

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Overseas Visitation Estimates for U.S. States, Cities, and Census Regions: **2011**



Overseas Visitation to U.S. States, Cities, and Census Regions (2011)

Overseas⁽¹⁾ Visitors To Select U.S. States and Territories: 2010-2011

2011 Rank	Destination ⁽²⁾ (State/Territory)	2010 Market Share	2010 Visitation (000)	2011 Market Share	2011 Visitation (000)	Volume Change (%)
1	New York	32.8%	8,647	34.1%	9,508	10%
2	California	21.3%	5,615	22.0%	6,134	9%
3	Florida	22.1%	5,826	20.4%	5,688	-2%
4	Nevada	9.5%	2,504	10.3%	2,872	15%
5	Hawaiian Islands	8.1%	2,135	8.2%	2,286	7%
6	Massachusetts	4.9%	1,292	5.1%	1,422	10%
7	Texas	3.9%	1,028	4.6%	1,283	25%
8	Illinois	4.5%	1,186	4.5%	1,255	6%
9	Guam	5.0%	1,318	4.4%	1,227	-7%
10	New Jersey	3.7%	975	3.5%	976	0%
11	Pennsylvania	3.5%	923	3.3%	920	0%
12	Arizona	2.9%	765	3.1%	864	13%
13	Georgia	3.1%	817	2.4%	669	-18%
14	Washington	1.9%	501	1.8%	502	0%
14	Utah	1.8%	475	1.8%	502	6%
16	Colorado	1.3%	343	1.6%	446	30%
17	Virginia	1.4%	369	1.3%	362	-2%
18	North Carolina	1.3%	343	1.2%	335	-2%
18	Maryland	**	**	1.2%	335	n.a.
20	Connecticut	1.1%	290	1.1%	307	6%
21	Ohio	1.2%	316	1.0%	279	-12%

¹Excludes Canada and Mexico.

²Only state visited having a sample size of 400 or more are displayed.

** = Estimate not shown due to sample size fewer than 400, the OTTI statistical policy

n.a. = Estimate not available.

Note: This table shows only one of the 35 travel characteristics data reported on international arrivals to the U.S.

Additional information may be obtained for a fee. To learn more, please visit our website:

<http://tinet.ita.doc.gov/research/programs/ifs/index.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries

Release Date: May 2012

Overseas Visitation to U.S. States, Cities, and Census Regions (2011)

Overseas⁽¹⁾ Visitors To Select U.S. Cities: 2010-2011

2011 Rank	Destination (City) ^{(2) (3)}	2010 Market Share	2010 Visitation (000)	2011 Market Share	2011 Visitation (000)	Volume Change (%)
1	New York City-WP-Wayne	32.1%	8,462	33.3%	9,285	10%
2	Los Angeles	12.7%	3,348	13.1%	3,653	9%
3	Miami	11.8%	3,111	10.6%	2,956	-5%
4	San Francisco	10.0%	2,636	10.3%	2,872	9%
5	Las Vegas	9.2%	2,425	10.0%	2,788	15%
5	Orlando	10.3%	2,715	10.0%	2,788	3%
7	Washington, DC	6.6%	1,740	6.5%	1,812	4%
8	Honolulu	6.2%	1,634	6.4%	1,785	9%
9	Boston	4.5%	1,186	4.7%	1,311	10%
10	Chicago	4.3%	1,134	4.3%	1,199	6%
11	San Diego	2.9%	765	2.7%	753	-2%
12	Philadelphia	2.4%	633	2.2%	613	-3%
13	Houston	1.7%	448	2.1%	586	31%
13	Atlanta	2.7%	712	2.1%	586	-18%
13	Flagstaff-Grand Canyon-Sedona	1.9%	501	2.1%	586	17%
16	Seattle	1.8%	475	1.7%	474	0%
17	Dallas-Plano-Irving	1.3%	343	1.5%	418	22%
18	San Jose	1.1%	290	1.3%	362	25%
18	Anaheim-Santa Ana	1.4%	369	1.3%	362	-2%
20	Buffalo-Niagara Falls	**	**	1.2%	335	n.a.
21	Denver	**	**	1.0%	279	n.a.
	Tampa/St. Petersburg	1.3%	343	**	**	n.a.

¹Excludes Canada and Mexico.

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Overseas Visitation to U.S. States, Cities, and Census Regions (2011)

Overseas⁽¹⁾ Visitors To Select U.S. Census Regions: 2010-2011

2011 Rank	Destination ⁽²⁾ (Census Regions)	2010 Market Share	2010 Visitation (000)	2011 Market Share	2011 Visitation (000)	Volume Change (%)
1	MIDDLE ATLANTIC	36.2%	9,543	37.3%	10,400	9.0%
2	SOUTH ATLANTIC	32.1%	8,462	29.8%	8,309	-1.8%
3	PACIFIC	22.9%	6,037	23.5%	6,553	8.5%
4	MOUNTAIN	12.3%	3,243	13.5%	3,764	16.1%
5	PACIFIC ISLANDS	13.1%	3,454	12.6%	3,513	1.7%
6	EAST NORTH CENTRAL	6.8%	1,793	7.0%	1,952	8.9%
7	NEW ENGLAND	6.3%	1,661	6.4%	1,785	7.5%
8	WEST SOUTH CENTRAL	5.1%	1,344	5.8%	1,617	20.3%
9	WEST NORTH CENTRAL	1.9%	501	2.3%	641	28.0%
10	EAST SOUTH CENTRAL	1.6%	422	1.8%	502	19.0%

¹Excludes Canada and Mexico.

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INTERNATIONAL
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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

U.S. Department of Commerce

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