

|    | A                                                                     | B                       | C                           | D                               | E                                    | F                               | G      | H      | I                 | J                 | K                  |
|----|-----------------------------------------------------------------------|-------------------------|-----------------------------|---------------------------------|--------------------------------------|---------------------------------|--------|--------|-------------------|-------------------|--------------------|
| 1  | <b>2016 CULTURAL-HERITAGE Traveler Profile</b>                        |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 2  | <b>Arrivals to the U.S.</b>                                           |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 3  |                                                                       |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 4  | <b>TRENDS IN ARRIVALS</b> (in thousands)                              |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 5  |                                                                       | [thousands of visitors] | 2009                        | 2010                            | 2011                                 | 2012                            | 2013   | 2014   | 2015 <sup>1</sup> | 2016 <sup>1</sup> | Change 2016 / 2009 |
| 6  | <b>Overseas Visitors<sup>2</sup></b>                                  |                         | 13,494                      | 15,369                          | 16,590                               | 16,815                          | 18,294 | 19,915 | 22,152            | 21,509            | 8,015              |
| 7  | % Change                                                              |                         | -5                          | 14                              | 8                                    | 1                               | 9      | 9      | 11                | -3                | 59                 |
| 8  | <b>Share of Overseas Visitors</b>                                     |                         | 56.8                        | 58.3                            | 59.5                                 | 56.5                            | 57.1   | 57.0   | 57.7              | 57.2              |                    |
| 9  | Point Change in Share                                                 |                         | #REF!                       | 1                               | 1                                    | -3                              | 1      | 0      | 1                 | 0                 | 0                  |
| 10 |                                                                       |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 11 | Visitor Origin                                                        |                         | Market Share 2015 (Percent) | Volume 2015 <sup>1</sup> (000s) | Market Share 2016 (Percent)          | Volume 2016 <sup>1</sup> (000s) |        |        |                   |                   |                    |
| 12 | <b>Regions</b>                                                        |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 13 | EUROPE                                                                |                         | 49.4                        | 10,943                          | 47.7                                 | 10,260                          |        |        |                   |                   |                    |
| 14 | ASIA                                                                  |                         | 22.7                        | 5,029                           | 25.1                                 | 5,399                           |        |        |                   |                   |                    |
| 15 | SOUTH AMERICA                                                         |                         | 13.2                        | 2,924                           | 12.8                                 | 2,753                           |        |        |                   |                   |                    |
| 16 | OCEANIA                                                               |                         | 7.3                         | 1,617                           | 6.7                                  | 1,441                           |        |        |                   |                   |                    |
| 17 | MIDDLE EAST                                                           |                         | 2.9                         | 642                             | 3.1                                  | 667                             |        |        |                   |                   |                    |
| 18 | CENTRAL AMERICA                                                       |                         | 1.9                         | 421                             | 2.1                                  | 452                             |        |        |                   |                   |                    |
| 19 | CARIBBEAN                                                             |                         | **                          | **                              | 1.8                                  | 387                             |        |        |                   |                   |                    |
| 20 | AFRICA                                                                |                         | 0.8                         | 177                             | **                                   | **                              |        |        |                   |                   |                    |
| 21 | <b>Countries</b>                                                      |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 22 | United Kingdom                                                        |                         | 15.4                        | 3,411                           | 14.8                                 | 3,183                           |        |        |                   |                   |                    |
| 23 | China                                                                 |                         | 7.7                         | 1,706                           | 8.6                                  | 1,850                           |        |        |                   |                   |                    |
| 24 | Germany                                                               |                         | 7.8                         | 1,728                           | 7.2                                  | 1,549                           |        |        |                   |                   |                    |
| 25 | France                                                                |                         | 6.1                         | 1,351                           | 6.0                                  | 1,291                           |        |        |                   |                   |                    |
| 26 | Australia                                                             |                         | 6.1                         | 1,351                           | 5.5                                  | 1,183                           |        |        |                   |                   |                    |
