

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: South America



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	2,274	2,556	2,742	3,250	3,757	4,416	5,142	5,481	3,207
Percentage Change (%)	18	12	7	19	16	18	16	7	141

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Travel and Tourism Exports ¹									
Travel (all purposes including education)									
Of which: Education Related	Data Unavailable								
Of which: Other Business/ Personal Travel									
Passenger Air Transportation									
Change (%) in Total Exports									

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.
For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	52	50	-1.4
Personal Recommendation	36	36	0.8
Online Travel Agency	30	31	1.0
National/State/City Travel Office	25	26	1.0
Travel Agency Office	17	17	-0.3
Corporate Travel Dept.	13	13	-0.1
Travel Guides	12	12	0.2
Tour Operator/Travel Club	11	11	0.4
Other	5	6	0.4

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Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	69	70	0.8
Visit Friends/Relatives	12	13	0.5
Business	8	7	-0.7
Convention/Conference/Trade Show	5	6	0.5
Education	4	3	-0.9
Health Treatment	0	0	0.1
Religion/Pilgrimages	0	0	0.1
Other	1	0.8	-0.3

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	77	78	1.3
Visit Friends/Relatives	26	27	1.5
Business	12	10	-1.7
Convention/Conference/Trade Show	7	7	0.5
Education	6	5	-1.2
Health Treatment	0.5	0.9	0.4
Religion/Pilgrimages	0.5	0.8	0.3
Other	2	1	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	86	88	1.8
Business & Convention	17	16	-0.8

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	92	92	0.4
Sightseeing	71	69	-2.1
Amusement/Theme Parks	46	51	4.6
Experience Fine Dining	39	37	-2.3
National Parks/Monuments	30	30	-0.6
Art Gallery/Museum	28	26	-2.4
Nightclubbing/Dancing	24	23	-1.0
Historical Locations	23	22	-0.4
Concert/Play/Musical	22	19	-3.6
Small Towns/Countryside	19	18	-0.6
Guided Tours	16	15	-1.5
Cultural / Ethnic Heritage Sites	13	12	-1.1
Sporting Event	12	11	-0.7
Casinos/Gamble	8	5	-2.4
Water Sports	4	4	-0.6
American Indian Communities	4	2	-1.5
Environ./Eco. Excursions	2	2	0.1
Golfing/Tennis	2	2	-0.3
Snow Sports	3	2	-1.3
Camping/Hiking	2	1	-0.3
Hunting/Fishing	0.9	0.9	0.0
Other	1	1	0.0



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Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	48	52	4.4
Auto, Private or Company	34	34	0.3
Air Travel between U.S. Cities	35	26	-8.1
Taxicab/Limousine	24	21	-3.4
City Subway/Tram/Bus	24	20	-3.3
Bus between Cities	14	11	-2.3
Ferry/River Taxi/Srt Scenic Cruise	7	7	-0.8
Cruise Ship/River Boat 1+ Nights	5	6	0.8
Railroad between Cities	5	4	-0.9
Rented Bicycle/Motorcycle/Moped	2	2	-0.1
Motor Home/Camper	0	0	0.0

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	91	97	6.1
Advance Trip Decision Time (median days)	60	62	2.0
Prepaid Package	10	11	0.4
First International Trip to the U.S.	17	21	3.3
Length of Stay in U.S. (mean nights)	15.4	15.3	-0.1
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	76	79	3.2
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	78	76	-1.7
Average # of Nights in Hotel/Motel	9.9	9.5	-0.4
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	55	54	-1.2
Household Income (mean average)	\$82,104	\$73,758	-\$8,346
Household Income (median average)	\$48,228	\$46,939	-\$1,289
Average Age: Female (among adults)	40	39	-1.2
Average Age: Male (among adults)	40	41	0.9

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
South Atlantic	64.3	3,306	68.0	3,727
Middle Atlantic	28.7	1,476	25.5	1,398
Pacific	**	**	8.6	471
Mountain	**	**	6.6	362
States				
Florida	59.5	3,059	62.8	3,442
New York	27.3	1,404	23.9	1,310
California	**	**	8.1	444
Cities				
Miami	42.4	2,180	44.6	2,444
Orlando	32.7	1,681	35.3	1,935
New York City	27.1	1,393	23.7	1,299

- (1) Total Travel & Tourism Exports = travel receipts (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) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city 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.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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