

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: **2012**



# Overseas Visitation to U.S. States, Cities, and Census Regions (2012)

## Overseas<sup>(1)</sup> Visitors To Select U.S. States and Territories: 2011-2012

2012 Rank	Destination <sup>(2)</sup> (State/Territory)	2011 Market Share	2011 Visitation (000)	2012 Market Share	2012 Visitation (000)	Volume Change (%)
1	New York	34.1	9,508	31.3	9,315	-2%
2	Florida	20.4	5,688	22.1	6,577	16%
3	California	22.0	6,134	20.2	6,012	-2%
4	Hawaiian Islands	8.2	2,286	9.5	2,827	24%
5	Nevada	10.3	2,872	9.3	2,768	-4%
6	Illinois	4.5	1,255	4.7	1,399	11%
6	Guam	4.4	1,227	4.7	1,399	14%
8	Massachusetts	5.1	1,422	4.5	1,339	-6%
8	Texas	4.6	1,283	4.5	1,339	4%
10	Pennsylvania	3.3	920	3.2	952	4%
11	New Jersey	3.5	976	2.9	863	-12%
12	Arizona	3.1	864	2.7	804	-7%
13	Georgia	2.4	669	2.5	744	11%
14	Utah	1.8	502	1.6	476	-5%
15	Colorado	1.6	446	1.5	446	0%
15	Washington	1.8	502	1.5	446	-11%
17	North Carolina	1.2	335	1.3	387	16%
17	Virginia	1.3	362	1.3	387	7%
19	Ohio	1.0	279	1.2	357	28%
20	Maryland	1.2	335	1.0	298	-11%
20	Louisiana	**	**	1.0	298	n.a.
22	Connecticut	1.1	307	0.9	268	-13%

(1) Excludes Canada and Mexico

(2) Only states visited having a sample size of at least 400 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 37 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: August 2013

# Overseas Visitation to U.S. States, Cities, and Census Regions (2012)

## Overseas<sup>(1)</sup> Visitors To Select U.S. Cities: 2011-2012

2012 Rank	Destination (City) <sup>(2) (3)</sup>	2011 Market Share	2011 Visitation (000)	2012 Market Share	2012 Visitation (000)	Volume Change (%)
1	New York City	33.3	9,285	30.6	9,107	-2%
2	Miami	10.6	2,956	11.7	3,482	18%
3	Los Angeles-Long Beach	13.1	3,653	11.4	3,393	-7%
4	Orlando	10.0	2,788	10.7	3,184	14%
5	San Francisco	10.3	2,872	9.4	2,798	-3%
6	Las Vegas	10.0	2,788	9.1	2,708	-3%
7	Honolulu	6.4	1,785	7.5	2,232	25%
8	Washington, DC	6.5	1,812	5.9	1,756	-3%
9	Chicago	4.3	1,199	4.6	1,369	14%
10	Boston	4.7	1,311	4.2	1,250	-5%
11	San Diego	2.7	753	2.6	774	3%
12	Atlanta	2.1	586	2.2	655	12%
12	Houston	2.1	586	2.2	655	12%
14	Philadelphia	2.2	613	2.0	595	-3%
15	Flagstaff-Grand Cyn-Sedona	2.1	586	1.8	536	-9%
16	Ft. Lauderdale	**	**	1.7	506	n.a.
17	Anaheim-Santa Ana	1.3	362	1.6	476	31%
18	Tampa-St. Petersburg	**	**	1.4	417	n.a.
18	Dallas-Plano-Irving	1.5	418	1.4	417	0%
18	San Jose	1.3	362	1.4	417	15%
18	Seattle	1.7	474	1.4	417	-12%
22	Buffalo-Niagara Falls	1.2	335	1.0	298	-11%
	Denver	1.0	279	**	**	n.a.

(1) Excludes Canada and Mexico

(2) Only states visited having a sample size of at least 400 are displayed

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

n/a = Estimate not available.

Note: This table shows only one of the 37 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://tinect.ita.doc.gov/research/programs/ifs/index.html>

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

Release Date: August 2013

# Overseas Visitation to U.S. States, Cities, and Census Regions (2012)

## Overseas<sup>(1)</sup> Visitors To Select U.S. Census Regions: 2011-2012

2011 Rank	Destination <sup>(2)</sup> (Census Regions)	2011 Market Share	2011 Visitation (000)	2012 Market Share	2012 Visitation (000)	Volume Change (%)
1	Middle Atlantic	37.3	10,400	34.4	10,238	-2%
2	South Atlantic	29.8	8,309	31.1	9,256	11%
3	Pacific	23.5	6,553	21.6	6,428	-2%
4	Pacific Islands	12.6	3,513	14.2	4,226	20%
5	Mountain	13.5	3,764	12.1	3,601	-4%
6	East North Central	7.0	1,952	7.1	2,113	8%
7	West South Central	5.8	1,617	5.7	1,696	5%
8	New England	6.4	1,785	5.5	1,637	-8%
9	West North Central	2.3	641	2.1	625	-3%
10	East South Central	1.8	502	1.5	446	-11%

(1) Excludes Canada and Mexico.

(2) Only Census Regions visited having a sample size of 400 or more are displayed.  
For more information please contact the Office of Travel and Tourism Industries.

Note: This table shows only one of the 37 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: August 2013



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# 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**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
1401 Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[otti@trade.gov](mailto:otti@trade.gov)

# <http://tinet.ita.doc.gov>