| 27 | Japan                                                                 |                         | 5.5                         | 1,218                           | 5.3                                  | 1,140                           |        |        |                   |                   |                    |
| 28 | South Korea                                                           |                         | 4.2                         | 930                             | 5.1                                  | 1,097                           |        |        |                   |                   |                    |
| 29 | Brazil                                                                |                         | 6.2                         | 1,373                           | 4.8                                  | 1,032                           |        |        |                   |                   |                    |
| 30 | Italy                                                                 |                         | 3.4                         | 753                             | 3.4                                  | 731                             |        |        |                   |                   |                    |
| 31 | Spain                                                                 |                         | 2.5                         | 554                             | 2.8                                  | 602                             |        |        |                   |                   |                    |
| 32 | India                                                                 |                         | 2.1                         | 465                             | 2.3                                  | 495                             |        |        |                   |                   |                    |
| 33 | Argentina                                                             |                         | 1.8                         | 399                             | 2.2                                  | 473                             |        |        |                   |                   |                    |
| 34 | Netherlands                                                           |                         | 2.4                         | 532                             | 2.2                                  | 473                             |        |        |                   |                   |                    |
| 35 | Colombia                                                              |                         | 1.7                         | 377                             | 1.8                                  | 387                             |        |        |                   |                   |                    |
| 36 |                                                                       |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 37 | <b>SELECTED TRAVELER CHARACTERISTICS</b> (by percentage point change) |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 38 | <b>Information Sources Used to Plan Trip</b> (multiple response)      |                         | 2015 (Percent)              | 2016 (Percent)                  | % Point Change <sup>3</sup> (Points) |                                 |        |        |                   |                   |                    |
| 39 | Airlines                                                              |                         | 46                          | 46                              | -0.3                                 |                                 |        |        |                   |                   |                    |
| 40 | Online Travel Agency                                                  |                         | 38                          | 37                              | -1.0                                 |                                 |        |        |                   |                   |                    |
| 41 | Personal Recommendation                                               |                         | 32                          | 33                              | 1.5                                  |                                 |        |        |                   |                   |                    |
| 42 | Travel Agency Office                                                  |                         | 21                          | 20                              | -0.8                                 |                                 |        |        |                   |                   |                    |
| 43 | Travel Guides                                                         |                         | 16                          | 16                              | -0.6                                 |                                 |        |        |                   |                   |                    |
| 44 | National/State/City Travel Office                                     |                         | 9                           | 9                               | -0.2                                 |                                 |        |        |                   |                   |                    |
| 45 | Corporate Travel Dept.                                                |                         | 10                          | 8                               | -1.1                                 |                                 |        |        |                   |                   |                    |
| 46 | Tour Operator/Travel Club                                             |                         | 9                           | 8                               | -0.4                                 |                                 |        |        |                   |                   |                    |
| 47 | Other                                                                 |                         | 6                           | 5                               | -0.1                                 |                                 |        |        |                   |                   |                    |
| 48 |                                                                       |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |
| 49 | <b>Main Purpose of Trip</b>                                           |                         | 2015 (Percent)              | 2016 (Percent)                  | % Point Change <sup>3</sup> (Points) |                                 |        |        |                   |                   |                    |
| 50 | Vacation/Holiday                                                      |                         | 65                          | 66                              | 1.1                                  |                                 |        |        |                   |                   |                    |
| 51 | Visit Friends/Relatives                                               |                         | 18                          | 18                              | -0.4                                 |                                 |        |        |                   |                   |                    |
| 52 | Business                                                              |                         | 6                           | 6                               | -0.2                                 |                                 |        |        |                   |                   |                    |
