

	A	B	C	D	E	F	G	H	I	J	K
1	COLOMBIA Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		425	495	497	602	748	881	854	836	411
7		% Change	1	17	0	21	24	18	-3	-2	97
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports²		-	-	-	-	-	-	-	-	-
12	Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-
13	Education Receipts		-	-	-	-	-	-	-	-	-
14	Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-
15	Health/Border/Seasonal		-	-	-	-	-	-	-	-	-
16	Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-
17	% Change in Total Receipts		-	-	-	-	-	-	-	-	-
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21	Airlines		54	51	-3.2						
22	Personal Recommendation		34	34	-0.5						
23	Online Travel Agency		35	32	-3.2						
24	National/State/City Travel Office		14	11	-2.8						
25	Travel Agency Office		10	9	-1.4						
26	Travel Guides		7	8	1.3						
27	Corporate Travel Dept.		9	7	-2.0						
28	Tour Operator/Travel Club		5	5	-0.1						
29	Other		5	6	0.8						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32	Vacation/Holiday		61	59	-2.0						
33	Visit Friends/Relatives		19	21	1.8						
34	Business		9	8	-0.8						
35	Convention/Conference/Trade Show		6	6	0.4						
36	Education		5	5	0.1						
37	Health Treatment		0.6	1.0	0.4						
38	Religion/Pilgrimages		0.2	0.1	-0.1						
39	Other		0.3	0.4	0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42	Vacation/Holiday		73	71	-2.4						
43	Visit Friends/Relatives		41	43	1.9						
44	Business		12	11	-0.7						
45	Convention/Conference/Trade Show		7	8	0.9						
46	Education		6	6	0.0						
47	Health Treatment		0.7	1.2	0.5						
48	Religion/Pilgrimages		0.6	0.6	0.0						
49	Other		0.5	0.5	0.0						
50											
51	Net Purposes of Trip:										
52	Leisure & VFR		87	86	-1.2						
53	Business & Convention		17	17	0.1						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56	Auto, Private or Company		44	50	6.2						
57	Rented Auto		46	37	-8.9						
58	Air Travel between U.S. Cities		18	22	3.7						
59	City Subway/Tram/Bus		15	18	2.3						
60	Bus between Cities		11	14	2.8						
61	Taxicab/Limousine		13	12	-0.5						
62	Ride-Sharing Service		-	10	-						
63	Railroad between Cities		4	6	2.0						
64	Ferry/River Taxi/Srt Scenic Cruise		5	6	1.1						
65	Cruise Ship/River Boat 1+ Nights		7	5	-1.7						
66	Rented Bicycle/Motorcycle/Moped		3	2	-0.4						
67	Motor Home/Camper		0.1	0.9	0.8						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69	Shopping		93	90	-3.2						
70	Sightseeing		68	69	1.4						
71	Amusement/Theme Parks		49	45	-4.9						
72	Experience Fine Dining		51	32	-19.4						
73	Small Towns/Countryside		25	27	2.4						
74	National Parks/Monuments		26	26	0.1						
75	Historical Locations		18	21	3.3						
76	Art Gallery/Museum		19	20	1.2						
77	Nightclubbing/Dancing		19	19	-0.1						
78	Guided Tours		13	16	3.1						
79	Cultural / Ethnic Heritage Sites		14	14	0.0						
80	Concert/Play/Musical		12	13	1.2						
81	Sporting Event		9	10	0.2						
82	American Indian Communities		3	5	2.1						
83	Casinos/Gamble		6	4	-2.0						
84	Water Sports		4	4	-0.6						
85	Golfing/Tennis		3	2	-0.5						
86	Environ./Eco. Excursions		2	2	0.1						
87	Camping/Hiking		1.3	1.8	0.5						
88	Snow Sports		0.9	1.6	0.7						
89	Hunting/Fishing		2.1	1.4	-0.7						
90	Other		1.3	1.0	-0.3						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93	Advance Trip Decision Time (mean days)		73	71	-1.9						
94	Advance Trip Decision Time (median days)		60	60	0.0						
95	Prepaid Package		4	5	0.8						
96	First International Trip to the U.S.		21	16	-4.2						
97	Length of Stay in U.S. (mean nights)		16.6	17.5	0.9						
98	Length of Stay in U.S. (median nights)		9	10	1.0						
99	Number of States Visited (% 1 state)		84	81	-2.8						
100	Average Number of States Visited		1.2	1.3	0.1						
101	Hotel/Motel (% 1+ nights)		64	61	-3.1						
102	Average # of Nights in Hotel/Motel		7.5	8.1	0.6						
103	Travel Party Size (mean # of persons)		1.7	1.6	-0.1						
104	Gender: % Male (among adults)		47	48	0.7						
105	Household Income (mean average)		\$ 63,092	\$ 47,485	-\$15,607						
106	Household Income (median average)		\$ 40,000	\$ 30,000	-\$10,000						
107	Average Age: Female (among adults)		39	40	0.6						
108	Average Age: Male (among adults)		39	40	0.3						
109											

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110	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015^r (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111											
112	Regions										
113	South Atlantic		73.56	628	74.46	622					
114	States										
115	Florida		68.76	587	68.06	569					
116	Cities										
117	Miami		46.72	399	46.31	387					
118	Orlando		32.88	281	30.23	253					
119											
120	Notes:										
121	(1) 2016 arrivals and percent change reflect a combination of additional records counted and market conditions.										
122											
123	(2) <i>Total Travel & Tourism Exports</i> = 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). 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										
124											
125	(3) Percentage-point and percentage changes are based on non-rounded data.										
126											
127	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
128											
129	(-) No estimate available.										
130											
131	(r) Estimate was revised.										
132											
133	(p) Estimate is preliminary and subject to revision.										
134											
135	Note: This profile shows only a portion 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://travel.trade.gov/research/index.html										
136											
137	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
138											
139	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
140	http://travel.trade.gov/research/programs/ifs/customized.html										
141											
142	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										