0.1						
37	Health Treatment		0.2	2	1.4						
38	Other		1	0.3	-0.2						
39	Religion/Pilgrimages		0.0	0.2	0.2						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
42	Vacation/Holiday		81	81	0.2						
43	Visit Friends/Relatives		39	36	-3.0						
44	Business		7	7	0.3						
45	Convention/Conference/Trade Show		4	5	1.0						
46	Education		3	4	1.4						
47	Health Treatment		0.3	2	1.5						
48	Religion/Pilgrimages		0.2	1	0.9						
49	Other		1	0.0	-0.9						
50											
51	Net Purposes of Trip:										
52	Leisure & VFR		92	92	0.0						
53	Business & Convention		10	11	1.5						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		Rented Auto	48	50	2.1						
57		Auto, Private or Company	37	38	1.5						
58		Air Travel between U.S. Cities	13	19	5.1						
59		City Subway/Tram/Bus	15	17	1.7						
60		Bus between Cities	11	16	4.2						
61		Taxicab/Limousine	13	14	1.2						
62		Ferry/River Taxi/Short Scenic Cruise	4	10	6.3						
63		Railroad between Cities	4	8	4.0						
64		Cruise Ship/River Boat 1+ Nights	7	6	-0.9						
65		Ride-Sharing Service	-	5	-						
66		Rented Bicycle/Motorcycle/Moped	1	3	2.3						
67		Motor Home/Camper	0.2	1	0.3						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69		Shopping	94	94	-0.5						
70		Sightseeing	65	72	7.3						
71		Amusement/Theme Parks	53	55	2.6						
72		National Parks/Monuments	20	28	7.5						
73		Small Towns/Countryside	21	23	1.6						
74		Art Gallery/Museum	18	22	4.7						
75		Experience Fine Dining	37	22	-15.3						
76		Historical Locations	14	20	5.9						
77		Guided Tours	14	17	3.0						
78		Cultural / Ethnic Heritage Sites	13	16	3.2						
79		Nightclubbing/Dancing	14	12	-2.0						
80		Sporting Event	11	10	-0.2						
81		Concert/Play/Musical	15	9	-5.8						
82		Casinos/Gamble	7	6	-0.5						
83		Water Sports	5	5	-0.1						
84		American Indian Communities	3	4	0.9						
85		Environ./Eco. Excursions	5	3	-2.0						
86		Hunting/Fishing	1	2	0.5						
87		Camping/Hiking	1	1	0.0						
88		Golfing/Tennis	2	1	-0.4						
89		Snow Sports	1	1	-0.4						
90		Other	0.2	1	0.3						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93		Advance Trip Decision Time (mean days)	73	77	4.5						
94		Advance Trip Decision Time (median days)	60	60	0.0						
95		Prepaid Package	11	5	-6.4						
96		First International Trip to the U.S.	19	15	-4.1						
97		Length of Stay in U.S. (mean nights)	13.4	13.3	-0.1						
98		Length of Stay in U.S. (median nights)	9	9	0.0						
99		Number of States Visited (% 1 state)	84	83	-0.5						
100		Average Number of States Visited	1.2	1.2	0.0						
101		Hotel/Motel (% 1+ nights)	56	64	8.2						
102		Average # of Nights in Hotel/Motel	7.1	6.7	-0.4						
103		Travel Party Size (mean # of persons)	1.8	1.8	0.0						
104		Gender: % Male (among adults)	53	49	-4.4						
105		Household Income (mean average)	\$ 47,621	\$ 54,009	\$6,388						
106		Household Income (median average)	\$ 36,000	\$ 36,000	\$						
107		Average Age: Female (among adults)	40	38	-1.7						
108		Average Age: Male (among adults)	42	40	-2.0						
109											

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110	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111											
112	Regions										
113	South Atlantic		72.36	269	67.43	279					
114	States										
115	Florida		**	**	62.60	259					
116											
117	Notes:										
118	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
119	(2)	<p><i>Total Travel & Tourism Exports</i> = 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).</p> <p>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</p>									
120											
121											
122	(3)	Percentage-point and percentage changes are based on non-rounded data.									
123											
124	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
125											
126	(-)	No estimate available.									
127											
128	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
129											
130	(r)	Estimate was revised.									
131											
132	(p)	Estimate is preliminary and subject to revision.									
133											
134		Note: E This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.									
135		Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html									
136		For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html									
137											
138		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
139		http://travel.trade.gov/research/reports/ifs/customized.asp									
140											
141		Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									
142											
143		Publication Date: August 2017									