| 53 | Convention/Conference/Trade Show                                      |                         | 6                           | 5                               | -0.6                                 |                                 |        |        |                   |                   |                    |
| 54 | Education                                                             |                         | 5                           | 5                               | 0.1                                  |                                 |        |        |                   |                   |                    |
| 55 | Health Treatment                                                      |                         | 0.2                         | 0.2                             | 0.0                                  |                                 |        |        |                   |                   |                    |
| 56 | Religion/Pilgrimages                                                  |                         | 0.2                         | 0.2                             | 0.0                                  |                                 |        |        |                   |                   |                    |
| 57 | Other                                                                 |                         | 0.3                         | 0.2                             | -0.1                                 |                                 |        |        |                   |                   |                    |
| 58 |                                                                       |                         |                             |                                 |                                      |                                 |        |        |                   |                   |                    |

|     | A                                                                      | B | C                        | D                        | E                                                        | F | G | H | I | J | K |
|-----|------------------------------------------------------------------------|---|--------------------------|--------------------------|----------------------------------------------------------|---|---|---|---|---|---|
| 1   | <b>2016 CULTURAL-HERITAGE Traveler Profile</b>                         |   |                          |                          |                                                          |   |   |   |   |   |   |
| 2   | <b>Arrivals to the U.S.</b>                                            |   |                          |                          |                                                          |   |   |   |   |   |   |
| 3   |                                                                        |   |                          |                          |                                                          |   |   |   |   |   |   |
| 59  | <b>Purpose of Trip</b><br>(multiple response)                          |   | <b>2015</b><br>(Percent) | <b>2016</b><br>(Percent) | <b>% Point</b><br><b>Change <sup>3</sup></b><br>(Points) |   |   |   |   |   |   |
| 60  | Vacation/Holiday                                                       |   | 78                       | 78                       | 0.3                                                      |   |   |   |   |   |   |
| 61  | Visit Friends/Relatives                                                |   | 34                       | 34                       | -0.4                                                     |   |   |   |   |   |   |
| 62  | Business                                                               |   | 9                        | 9                        | -0.3                                                     |   |   |   |   |   |   |
| 63  | Convention/Conference/Trade Show                                       |   | 8                        | 7                        | -0.6                                                     |   |   |   |   |   |   |
| 64  | Education                                                              |   | 7                        | 7                        | 0.1                                                      |   |   |   |   |   |   |
| 65  | Religion/Pilgrimages                                                   |   | 0.7                      | 0.7                      | 0.0                                                      |   |   |   |   |   |   |
| 66  | Health Treatment                                                       |   | 0.5                      | 0.5                      | 0.0                                                      |   |   |   |   |   |   |
| 67  | Other                                                                  |   | 0.5                      | 0.0                      | -0.5                                                     |   |   |   |   |   |   |
| 68  |                                                                        |   |                          |                          |                                                          |   |   |   |   |   |   |
| 69  | <b>Net Purposes of Trip:</b>                                           |   |                          |                          |                                                          |   |   |   |   |   |   |
| 70  | Leisure & VFR                                                          |   | 89                       | 90                       | 0.3                                                      |   |   |   |   |   |   |
| 71  | Business & Convention                                                  |   | 15                       | 14                       | -1.0                                                     |   |   |   |   |   |   |
| 72  |                                                                        |   |                          |                          |                                                          |   |   |   |   |   |   |
| 73  | <b>Transportation Types Used in U.S.:</b><br>(multiple response)       |   | <b>2015</b><br>(Percent) | <b>2016</b><br>(Percent) | <b>% Point</b><br><b>Change <sup>3</sup></b><br>(Points) |   |   |   |   |   |   |
| 74  | City Subway/Tram/Bus                                                   |   | 42                       | 43                       | 0.4                                                      |   |   |   |   |   |   |
| 75  | Rented Auto                                                            |   | 37                       | 35                       | -1.9                                                     |   |   |   |   |   |   |
| 76  | Taxicab/Limousine                                                      |   | 36                       | 34                       | -1.7                                                     |   |   |   |   |   |   |
| 77  | Auto, Private or Company                                               |   | 35                       | 34                       | -0.8                                                     |   |   |   |   |   |   |
| 78  | Air Travel between U.S. Cities                                         |   | 34                       | 34                       | -0.2                                                     |   |   |   |   |   |   |
| 79  | Bus between Cities                                                     |   | 20                       | 20                       | 0.1                                                      |   |   |   |   |   |   |
