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# International Travel to the U.S. from Latin America

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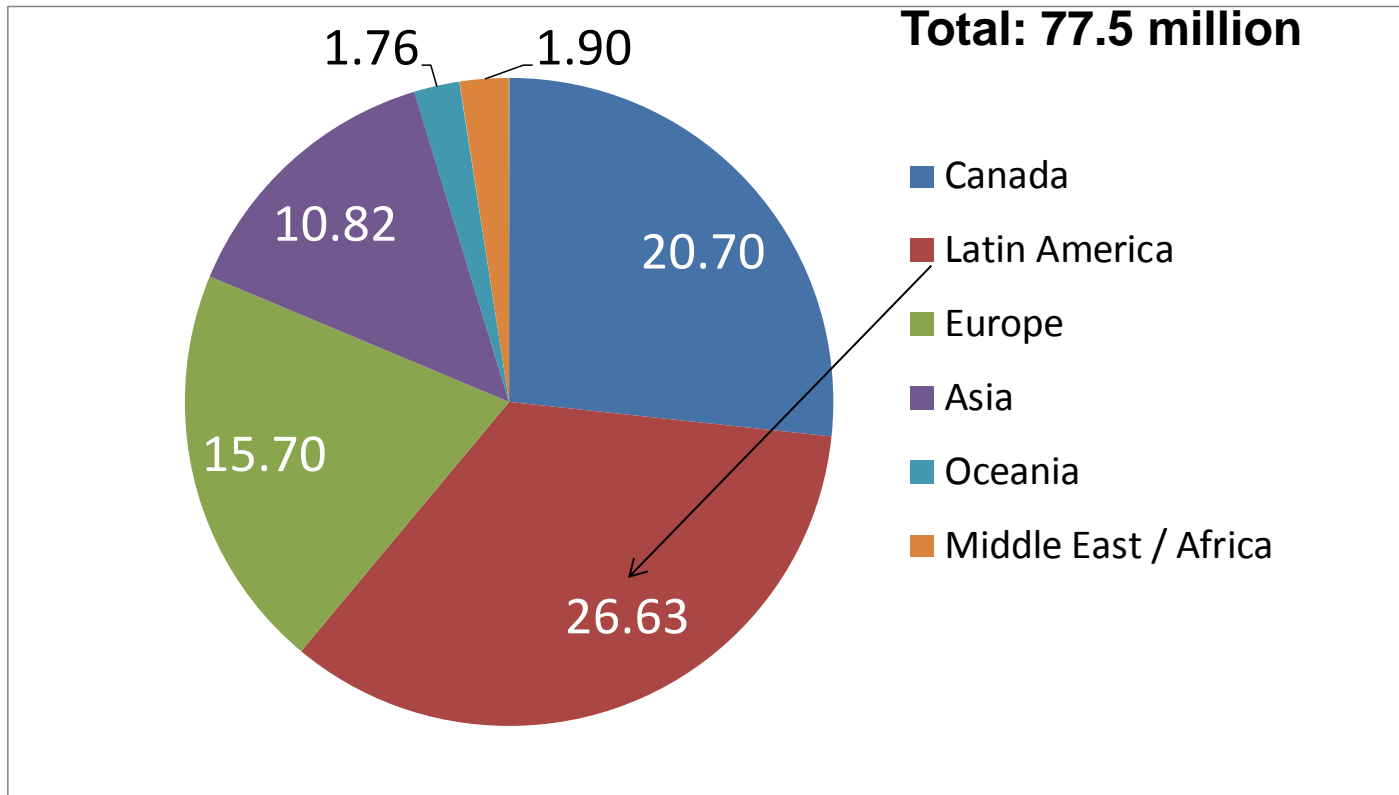
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# 2015 Arrivals by World Region

millions of visitors to the U.S.

