

	A	B	C	D	E	F	G	H	I	J	K
1	EUROPE 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		11,550	11,985	12,660	12,478	12,895	14,161	15,699	14,724	3,173
7		% Change	-10	4	6	-1	3	10	11	-6	27
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 Exports ²		\$42,015	\$44,755	\$50,137	\$50,603	\$52,267	\$56,910	\$61,056	\$57,744	\$15,729
12	Travel Receipts (at U.S. destinations)		\$33,537	\$35,825	\$39,471	\$39,731	\$40,985	\$44,931	\$49,822	\$47,368	\$13,831
13	Education Receipts		\$2,713	\$2,735	\$2,836	\$2,948	\$3,030	\$3,230	\$3,520	n/a	n/a
14	Other Business/Personal Receipts		\$30,128	\$32,483	\$35,984	\$36,055	\$37,106	\$40,760	\$45,039	n/a	n/a
15	Health/Border/Seasonal		\$696	\$607	\$651	\$728	\$849	\$941	\$1,263	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$8,478	\$8,930	\$10,666	\$10,872	\$11,282	\$11,979	\$11,234	\$10,376	\$1,898
17		% Change in Total Receipts	-19	7	12	1	3	9	7	-5	37
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Airlines	46	47	0.4						
22		Online Travel Agency	36	36	0.2						
23		Personal Recommendation	23	26	2.4						
24		Travel Agency Office	18	18	-0.2						
25		Travel Guides	13	14	0.8						
26		Corporate Travel Dept.	12	11	-0.7						
27		Tour Operator/Travel Club	8	8	0.2						
28		National/State/City Travel Office	6	7	0.3						
29		Other	5	5	0.0						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	60	62	1.3						
33		Visit Friends/Relatives	18	18	-0.3						
34		Business	12	11	-0.6						
35		Convention/Conference/Trade Show	6	6	0.0						
36		Education	3	3	-0.3						
37		Health Treatment	0.1	0.2	0.1						
38		Religion/Pilgrimages	0.2	0.1	-0.1						
39		Other	0.4	0.3	-0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	71	72	1.3						
43		Visit Friends/Relatives	30	30	-0.7						
44		Business	14	14	-0.2						
45		Convention/Conference/Trade Show	8	8	0.1						
46		Education	5	5	-0.2						
47		Health Treatment	0.3	0.4	0.1						
48		Religion/Pilgrimages	0.5	0.4	-0.1						
49		Other	0.5	0.5	0.0						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	83	84	0.5						
53		Business & Convention	20	20	-0.2						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		City Subway/Tram/Bus	37	38	1.4						
57		Taxicab/Limousine	36	35	-0.3						
58		Rented Auto	36	35	-1.4						
59		Auto, Private or Company	32	31	-0.7						
60		Air Travel between U.S. Cities	26	25	-0.9						
61		Ferry/River Taxi/Short Scenic Cruise	14	14	0.2						
62		Bus between Cities	14	14	-0.6						
63		Ride-Sharing Service	-	11	-						
64		Railroad between Cities	7	8	0.4						
65		Cruise Ship/River Boat 1+ Nights	5	6	0.4						
66		Rented Bicycle/Motorcycle/Moped	4	4	0.2						
67		Motor Home/Camper	1.1	1.1	0.0						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69		Shopping	86	85	-0.9						
70		Sightseeing	80	80	0.4						
71		National Parks/Monuments	43	44	1.5						
72		Art Gallery/Museum	34	34	0.5						
73		Historical Locations	33	33	0.7						
74		Small Towns/Countryside	34	33	-1.1						
75		Experience Fine Dining	36	33	-3.4						
76		Guided Tours	27	28	0.9						
77		Amusement/Theme Parks	27	26	-1.0						
78		Concert/Play/Musical	18	19	1.0						
79		Cultural / Ethnic Heritage Sites	18	18	0.3						
80		Nightclubbing/Dancing	15	16	0.1						
81		Sporting Event	15	15	-0.4						
82		Casinos/Gamble	11	11	-0.2						
83		Water Sports	9	9	-0.2						
84		Camping/Hiking	6	6	0.1						
85		American Indian Communities	6	6	0.4						
86		Environ./Eco. Excursions	4	4	-0.3						
87		Golfing/Tennis	4	3	-0.2						
88		Hunting/Fishing	2	2	-0.5						
89		Snow Sports	1.0	0.9	-0.1						
90		Other	1.6	1.3	-0.3						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93		Advance Trip Decision Time (mean days)	122	122	0.2						
94		Advance Trip Decision Time (median days)	90	90	0.0						
95		Prepaid Package	12	12	-0.1						
96		First International Trip to the U.S.	21	21	0.0						
97		Length of Stay in U.S. (mean nights)	16.4	15.9	-0.5						
98		Length of Stay in U.S. (median nights)	10	10	0.0						
99		Number of States Visited (% 1 state)	71	71	0.6						
100		Average Number of States Visited	1.5	1.5	0.0						
101		Hotel/Motel (% 1+ nights)	76	79	2.9						
102		Average # of Nights in Hotel/Motel	9.6	9.9	0.3						
103		Travel Party Size (mean # of persons)	1.7	1.7	0.0						
104		Gender: % Male (among adults)	53	52	-0.8						
105		Household Income (mean average)	\$ 96,291	\$ 88,244	-\$8,047						
106		Household Income (median average)	\$ 76,217	\$ 67,848	-\$8,369						
107		Average Age: Female (among adults)	40	40	0.5						
108		Average Age: Male (among adults)	42	42	-0.1						
109											

