

	A	B	C	D	E	F	G	H	I	J	K
1	LEISURE (vacation-net) 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 Visitors ²		15,560	17,900	18,849	19,970	21,370	23,474	26,030	25,636	10,076
7	% Change		-3	15	5	6	7	10	11	-2	65
8	Share of Overseas Visitors		65.5	67.9	67.6	67.1	66.7	68.2	67.8	68.2	
9	Point Change in Share		2	2	0	0	0	1	0	0	3
10											
11	Visitor Origin		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
12	Regions										
13	EUROPE		43.8	11,401	42.2	10,818					
14	ASIA		24.3	6,325	26.7	6,845					
15	SOUTH AMERICA		18.2	4,737	16.8	4,307					
16	OCEANIA		5.6	1,458	5.3	1,359					
17	CARIBBEAN		2.7	703	3.2	820					
18	CENTRAL AMERICA		2.3	599	2.7	692					
19	MIDDLE EAST		2.2	573	2.4	615					
20	AFRICA		0.8	208	0.8	205					
21	Countries										
22	United Kingdom		15.3	3,983	14.5	3,717					
23	Japan		11.0	2,863	11.1	2,846					
24	Germany		6.6	1,718	6.0	1,538					
25	South Korea		4.8	1,249	5.9	1,513					
26	Brazil		7.5	1,952	5.6	1,436					
27	China		4.8	1,249	5.6	1,436					
28	France		5.0	1,302	4.6	1,179					
29	Australia		4.7	1,223	4.4	1,128					
30	Argentina		2.9	755	3.3	846					
31	Italy		2.9	755	3.0	769					
32	Colombia		2.6	677	2.5	641					
33	Spain		2.0	521	2.4	615					
34	Netherlands		1.8	469	1.8	461					
35	Sweden		1.8	469	1.8	461					
36	Ecuador		1.2	312	1.4	359					
37	Switzerland		1.6	416	**	**					
38	Ireland		1.2	312	1.2	308					
39	Chile		**	**	**	1.1	282				
40	Taiwan		0.9	234	**	**					
41											
42	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
43	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
44	Airlines		45	44	-1.5						
45	Online Travel Agency		37	36	-0.8						
46	Personal Recommendation		30	32	1.7						
47	Travel Agency Office		22	21	-0.8						
48	Travel Guides		15	15	-0.1						
49	National/State/City Travel Office		10	9	-0.3						
50	Tour Operator/Travel Club		10	9	-0.4						
51	Corporate Travel Dept.		7	6	-0.5						
52	Other		5	5	-0.2						
53											
54	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
55	Vacation/Holiday		86	86	0.4						
56	Visit Friends/Relatives		9	9	-0.1						
57	Convention/Conference/Trade Show		2	2	-0.3						
58	Education		2	2	0.1						
59	Business		2	2	-0.1						
60	Health Treatment		0.1	0.2	0.1						
61	Religion/Pilgrimages		0.0	0.1	0.1						
62	Other		0.1	0.0	-0.1						
63											

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64	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
65	Vacation/Holiday		100	100	0.0						
66	Visit Friends/Relatives		25	25	-0.2						
67	Education		4	4	0.1						
68	Convention/Conference/Trade Show		4	3	-0.1						
69	Business		3	3	-0.1						
70	Religion/Pilgrimages		1	1	0.1						
71	Health Treatment		0.3	0.4	0.1						
72	Other		0.2	0.2	0.0						
73											
74	Net Purposes of Trip:										
75	Leisure & VFR		100	100	0.0						
76	Business & Convention		6	6	-0.2						
77											
78	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
79	Rented Auto		40	38	-2.6						
80	City Subway/Tram/Bus		34	34	0.0						
81	Taxicab/Limousine		32	31	-1.2						
82	Auto, Private or Company		29	29	0.1						
83	Air Travel between U.S. Cities		28	27	-0.5						
84	Bus between Cities		19	19	0.2						
85	Ferry/River Taxi/Short Scenic Cruise		12	12	-0.3						
86	Ride-Sharing Service		-	12	-						
87	Railroad between Cities		7	7	0.5						
88	Cruise Ship/River Boat 1+ Nights		6	6	-0.3						
89	Rented Bicycle/Motorcycle/Moped		4	4	-0.1						
90	Motor Home/Camper		1	1	0.0						
91	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
92	Shopping		90	89	-1.2						
93	Sightseeing		84	84	0.2						
94	National Parks/Monuments		40	40	-0.2						
95	Amusement/Theme Parks		34	33	-1.2						
96	Experience Fine Dining		38	33	-5.8						
97	Art Gallery/Museum		31	30	-0.5						
98	Historical Locations		30	30	-0.1						
99	Small Towns/Countryside		30	29	-1.1						
100	Guided Tours		28	27	-0.1						
101	Concert/Play/Musical		18	18	0.0						
102	Cultural / Ethnic Heritage Sites		19	18	-1.0						
103	Nightclubbing/Dancing		16	14	-2.2						
104	Sporting Event		14	13	-1.3						
105	Water Sports		12	11	-1.0						
106	Casinos/Gamble		11	10	-0.7						
107	American Indian Communities		6	6	0.3						
108	Camping/Hiking		6	5	-0.4						
109	Environ./Eco. Excursions		4	4	0.1						
110	Golfing/Tennis		3	3	-0.2						
111	Hunting/Fishing		2	2	-0.2						
112	Snow Sports		1	1	-0.2						
113	Other		1	1	-0.1						
114											