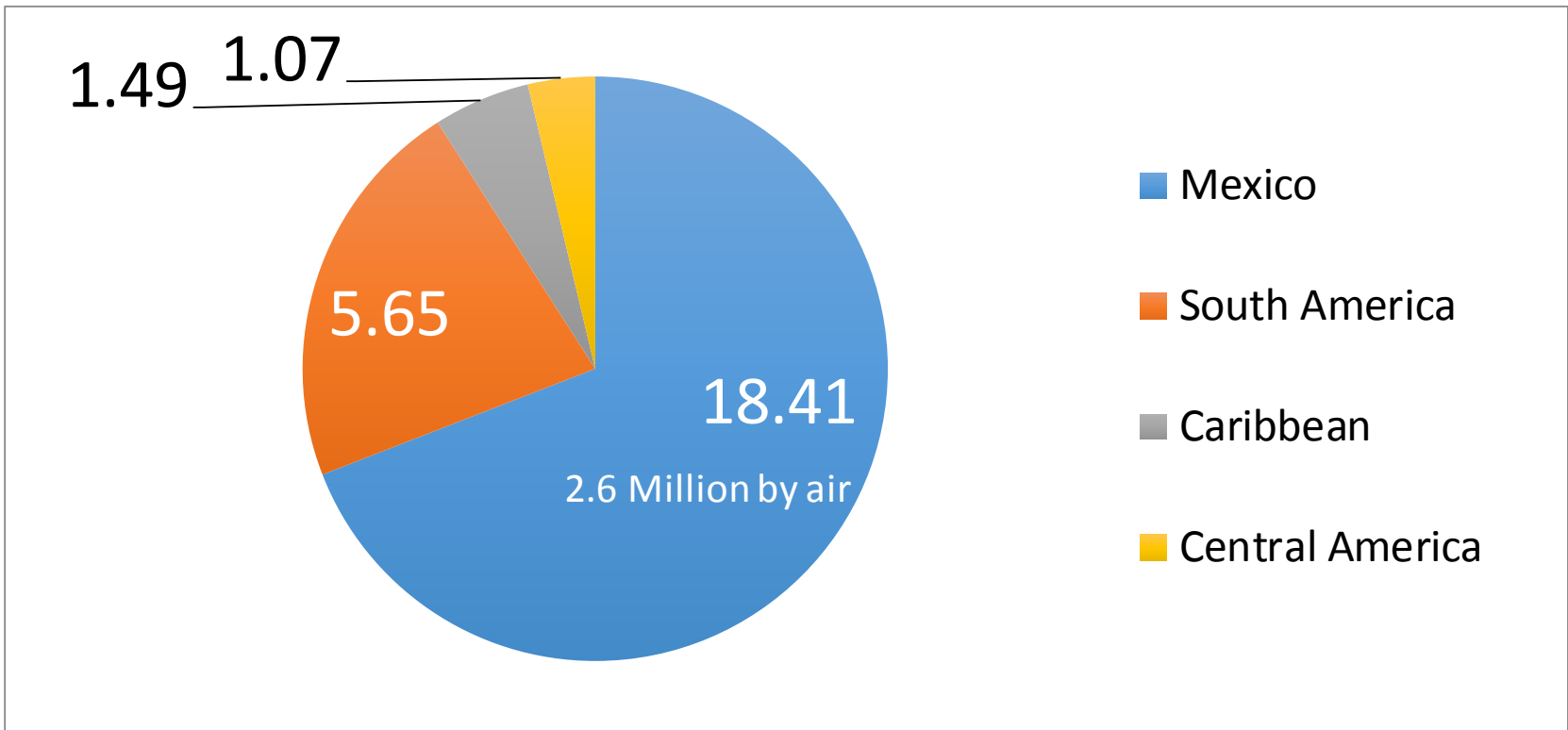




# 2015 Arrivals from Latin America

millions of visitors to the U.S.

**Total: Record 26.63 million arrivals**





## Top South America Origin Markets Travel to the U.S.

| Region/Country Origin               | 2015<br>(000s) | 14/15<br>(% change) | 06/15<br>(% change) |
|-------------------------------------|----------------|---------------------|---------------------|
| <b>South America <sup>(1)</sup></b> | <b>5,654</b>   | <b>3%</b>           | <b>193%</b>         |
| 1 Brazil                            | 2,219          | -2%                 | 322%                |
| 2 Colombia                          | 854            | -3%                 | 145%                |
| 3 Argentina <sup>(1)</sup>          | 792            | 16%                 | 273%                |
| 4 Venezuela                         | 591            | -4%                 | 60%                 |
| 5 Ecuador <sup>(1)</sup>            | 372            | 11%                 | 153%                |
| 6 Chile <sup>(1)</sup>              | 309            | 24%                 | 181%                |
| 7 Peru <sup>(1)</sup>               | 282            | 15%                 | 112%                |

