

	A	B	C	D	E	F	G	H	I	J	K
1	HOTEL-MOTEL Traveler Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5		[thousands of visitors]	2009	2010	2011	2012	2013	2014	2015 ¹	2016 ¹	Change 2016 / 2009
6	Overseas Visitors²		18,506	20,932	22,111	23,422	25,118	26,537	29,024	29,169	5,565
7	% Change		-8	13	6	6	7	6	9	0	58
8	Share of Overseas Visitors		77.9	79.4	79.3	78.7	78.4	77.1	75.6	77.6	
9	Point Change in Share		-1	2	0	-1	0	-1	-2	2	0
10											
11	Visitor Origin		Market Share 2015 (Percent)	Volume 2015 ¹ (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
12	Regions										
13	EUROPE		43.1	12,509	41.9	12,222					
14	ASIA		29.3	8,504	31.3	9,130					
15	SOUTH AMERICA		16.0	4,644	14.4	4,200					
16	OCEANIA		5.5	1,596	5.5	1,604					
17	MIDDLE EAST		2.1	610	2.4	700					
18	CENTRAL AMERICA		1.9	551	2.2	642					
19	CARIBBEAN		**	**	1.7	496					
20	AFRICA		0.8	232	**	**					
21	Countries										
22	United Kingdom		15.5	4,499	15.0	4,375					
23	Japan		13.8	4,005	13.8	4,025					
24	South Korea		5.2	1,509	6.3	1,838					
25	Germany		6.2	1,799	5.9	1,721					
26	China		5.0	1,451	5.7	1,663					
27	Brazil		7.2	2,090	5.3	1,546					
28	France		4.7	1,364	4.7	1,371					
29	Australia		4.5	1,306	4.5	1,313					
30	Argentina		2.7	784	3.1	904					
31	Italy		2.9	842	2.7	788					
32	India		2.1	610	2.2	642					
33	Spain		2.0	580	2.2	642					
34	Colombia		2.1	610	1.9	554					
35	Netherlands		2.0	580	1.8	525					
36	Sweden		1.8	522	**	**					
37	Switzerland		1.6	464	**	**					
38	Taiwan		1.1	319	**	**					
39											
40	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
41	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42	Airlines		43	42	-1.2						
43	Online Travel Agency		33	34	0.2						
44	Personal Recommendation		25	27	1.7						
45	Travel Agency Office		23	22	-0.8						
46	Travel Guides		14	14	0.0						
47	Corporate Travel Dept.		13	12	-0.9						
48	Tour Operator/Travel Club		9	8	-0.5						
49	National/State/City Travel Office		8	8	-0.5						
50	Other		5	5	0.0						
51											
52	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
53	Vacation/Holiday		65	66	1.0						
54	Business		14	13	-1.1						
55	Visit Friends/Relatives		8	9	0.3						
56	Convention/Conference/Trade Show		9	9	-0.5						
57	Education		3	3	0.1						
58	Health Treatment		0.3	0.4	0.1						
59	Religion/Pilgrimages		0.1	0.2	0.1						
60	Other		0.3	0.2	-0.1						
61											

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62	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
63	Vacation/Holiday		73	74	0.5						
64	Visit Friends/Relatives		20	20	0.0						
65	Business		17	16	-0.9						
66	Convention/Conference/Trade Show		12	11	-0.2						
67	Education		5	6	0.2						
68	Health Treatment		0.5	0.6	0.1						
69	Religion/Pilgrimages		0.5	0.5	0.0						
70	Other		0.4	0.5	0.1						
71											
72	Net Purposes of Trip:										
73	Leisure & VFR		79	80	0.9						
74	Business & Convention		26	25	-1.3						
75											
76	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
77	Rented Auto		41	39	-2.6						
78	Taxicab/Limousine		38	36	-1.5						
79	City Subway/Tram/Bus		33	33	-0.1						
80	Air Travel between U.S. Cities		30	30	-0.7						
81	Auto, Private or Company		26	26	-0.1						
82	Bus between Cities		17	18	0.5						
83	Ride-Sharing Service		-	13	-						
84	Ferry/River Taxi/Short Scenic Cruise		11	11	-0.3						
85	Railroad between Cities		6	7	0.2						
86	Cruise Ship/River Boat 1+ Nights		5	5	0.0						
87	Rented Bicycle/Motorcycle/Moped		4	4	0.0						
88	Motor Home/Camper		0.8	0.6	-0.2						
89	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
90	Shopping		88	86	-1.4						
91	Sightseeing		80	81	0.6						
92	National Parks/Monuments		36	36	0.1						
93	Experience Fine Dining		38	32	-6.0						
94	Amusement/Theme Parks		30	29	-1.0						
95	Art Gallery/Museum		29	28	-1.0						
96	Historical Locations		28	28	-0.4						
97	Small Towns/Countryside		27	26	-0.9						
98	Guided Tours		26	26	-0.1						
99	Concert/Play/Musical		17	16	-0.2						
100	Cultural / Ethnic Heritage Sites		16	15	-1.3						
101	Sporting Event		13	12	-1.1						
102	Nightclubbing/Dancing		14	12	-2.2						
103	Water Sports		11	10	-0.8						
104	Casinos/Gamble		10	10	-0.6						
105	American Indian Communities		5	5	-0.2						
106	Camping/Hiking		4	4	0.0						
107	Environ./Eco. Excursions		4	3	-0.2						
108	Golfing/Tennis		3	3	-0.1						
109	Hunting/Fishing		1.3	1.2	-0.1						
110	Snow Sports		1.3	1.0	-0.3						
111	Other		1.3	1.1	-0.2						
112											
113	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
114	Advance Trip Decision Time (mean days)		109	107	-1.8						
115	Advance Trip Decision Time (median days)		90	90	0.0						
116	Prepaid Package		20	20	-0.3						
117	First International Trip to the U.S.		24	25	0.5						
118	Length of Stay in U.S. (mean nights)		14.1	14.0	-0.1						
119	Length of Stay in U.S. (median nights)		8	8	0.0						
120	Number of States Visited (% 1 state)		69	69	0.9						
121	Average Number of States Visited		1.6	1.5	-0.1						
122	Hotel/Motel (% 1+ nights)		100	100	0.0						
123	Average # of Nights in Hotel/Motel		9.9	10.3	0.4						
124	Travel Party Size (mean # of persons)		1.8	1.8	0.0						
125	Gender: % Male (among adults)		58	57	-1.6						
126	Household Income (mean average)		\$ 89,375	\$ 85,059	-\$4,316						
127	Household Income (median average)		\$ 68,295	\$ 65,000	-\$3,295						
128	Average Age: Female (among adults)		38	38	0.4						
129	Average Age: Male (among adults)		41	41	-0.2						