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115	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
116	Advance Trip Decision Time (mean days)		119	116	-3.3						
117	Advance Trip Decision Time (median days)		90	90	0.0						
118	Prepaid Package		20	19	-0.8						
119	First International Trip to the U.S.		27	27	0.1						
120	Length of Stay in U.S. (mean nights)		14.7	15.1	0.4						
121	Length of Stay in U.S. (median nights)		10	10	0.0						
122	Number of States Visited (% 1 state)		71	71	0.6						
123	Average Number of States Visited		1.5	1.5	0.0						
124	Hotel/Motel (% 1+ nights)		80	81	1.2						
125	Average # of Nights in Hotel/Motel		9.1	9.4	0.3						
126	Travel Party Size (mean # of persons)		2.0	1.9	-0.1						
127	Gender: % Male (among adults)		49	48	-0.4						
128	Household Income (mean average)		\$ 82,755	\$ 75,768	-\$6,987						
129	Household Income (median average)		\$ 60,000	\$ 56,540	-\$3,460						
130	Average Age: Female (among adults)		37	38	0.7						
131	Average Age: Male (among adults)		40	40	-0.4						
132											
133	VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
134											
135	Regions										
136	South Atlantic		37.33	9,717	36.58	9,378					
137	Middle Atlantic		31.39	8,171	31.16	7,988					
138	Pacific		22.46	5,846	22.92	5,876					
139	Pacific Islands		15.38	4,003	16.20	4,153					
140	Mountain		13.99	3,642	13.99	3,586					
141	New England		4.65	1,210	4.60	1,179					
142	West South Central		4.41	1,148	4.33	1,110					
143	East North Central		4.79	1,247	4.25	1,090					
144	West North Central		**	**	1.42	364					
145	States										
146	Florida		30.30	7,887	29.98	7,686					
147	New York		29.95	7,796	29.69	7,611					
148	California		20.92	5,445	21.54	5,522					
149	Nevada		11.62	3,025	11.59	2,971					
150	Hawaii		10.32	2,686	10.85	2,782					
151	Guam		5.06	1,317	5.34	1,369					
152	Massachusetts		3.93	1,023	3.84	984					
153	Arizona		3.21	836	3.74	959					
154	Illinois		3.56	927	2.96	759					
155	Texas		3.11	810	2.96	759					
156	New Jersey		2.03	528	2.31	592					
157	Pennsylvania		2.32	604	2.22	569					
158	Utah		1.93	502	2.14	549					
159	Washington		1.91	497	1.74	446					
160	Georgia		1.99	518	1.73	444					
161	Louisiana		1.47	383	1.54	395					
162	Cities										
163	New York City		29.47	7,671	29.20	7,486					
164	Miami		17.17	4,469	16.91	4,335					
165	Orlando		16.59	4,318	15.73	4,033					
166	Los Angeles		14.09	3,668	14.62	3,748					
167	Las Vegas		11.38	2,962	11.32	2,902					
168	San Francisco		10.38	2,702	10.43	2,674					
169	Honolulu Oahu		8.34	2,171	8.49	2,176					
170	Washington, D.C.		5.62	1,463	5.46	1,400					
171	Boston		3.66	953	3.56	913					
172	San Diego		3.28	854	3.37	864					
173	Ft. Lauderdale		2.81	731	3.10	795					
174	Flagstaff/Grand Canyon/Sedona		2.40	625	2.87	736					
175	Chicago		3.38	880	2.80	718					
176	Florida Keys		2.33	606	2.46	631					
177	Tampa-St. Petersburg		1.92	500	2.08	533					
178	Anaheim-Santa Ana		1.78	463	2.02	518					
179	Seattle		1.77	461	1.55	397					
180	Philadelphia		1.63	424	1.53	392					
181	Houston		1.47	383	1.49	382					
182	Atlanta		1.62	422	**	**					

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2	Arrivals to the U.S.										
3											
183											
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.									
193	Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.										
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	http://travel.trade.gov/research/reports/ifs/customized.asp										
206											
207	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
208											
209	Publication Date: August 2017										