(1) Record arrivals to the U.S. in 2015



## Top Caribbean Origin Markets for Travel to the U.S.

| Origin of Visitor                   | 2015<br>(000s) | 14/15<br>(%change) | 06/15<br>(%change) |
|-------------------------------------|----------------|--------------------|--------------------|
| <b>Caribbean <sup>(1)</sup></b>     | <b>1,490</b>   | <b>11%</b>         | <b>24%</b>         |
| 1 Dominican Republic <sup>(1)</sup> | 317            | 17%                | 34%                |
| 2 Jamaica <sup>(1)</sup>            | 248            | 21%                | 21%                |
| 3 Bahamas                           | 234            | 7%                 | -4%                |
| 4 Trinidad & Tobago <sup>(1)</sup>  | 167            | 11%                | 25%                |
| 5 Haiti <sup>(1)</sup>              | 123            | 11%                | 109%               |

(1) Record arrivals to the U.S. in 2015



## Top Central America Origin Markets Travel to the U.S.

| Region/Country Origin                 | 2015<br>(000s) | 14/15<br>(% change) | 06/15<br>(% change) |
|---------------------------------------|----------------|---------------------|---------------------|
| <b>Central America <sup>(1)</sup></b> | <b>1,068</b>   | <b>14%</b>          | <b>54%</b>          |
| 1 Guatemala <sup>(1)</sup>            | 233            | 5%                  | 34%                 |
| 2 Costa Rica <sup>(1)</sup>           | 229            | 13%                 | 76%                 |
| 3 Panama <sup>(1)</sup>               | 177            | 13%                 | 118%                |
| 4 Honduras <sup>(1)</sup>             | 174            | 14%                 | 88%                 |
| 5 El Salvador                         | 170            | 35%                 | 11%                 |

(1) Record arrivals to the U.S. in 2015



## Top Latin America Origin Markets for Traveler Spending to/in the U.S.

| Origin of Visitor          | 2006<br>(millions \$US) | 2014r<br>(millions \$US) | 2015r<br>(millions \$US) | % change   |           |
|----------------------------|-------------------------|--------------------------|--------------------------|------------|-----------|
|                            |                         |                          |                          | 06/15      | 14/15     |
| <b>Total Spending</b>      | <b>\$126,778</b>        | <b>\$235,396</b>         | <b>\$246,227</b>         | <b>94%</b> | <b>5%</b> |
| <b>Latin America</b>       | <b>\$33,888</b>         | <b>\$57,958</b>          | <b>\$60,141</b>          | <b>77%</b> | <b>4%</b> |
| South and<br>Central Amer. | \$29,781                | \$53,304                 | \$55,328                 | 86%        | 4%        |
| 1 Mexico                   | \$16,743                | \$18,872                 | \$19,737                 | 18%        | 5%        |
| 2 Brazil                   | \$2,785                 | \$14,019                 | \$14,388                 | 415%       | 3%        |
| 3 Venezuela                | \$1,922                 | \$3,894                  | \$3,971                  | 107%       | 2%        |
| 4 Argentina                | \$1,050                 | \$3,776                  | \$3,901                  | 272%       | 4%        |
| 5 Colombia                 | n.a.                    | \$3,428                  | \$3,396                  | n.a.       | -1%       |
| 6 Chile                    | \$411                   | \$1,155                  | \$1,342                  | 227%       | 16%       |

Note: The Department of Commerce, Bureau of Economic Analysis updated and expanded its estimates for travel exports in October 2016. Now, 15 country estimates are available for 2012-2015 expanding it from the 6 country estimates released previously



# Method of Payment Used & If Travel Insurance was Purchased by Visitors from Latin America Markets to the U.S. (2015)

| Payment Method *                                  | Mexico (Air) | Brazil | Colombia | Argentina |
|---|--------------|--------|----------|-----------|
| Purchases Using Credit Card                       | 38%          | 28%    | 35%      | 71%       |
| Cash from Home/Traveler Checks                    | 33%          | 53%    | 44%      | 17%       |
| Cash Adv. Using Credit Card                       | 14%          | 12%    | 12%      | 7%        |
| Cash Adv. Using Debit Card                        | 7%           | 2%     | 5%       | 2%        |
| Purchases using Debit Card                        | 8%           | 4%     | 4%       | 4%        |
| Percent Purchasing Travel Insurance for this Trip | 24%          | 76%    | 38%      | 66%       |

\* Note: Average reported by category





# Information Sources Used by Visitors from Latin America Markets to the U.S. (2015)

| Information Sources             | Mexico (Air) | Brazil | Colombia | Argentina |
|---------------------------------|--------------|--------|----------|-----------|
| Airline                         | 55%          | 59%    | 54%      | 45%       |
| Online Travel Agency            | 28%          | 35%    | 35%      | 39%       |
| Personal Recommendations        | 25%          | 45%    | 34%      | 35%       |
| National/State/City Travel Ofc. | 15%          | 21%    | 14%      | 20%       |
| Travel Agency Office.           | 11%          | 16%    | 10%      | 9%        |
| Advance Decision (days):        |              |        |          |           |
| Trip Decision:                  | 58           | 106    | 73       | 107       |
| Airline Booking:                | 40           | 79     | 52       | 82        |

Note: Multiple choice responses allowed for information sources.