| 80  | Ferry/River Taxi/Srt Scenic Cruise                                     |   | 15                       | 15                       | -0.2                                                     |   |   |   |   |   |   |
| 81  | Ride-Sharing Service                                                   |   | -                        | 14                       | -                                                        |   |   |   |   |   |   |
| 82  | Railroad between Cities                                                |   | 9                        | 9                        | 0.4                                                      |   |   |   |   |   |   |
| 83  | Cruise Ship/River Boat 1+ Nights                                       |   | 6                        | 6                        | -0.3                                                     |   |   |   |   |   |   |
| 84  | Rented Bicycle/Motorcycle/Moped                                        |   | 5                        | 5                        | -0.2                                                     |   |   |   |   |   |   |
| 85  | Motor Home/Camper                                                      |   | 1.5                      | 1.4                      | -0.1                                                     |   |   |   |   |   |   |
| 86  | <b>Activity Participation While Within U.S.</b><br>(multiple response) |   | <b>2015</b><br>(Percent) | <b>2016</b><br>(Percent) | <b>% Point</b><br><b>Change <sup>3</sup></b><br>(Points) |   |   |   |   |   |   |
| 87  | Shopping                                                               |   | 89                       | 88                       | -0.8                                                     |   |   |   |   |   |   |
| 88  | Sightseeing                                                            |   | 87                       | 87                       | 0.1                                                      |   |   |   |   |   |   |
| 89  | National Parks/Monuments                                               |   | 61                       | 62                       | 0.5                                                      |   |   |   |   |   |   |
| 90  | Art Gallery/Museum                                                     |   | 50                       | 49                       | -0.4                                                     |   |   |   |   |   |   |
| 91  | Historical Locations                                                   |   | 46                       | 46                       | 0.1                                                      |   |   |   |   |   |   |
| 92  | Small Towns/Countryside                                                |   | 40                       | 39                       | -1.6                                                     |   |   |   |   |   |   |
| 93  | Experience Fine Dining                                                 |   | 44                       | 39                       | -5.4                                                     |   |   |   |   |   |   |
| 94  | Amusement/Theme Parks                                                  |   | 33                       | 33                       | -0.2                                                     |   |   |   |   |   |   |
| 95  | Guided Tours                                                           |   | 32                       | 32                       | 0.4                                                      |   |   |   |   |   |   |
| 96  | Concert/Play/Musical                                                   |   | 28                       | 27                       | -0.4                                                     |   |   |   |   |   |   |
| 97  | Cultural / Ethnic Heritage Sites                                       |   | 28                       | 27                       | -1.2                                                     |   |   |   |   |   |   |
| 98  | Sporting Event                                                         |   | 17                       | 16                       | -1.1                                                     |   |   |   |   |   |   |
| 99  | Nightclubbing/Dancing                                                  |   | 18                       | 16                       | -2.6                                                     |   |   |   |   |   |   |
| 100 | Casinos/Gamble                                                         |   | 13                       | 12                       | -1.2                                                     |   |   |   |   |   |   |
| 101 | Water Sports                                                           |   | 11                       | 10                       | -0.6                                                     |   |   |   |   |   |   |
| 102 | American Indian Communities                                            |   | 9                        | 9                        | 0.3                                                      |   |   |   |   |   |   |
| 103 | Camping/Hiking                                                         |   | 8                        | 7                        | -0.6                                                     |   |   |   |   |   |   |
| 104 | Environ./Eco. Excursions                                               |   | 6                        | 6                        | -0.1                                                     |   |   |   |   |   |   |
| 105 | Golfing/Tennis                                                         |   | 4                        | 3                        | -0.5                                                     |   |   |   |   |   |   |
| 106 | Hunting/Fishing                                                        |   | 2                        | 2                        | -0.3                                                     |   |   |   |   |   |   |
| 107 | Snow Sports                                                            |   | 2                        | 2                        | -0.2                                                     |   |   |   |   |   |   |
| 108 | Other                                                                  |   | 1.2                      | 1.0                      | -0.2                                                     |   |   |   |   |   |   |
| 109 |                                                                        |   |                          |                          |                                                          |   |   |   |   |   |   |

|     | A                                                                          | B | C                                              | D                                              | E                                              | F                                              | G | H | I | J | K |
|-----|----------------------------------------------------------------------------|---|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|---|---|---|---|---|
| 1   | <b>2016 CULTURAL-HERITAGE Traveler Profile</b>                             |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 2   | <b>Arrivals to the U.S.</b>                                                |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 3   |                                                                            |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 110 | <b>SELECTED TRAVELER CHARACTERISTICS</b>                                   |   | <b>2015<br/>(Percent)</b>                      | <b>2016<br/>(Percent)</b>                      | <b>Change</b>                                  |                                                |   |   |   |   |   |
