

	A	B	C	D	E	F	G	H	I	J	K
1	<b>U.S. Citizens to EUROPE Profile</b>										
2	Visitation from U.S.										
3											
4	<b>TRENDS IN VISITATION</b> (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
6	U.S. Visitation to Europe		10,635	9,806	9,674	10,204	10,039	10,804	11,378	12,544	1,909
7	% Change		-5	-8	-1	5	-2	8	5	10	18
8											
9	<b>TRENDS IN PAYMENTS</b> (in millions)										
10	Year		2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>r</sup>	2016 <sup>r</sup>	Change 2016 / 2009
11	Total Travel & Tourism Imports <sup>1</sup>		\$36,636	\$39,268	\$43,157	\$47,631	\$46,716	\$50,526	\$53,146	\$56,710	\$20,074
12	Travel (all purposes including education)		\$26,995	\$28,827	\$31,347	\$34,781	\$32,828	\$35,161	\$38,223	\$41,185	\$14,190
13	Of which: Education Related		\$2,878	\$3,042	\$3,281	\$3,406	\$3,680	\$3,970	\$4,192	\$4,398	\$1,520
14	Of which: Other Business/Personal Travel		\$23,707	\$25,352	\$27,606	\$30,889	\$28,631	\$30,638	\$33,437	\$36,149	\$12,442
15	Passenger Air Transportation		\$9,641	\$10,441	\$11,810	\$12,850	\$13,888	\$15,365	\$14,923	\$15,525	\$5,884
16	Change (%) in Total Imports		-19	7	10	10	-2	8	5	7	55
17											
18	<b>VISITATION TO DESTINATIONS</b> <sup>3</sup>		Market Share 2015 (percent)	Volume 2015 (000s)	Market Share 2016 (percent)	Volume 2016 (000s)					
19											
20	EUROPE		100.0	11,378	100.0	12,544					
21	United Kingdom		25.4	2,890	25.5	3,199					
22	Italy		17.8	2,025	17.6	2,208					
23	France		20.8	2,367	17.4	2,183					
24	Germany		15.5	1,764	15.7	1,969					
25	Spain		11.5	1,308	11.2	1,405					
26	Ireland		7.0	796	7.5	941					
27	Netherlands		7.1	808	7.3	916					
28	Switzerland		4.9	558	5.1	640					
29	Austria		4.1	466	4.1	514					
30	Greece		3.7	421	4.1	514					
31	Czech Republic		3.0	341	3.0	376					
32	Hungary		2.8	319	2.7	339					
33	Iceland		**	**	2.5	314					
34	Poland		1.9	216	2.4	301					
35											
36	<b>SELECTED TRAVELER CHARACTERISTICS</b> (by percentage point change)										
37	<b>Information Sources Used to Plan Trip</b>		2015 (Percent)	2016 (Percent)	% Point Change <sup>2</sup> (Points)						
38	Airline		52.9	52.3	-0.6						
39	Online Travel Agency		31.8	32.7	0.9						
40	Personal Recommendation		20.6	21.8	1.2						
41	Travel Agency Office		13.9	14.5	0.6						
42	Travel Guides		9.3	10.7	1.4						
43	Tour Operator/Travel Club		10.8	10.1	-0.7						
44	Corporate Travel Department		9.4	9.2	-0.2						
45	National/State/City Travel Office		3.5	3.4	-0.1						
46	Other		6.3	6.6	0.3						
47											
48	<b>Main Purpose of Trip</b>		2015 (Percent)	2016 (Percent)	% Point Change <sup>2</sup> (Points)						
49	Vacation/Holiday		52.8	56.4	3.6						
50	Visit Friends/Relatives		24.3	23.7	-0.6						
51	Business		10.1	8.5	-1.6						
52	Education		6.6	5.9	-0.7						
53	Convention/Conference/Trade Show		3.8	3.7	-0.1						
54	Religion/Pilgrimage		1.6	1.2	-0.4						
55	Health Treatment		0.2	0.2	0.0						
56	Other		0.6	0.4	-0.2						
57											

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58	<b>Purpose of Trip</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
59		Vacation/Holiday	65.7	68.9	3.2						
60		Visit Friends/Relatives	36.5	35.8	-0.7						
61		Business	12.2	10.6	-1.6						
62		Education	10.1	8.8	-1.3						
63		Convention/Conference/Trade Show	5.2	5.0	-0.2						
64		Religion/Pilgrimage	2.7	2.4	-0.3						
65		Health Treatment	0.6	0.6	0.0						
66		Other	1.0	0.6	-0.4						
67											
68	NET PURPOSES OF TRIP:										
69		LEISURE & VFR	83.4	85.4	2.0						
70		BUSINESS & CONVENTION	16.4	14.6	-1.8						
71											
72	<b>Transportation Types Used in Other Countries:</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
73		Air Travel between Non U.S. Cities	63.4	62.9	-0.5						
74		Auto, Company or Private	35.4	36.9	1.5						
75		City Subway/Tram/Bus	33.2	34.2	1.0						
76		Taxicab/Limousine	28.8	28.3	-0.5						
77		Railroad between Cities	28.1	26.9	-1.2						
78		Bus between Cities	24.2	23.5	-0.7						
79		Rented Auto	15.6	15.9	0.3						
80		Cruise Ship/River Boat 1+ Nights	10.1	11.8	1.7						
81		Ferry/River Taxi/Short Scenic Cruise	9.0	8.3	-0.7						
82		Ride-sharing Services	n.a.	8.2	n.a.						
83		Rented Bicycle/Motorcycle/Moped	2.8	3.0	0.2						
84		Motor Home/Camper	0.4	0.3	-0.1						
85											
86	<b>Activity Participation in Other Countries (top 10 of 20)</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
87		Sightseeing	88.1	88.8	0.7						
88		Shopping	81.0	80.5	-0.5						
89		Historical Locations	60.7	59.5	-1.2						
90		Small Towns/Countryside	57.2	58.0	0.8						
91		Art Galleries/Museums	58.1	56.1	-2.0						
92		Guided Tours	45.5	47.5	2.0						
93		Experience Fine Dining	45.3	45.8	0.5						
94		Cultural/Ethnic Heritage Sites	42.8	42.0	-0.8						
95		National Parks/Monuments	38.4	36.4	-2.0						
96		Nightclubbing	20.8	21.9	1.1						
97		Concert/Play/Musical	20.9	19.9	-1.0						
98		Amusement/Theme Parks	9.0	8.9	-0.1						
99		Camping/Hiking	8.6	8.3	-0.3						
100		Sporting Event	8.6	7.9	-0.7						
101		Water Sports	5.0	5.9	0.9						
102		Environ./Eco. Excursions	4.3	4.4	0.1						
103		Casino/Gamble	3.3	3.7	0.4						
104		Snow Sports	1.8	1.7	-0.1						
105		Golfing/Tennis	1.9	1.5	-0.4						
106		Hunting/Fishing	1.2	1.2	0.0						
107		Other	0.4	0.9	0.5						
108											