## Purpose of Trip for Visitors from Latin America Markets to the U.S. (2015)

| Purposes of Trip             | Mexico (Air) | Brazil | Colombia | Argentina |
|------------------------------|--------------|--------|----------|-----------|
| Vacation/Holiday             | 61%          | 79%    | 73%      | 86%       |
| Visit Friends/Relatives      | 33%          | 19%    | 41%      | 19%       |
| Business                     | 20%          | 11%    | 12%      | 8%        |
| Convention/Conference        | 9%           | 8%     | 7%       | 6%        |
| <b>NET PURPOSES OF TRIP:</b> |              |        |          |           |
| Leisure or VFR               | 76%          | 86%    | 87%      | 93%       |
| Business or Convention       | 26%          | 17%    | 17%      | 12%       |

Note: Multiple choice responses allowed for purpose of trip.



# Select Characteristics for Visitors from Latin America Markets to the U.S. (2015)

| Trip / Party Characteristic   | Mexico (Air) | Brazil   | Colombia | Argentina |
|-------------------------------|--------------|----------|----------|-----------|
| # of Nights in U.S.: Mean     | 12           | 15       | 17       | 14        |
| # of Nights in U.S.: Median   | 6            | 10       | 9        | 11        |
| % 1st-Time U.S.               | 15%          | 20%      | 21%      | 16%       |
| Visited Only 1 State          | 89%          | 80%      | 84%      | 81%       |
| Ave # of Destinations Visited | 1.5          | 1.9      | 1.9      | 2.0       |
| 1+ Night in Hotel/Motel       | 70%          | 81%      | 64%      | 82%       |
| Average Household Income      | \$65,851     | \$71,339 | \$63,092 | \$68,969  |
| % Male/Female                 | 54/46%       | 60/40%   | 47/53%   | 59/41%    |



## Latin Markets Ports-of Entry 2015

| Mexico (Air) | Brazil    | Colombia  | Argentina |
|--------------|-----------|-----------|-----------|
| IAH - 13%    | MIA - 40% | MIA - 40% | MIA - 61% |
| LAX - 13%    | JFK - 14% | FLL - 16% | JFK - 20% |
| MIA - 9%     | MCO - 16% | JFK - 10% | DFW - 4%  |
| LAS - 9%     | ATL - 6%  | MCO - 10% | ATL - 4%  |
| DFW - 9%     | LAX - 4%  | LAX - 5%  | IAH - 4%  |
| JFK - 7%     | IAH - 3%  | IAH - 5%  | LAX - 3%  |
| ORD - 6%     | DFW - 3%  | EWR - 2%  | MCO - 2%  |



# Transportation Modes Used by Visitors from Latin America Markets to the U.S. (2015)

| Transportation Modes in U.S. | Mexico (Air) | Brazil | Colombia | Argentina |
|------------------------------|--------------|--------|----------|-----------|
| Auto Private or Company      | 38%          | 32%    | 44%      | 28%       |
| Rented Auto                  | 27%          | 55%    | 46%      | 59%       |
| Taxicab/Limousine            | 29%          | 24%    | 13%      | 17%       |
| Airlines between U.S. Cities | 22%          | 23%    | 18%      | 23%       |
| City Subway/Tram/Bus.        | 16%          | 20%    | 15%      | 23%       |
| Bus between Cities           | 16%          | 11%    | 11%      | 11%       |

Note: Multiple choice responses allowed for transportation modes.



# Latin American Visitors to Select U.S. States 2015

| 2015 Rank | STATE VISITATION <sup>(1)</sup> | 2015 Visitation (000) | 2015 Market Share |
|-----------|---------------------------------|-----------------------|-------------------|
| 1         | Florida                         | 5,408                 | 49.8%             |
| 2         | New York                        | 1,950                 | 18.0%             |
| 3         | California                      | 1,162                 | 10.7%             |
| 4         | Texas                           | 965                   | 8.9%              |
| 5         | Nevada                          | 664                   | 6.1%              |
| 6         | Illinois                        | 387                   | 3.6%              |
| 7         | Massachusetts                   | 255                   | 2.4%              |
| 8         | Georgia                         | 250                   | 2.3%              |
| 9         | New Jersey                      | 202                   | 1.9%              |
| 10        | Pennsylvania                    | 129                   | 1.2%              |