| 111 | Advance Trip Decision Time (mean days)                                     |   | 116                                            | 113                                            | -2.9                                           |                                                |   |   |   |   |   |
| 112 | Advance Trip Decision Time (median days)                                   |   | 90                                             | 90                                             | 0.0                                            |                                                |   |   |   |   |   |
| 113 | Prepaid Package                                                            |   | 15                                             | 14                                             | -0.5                                           |                                                |   |   |   |   |   |
| 114 | First International Trip to the U.S.                                       |   | 28                                             | 27                                             | -0.6                                           |                                                |   |   |   |   |   |
| 115 | Length of Stay in U.S. (mean nights)                                       |   | 20.3                                           | 20.1                                           | -0.2                                           |                                                |   |   |   |   |   |
| 116 | Length of Stay in U.S. (median nights)                                     |   | 12                                             | 11                                             | -1.0                                           |                                                |   |   |   |   |   |
| 117 | Number of States Visited (% 1 state)                                       |   | 61                                             | 62                                             | 0.6                                            |                                                |   |   |   |   |   |
| 118 | Average Number of States Visited                                           |   | 1.7                                            | 1.7                                            | 0.0                                            |                                                |   |   |   |   |   |
| 119 | Hotel/Motel (% 1+ nights)                                                  |   | 77                                             | 78                                             | 1.6                                            |                                                |   |   |   |   |   |
| 120 | Average # of Nights in Hotel/Motel                                         |   | 11.2                                           | 11.7                                           | 0.5                                            |                                                |   |   |   |   |   |
| 121 | Travel Party Size (mean # of persons)                                      |   | 1.8                                            | 1.8                                            | 0.0                                            |                                                |   |   |   |   |   |
| 122 | Gender: % Male (among adults)                                              |   | 52                                             | 50                                             | -1.3                                           |                                                |   |   |   |   |   |
| 123 | Household Income (mean average)                                            |   | \$ 83,881                                      | \$ 79,246                                      | -\$4,635                                       |                                                |   |   |   |   |   |
| 124 | Household Income (median average)                                          |   | \$ 61,166                                      | \$ 58,316                                      | -\$2,850                                       |                                                |   |   |   |   |   |
| 125 | Average Age: Female (among adults)                                         |   | 38                                             | 39                                             | 0.7                                            |                                                |   |   |   |   |   |
| 126 | Average Age: Male (among adults)                                           |   | 41                                             | 40                                             | -0.7                                           |                                                |   |   |   |   |   |
| 127 |                                                                            |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 128 | <b>VISITATION TO U.S. DESTINATIONS <sup>4</sup></b><br>(multiple response) |   | <b>Market<br/>Share<br/>2015<br/>(Percent)</b> | <b>Volume<br/>2015 <sup>r</sup><br/>(000s)</b> | <b>Market<br/>Share<br/>2016<br/>(Percent)</b> | <b>Volume<br/>2016 <sup>1</sup><br/>(000s)</b> |   |   |   |   |   |
| 129 |                                                                            |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 130 | <b>Regions</b>                                                             |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 131 | Middle Atlantic                                                            |   | 38.98                                          | 8,635                                          | 40.02                                          | 8,608                                          |   |   |   |   |   |
| 132 | South Atlantic                                                             |   | 31.05                                          | 6,878                                          | 29.52                                          | 6,349                                          |   |   |   |   |   |
| 133 | Pacific                                                                    |   | 28.72                                          | 6,362                                          | 29.24                                          | 6,289                                          |   |   |   |   |   |
| 134 | Mountain                                                                   |   | 17.83                                          | 3,950                                          | 17.71                                          | 3,809                                          |   |   |   |   |   |
| 135 | Pacific Islands                                                            |   | 8.43                                           | 1,867                                          | 9.05                                           | 1,947                                          |   |   |   |   |   |
| 136 | New England                                                                |   | 7.26                                           | 1,608                                          | 6.93                                           | 1,491                                          |   |   |   |   |   |
| 137 | East North Central                                                         |   | 7.32                                           | 1,622                                          | 6.92                                           | 1,488                                          |   |   |   |   |   |