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110	VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 ^r (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
111											
112	Regions										
113	Middle Atlantic		37.33	5,861	37.70	5,551					
114	South Atlantic		33.24	5,218	33.85	4,984					
115	Pacific		21.76	3,416	21.91	3,226					
116	Mountain		13.95	2,190	14.05	2,069					
117	East North Central		7.39	1,160	6.86	1,010					
118	New England		7.00	1,099	6.64	978					
119	West South Central		6.00	942	5.85	861					
120	West North Central		2.36	371	**	**					
121	Pacific Islands		1.73	272	1.75	258					
122	States										
123	New York		34.43	5,405	35.06	5,162					
124	Florida		23.56	3,699	24.63	3,626					
125	California		20.06	3,149	20.38	3,001					
126	Nevada		10.68	1,677	10.94	1,611					
127	Massachusetts		5.69	893	5.24	772					
128	Arizona		4.19	658	4.56	671					
129	Illinois		4.96	779	4.46	657					
130	Texas		4.26	669	3.87	570					
131	Pennsylvania		3.32	521	3.01	443					
132	Georgia		3.23	507	2.75	405					
133	New Jersey		2.55	400	2.68	395					
134	Utah		**	**	2.55	375					
135	Hawaii		1.68	264	**	**					
136	Cities										
137	New York City		33.73	5,295	34.54	5,086					
138	Miami		10.37	1,628	11.97	1,762					
139	Orlando		12.02	1,887	11.94	1,758					
140	Los Angeles		11.10	1,743	11.93	1,757					
141	Las Vegas		10.43	1,637	10.70	1,575					
142	San Francisco		10.67	1,675	10.54	1,552					
143	Washington, D.C.		5.83	915	5.92	872					
144	Boston		5.10	801	4.81	708					
145	Chicago		4.66	732	4.15	611					
146	San Diego		3.30	518	3.71	546					
147	Florida Keys		2.97	466	3.45	508					
148	Flagstaff/Grand Canyon/Sedona		2.97	466	3.41	502					
149	Tampa-St. Petersburg		2.35	369	2.74	403					
150	Ft. Lauderdale		**	**	2.27	334					
151	Philadelphia		2.34	367	**	**					
152	Houston		2.14	336	**	**					
153											

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154	Notes:										
155	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
156	(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>									
157											
158											
159	(3)	Percentage-point and percentage changes are based on non-rounded data.									
160											
161	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
162											
163	(n/a)	Estimate not yet available.									
164											
165	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
166											
167	(r)	Estimate was revised.									
168											
169	(p)	Estimate is preliminary and subject to revision.									
170											
171	Note:	This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.									
172		Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html									
173		For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html									
174											
175		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
176											
177		http://travel.trade.gov/research/reports/ifs/customized.asp									
178		Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									