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109	<b>SELECTED TRAVELER CHARACTERISTICS</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
110	Advance Trip Decision Time (mean days)		117.2	123.0	5.8						
111	Advance Trip Decision Time (median days)		90	90	0.0						
112	Prepaid Package		12.1	11.5	-0.6						
113	First International Trip Outside the U.S.		6.5	6.5	0.0						
114	Length of Stay Outside the U.S. (mean nights)		18.4	17.7	-0.7						
115	Length of Stay Outside the U.S. (median nights)		12	11	-1.0						
116	Number of Countries Visited (% 1 country)		66.5	67.7	1.2						
117	Average Number of Countries Visited		1.6	1.5	-0.1						
118	Hotel/Motel (% 1+ nights)		66.7	69.9	3.2						
119	Average # of Nights in Hotel/Motel		10.8	10.5	-0.3						
120	Travel Party Size (mean # of persons)		1.6	1.6	0.0						
121	Gender: % Male (among adults)		44.5	45.1	0.6						
122	Household Income (mean average)		\$ 135,682	\$ 131,231	-\$4,451						
123	Household Income (median average)		\$ 100,000	\$ 100,000	\$						
124	Average Age: Female		45.2	46.1	0.9						
125	Average Age: Male		46.7	46.4	-0.3						
126											
127	<b>Residence of U.S. Travelers <sup>4</sup></b>		<b>Market Share 2015 (percent)</b>	<b>Volume 2015 (000s)</b>	<b>Market Share 2016 (percent)</b>	<b>Volume 2016 (000s)</b>					
128											
129	<b>REGIONS</b>										
130	SOUTH ATLANTIC		21.6	2,458	21.5	2,697					
131	MIDDLE ATLANTIC		20.0	2,276	20.7	2,597					
132	PACIFIC		15.2	1,729	16.0	2,007					
133	EAST NORTH CENTRAL		10.5	1,195	12.1	1,518					
134	WEST SOUTH CENTRAL		10.1	1,149	8.6	1,079					
135	NEW ENGLAND		9.0	1,024	7.2	903					
136	MOUNTAIN		5.7	649	5.8	728					
137	WEST NORTH CENTRAL		4.7	535	5.1	640					
138	<b>STATES</b>										
139	California		12.3	1,399	13.2	1,656					
140	New York		10.9	1,240	9.0	1,129					
141	Florida		7.5	853	7.6	953					
142	Texas		8.4	956	7.3	916					
143	Pennsylvania		4.9	558	6.9	866					
144	New Jersey		4.2	478	4.7	590					
145	Illinois		3.3	375	4.2	527					
146	Massachusetts		5.1	580	3.8	477					
147	Virginia		3.3	375	3.2	401					
148	Georgia		3.1	353	3.0	376					
149	Maryland		2.7	307	**	**					
150	Minnesota		2.0	228	2.1	263					
151	<b>CITIES</b>										
152	New York City		7.9	899	6.9	866					
153	Los Angeles		3.4	387	4.2	527					
154	Chicago		2.5	284	3.3	414					
155	Washington, D.C.		2.8	319	2.8	351					
156	Houston		2.7	307	**	**					
157	Atlanta		2.3	262	**	**					
158											

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159	<b>Notes:</b>										
160	(1)	Total Travel & Tourism Imports = <u>travel payments</u> (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) + <u>passenger fare payments</u> (fares paid to foreign air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).									
161											
162	(2)	Percentage-point and percentage changes are based on non-rounded data.									
163											
164	(3)	Only country and world region 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 like Portugal, Sweden and Denmark.									
165											
166	(4)	Only U.S. origin areas having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported origins may have a higher proportion of total than those reported like Michigan, North Carolina, Colorado, Philadelphia, and Miami.									
167											
168	(r)	Revised travel payments estimates from BEA.									
169											
170	(n.a.)	Not available in 2015, which also means comparisons cannot be provided.									
171											
172	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
173											
174	Note:	This profile shows only a portion of the 40 travel characteristics data reported on international travel from the U.S.									
175											
176	Interested in data for your destination? NTTO sells custom reports. To learn more, go to:										
177	<a href="http://travel.trade.gov/research/programs/ifs/customized.html">http://travel.trade.gov/research/programs/ifs/customized.html</a>										
178											
179	Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Bureau of Economic Analysis										
180											
181	Publication Date: December 2017										
182											