(1) Includes South & Central America, the Caribbean & Mexico air travelers an estimated 10.8 million travelers



# Latin American VISITORS TO SELECT U.S. CITIES 2015

| 2015 Rank | CITY VISITATION (1) | 2015 Visitation (000) | 2015 Market Share |
|-----------|---------------------|-----------------------|-------------------|
| 1         | Miami               | 3,633                 | 33.8%             |
| 2         | Orlando             | 2,449                 | 22.6%             |
| 3         | New York City       | 1,920                 | 17.7%             |
| 4         | Los Angeles         | 739                   | 6.8%              |
| 5         | Ft. Lauderdale      | 644                   | 5.9%              |
| 6         | Las Vegas           | 643                   | 5.9%              |
| 7         | Houston             | 536                   | 4.9%              |
| 8         | Chicago             | 374                   | 3.5%              |
| 9         | Washington, D.C.    | 334                   | 3.1%              |
| 10        | Dallas              | 329                   | 3.0%              |
| 11        | San Francisco       | 323                   | 3.0%              |
| 12        | Atlanta             | 226                   | 2.1%              |
| 13        | Boston              | 222                   | 2.1%              |

(1) Includes South & Central America, the Caribbean & Mexico air travelers an estimated 10.8 million travelers



# Destinations Visited by Visitors from Latin America Markets to the U.S. 2015

| Mexican Air Travelers to the U.S. - Cities Visited*  | Brazilian Travelers to the U.S. - Cities Visited *  |
|--|---|
| <p>Houston (14%)<br/>Las Vegas (12%)<br/>Los Angeles (11%)<br/>New York City (10%)<br/>Dallas (9%)<br/>Miami (8%)<br/>Orlando (8%)<br/>Chicago (6%)<br/>San Antonio (4%)<br/>Anaheim &amp; San Francisco (3%)<br/>Washington DC (3%)</p> | <p>Miami (40%)<br/>Orlando (39%)<br/>New York City (20%)<br/>Las Vegas (7%)<br/>Los Angeles (6%)<br/>Ft. Lauderdale (5%)<br/>Florida Keys (4%)<br/>San Francisco (4%)<br/>Washington DC (4%)<br/>Chicago &amp; Boston (3%)</p> <p>* Only cities with at least 3% market share are shown</p> |





# Destinations Visited by Visitors from Latin America Markets to the U.S. 2015

| Colombian Travelers to the U.S. - Cities Visited  | Argentine Travelers to the U.S. - Cities Visited *  |
|---|---|
| <p>Miami (47%)<br/>Orlando (33%)<br/>New York City (13%)<br/>Ft. Lauderdale (9%)<br/>Los Angeles (7%)<br/>San Francisco (4%)<br/>Washington DC (4%)<br/>Las Vegas (4%)<br/>Tampa/St. Pete (3%)<br/>West Palm Beach &amp; Atlanta (3%)</p> | <p>Miami (57%)<br/>Orlando (35%)<br/>New York City (28%)<br/>Ft. Lauderdale (5%)<br/>Los Angeles (4%)<br/>Washington DC (3%)<br/>Las Vegas (3%)<br/>San Francisco (3%)<br/>Boston &amp; Tampa/St. Pete (3%)</p> |

\* Only cities with at least 3% market share are shown



# Activity Participation of Latin Travelers to the U.S. 2015

| Activity                 | Mexico (Air) | Brazil | Colombia | Argentina |
|--------------------------|--------------|--------|----------|-----------|
| Shopping                 | 86%          | 89%    | 93%      | 90%       |
| Sightseeing              | 62%          | 69%    | 68%      | 69%       |
| Experience Fine Dining   | 41%          | 22%    | 51%      | 37%       |
| Amusement/Theme Park     | 25%          | 51%    | 49%      | 48%       |
| Art Galleries/Museums    | 23%          | 28%    | 19%      | 25%       |
| National Parks/Mom.      | 24%          | 34%    | 26%      | 29%       |
| Nightclubs/Dancing       | 16%          | 33%    | 19%      | 13%       |
| Historical Locations     | 17%          | 24%    | 18%      | 21%       |
| Small Towns/Countryside  | 17%          | 17%    | 25%      | 18%       |
| Concert/Plays/Musicals   | 15%          | 19%    | 12%      | 14%       |
| Cultural Ethnic Heritage | 12%          | 10%    | 14%      | 14%       |



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