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	VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 ^r (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
130											
131											
132	Regions										
133	South Atlantic		35.23	10,225	33.79	9,856					
134	Middle Atlantic		28.64	8,312	28.57	8,334					
135	Pacific		23.80	6,908	24.44	7,129					
136	Pacific Islands		14.70	4,267	16.11	4,699					
137	Mountain		14.40	4,179	14.32	4,177					
138	East North Central		6.43	1,866	6.22	1,814					
139	West South Central		5.83	1,692	5.61	1,636					
140	New England		5.65	1,640	5.38	1,569					
141	East South Central		1.96	569	1.71	499					
142	West North Central		2.01	583	1.71	499					
143	States										
144	New York		26.61	7,723	26.68	7,782					
145	Florida		27.01	7,839	25.88	7,549					
146	California		21.82	6,333	22.90	6,680					
147	Nevada		11.59	3,364	11.46	3,343					
148	Hawaii		10.27	2,981	11.20	3,267					
149	Guam		4.44	1,289	4.89	1,426					
150	Massachusetts		4.92	1,428	4.45	1,298					
151	Illinois		4.49	1,303	4.14	1,208					
152	Texas		4.35	1,263	4.11	1,199					
153	Arizona		3.17	920	3.71	1,082					
154	Pennsylvania		2.70	784	2.49	726					
155	Georgia		2.42	702	2.34	683					
156	New Jersey		2.05	595	2.31	674					
157	Utah		1.73	502	1.97	575					
158	Washington		2.35	682	1.91	557					
159	Louisiana		1.64	476	1.69	493					
160	Cities										
161	New York City		26.03	7,555	26.25	7,657					
162	Miami		15.87	4,606	15.13	4,413					
163	Los Angeles		13.29	3,857	14.40	4,200					
164	Orlando		15.28	4,435	14.03	4,092					
165	Las Vegas		11.31	3,283	11.25	3,282					
166	San Francisco		10.52	3,053	11.00	3,209					
167	Honolulu Oahu		8.53	2,476	9.23	2,692					
168	Washington, D.C.		5.86	1,701	5.87	1,712					
169	Boston		4.54	1,318	4.14	1,208					
170	Chicago		4.34	1,260	3.94	1,149					
171	San Diego		3.40	987	3.66	1,068					
172	Ft. Lauderdale		2.47	717	2.78	811					
173	Flagstaff/Grand Canyon/Sedona		2.19	636	2.62	764					
174	Florida Keys		2.08	604	2.21	645					
175	Anaheim-Santa Ana		1.86	540	2.09	610					
176	Atlanta		2.00	580	1.95	569					
177	Houston		2.04	592	1.92	560					
178	Tampa-St. Petersburg		1.64	476	1.80	525					
179	Seattle		2.15	624	1.78	519					
180	Philadelphia		1.84	534	1.70	496					
181	New Orleans		1.53	444	1.54	449					
182	Dallas-Plano-Irving		1	**	1.46	426					
183											

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184	Notes:										
185											
186	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
187											
188	(2)	Excludes Canada and Mexico									
189											
190	(3)	Percentage-point and percentage changes are based on non-rounded data.									
191											
192	(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.									
193											
194	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
195											
196	(r)	Estimate was revised.									
197											
198	(p)	Estimate is preliminary and subject to revision.									
199											
200	Note:	This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.									
201											
202	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
203											
204	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
205											
206	http://travel.trade.gov/research/reports/ifs/customized.asp										
207	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
208											
209	Publication Date: August 2017										