| 138 | West South Central                                                         |   | 6.42                                           | 1,422                                          | 6.25                                           | 1,344                                          |   |   |   |   |   |
| 139 | West North Central                                                         |   | 2.23                                           | 494                                            | 2.08                                           | 447                                            |   |   |   |   |   |
| 140 | East South Central                                                         |   | 2.04                                           | 452                                            | **                                             | **                                             |   |   |   |   |   |
| 141 | <b>States</b>                                                              |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 142 | New York                                                                   |   | 36.72                                          | 8,134                                          | 38.04                                          | 8,182                                          |   |   |   |   |   |
| 143 | California                                                                 |   | 26.46                                          | 5,861                                          | 27.18                                          | 5,846                                          |   |   |   |   |   |
| 144 | Florida                                                                    |   | 20.30                                          | 4,497                                          | 19.40                                          | 4,173                                          |   |   |   |   |   |
| 145 | Nevada                                                                     |   | 14.21                                          | 3,148                                          | 13.90                                          | 2,990                                          |   |   |   |   |   |
| 146 | Hawaii                                                                     |   | 7.11                                           | 1,575                                          | 7.28                                           | 1,566                                          |   |   |   |   |   |
| 147 | Massachusetts                                                              |   | 6.15                                           | 1,362                                          | 5.74                                           | 1,235                                          |   |   |   |   |   |
| 148 | Arizona                                                                    |   | 4.28                                           | 948                                            | 5.03                                           | 1,082                                          |   |   |   |   |   |
| 149 | Illinois                                                                   |   | 5.17                                           | 1,145                                          | 4.87                                           | 1,047                                          |   |   |   |   |   |
| 150 | Texas                                                                      |   | 4.53                                           | 1,003                                          | 4.25                                           | 914                                            |   |   |   |   |   |
| 151 | Pennsylvania                                                               |   | 3.53                                           | 782                                            | 3.25                                           | 699                                            |   |   |   |   |   |
| 152 | New Jersey                                                                 |   | 2.78                                           | 616                                            | 3.04                                           | 654                                            |   |   |   |   |   |
| 153 | Utah                                                                       |   | 2.59                                           | 574                                            | 2.87                                           | 617                                            |   |   |   |   |   |
| 154 | Washington                                                                 |   | 2.77                                           | 614                                            | 2.48                                           | 533                                            |   |   |   |   |   |
| 155 | Georgia                                                                    |   | 2.68                                           | 594                                            | 2.22                                           | 477                                            |   |   |   |   |   |
| 156 | <b>Cities</b>                                                              |   |                                                |                                                |                                                |                                                |   |   |   |   |   |
| 157 | New York City                                                              |   | 36.00                                          | 7,975                                          | 37.34                                          | 8,031                                          |   |   |   |   |   |
| 158 | Los Angeles                                                                |   | 16.99                                          | 3,764                                          | 17.77                                          | 3,822                                          |   |   |   |   |   |
| 159 | San Francisco                                                              |   | 13.58                                          | 3,008                                          | 13.75                                          | 2,957                                          |   |   |   |   |   |
| 160 | Las Vegas                                                                  |   | 13.85                                          | 3,068                                          | 13.59                                          | 2,923                                          |   |   |   |   |   |
| 161 | Miami                                                                      |   | 12.35                                          | 2,736                                          | 11.88                                          | 2,555                                          |   |   |   |   |   |
| 162 | Orlando                                                                    |   | 9.30                                           | 2,060                                          | 8.80                                           | 1,893                                          |   |   |   |   |   |
| 163 | Washington, D.C.                                                           |   | 8.34                                           | 1,847                                          | 8.31                                           | 1,787                                          |   |   |   |   |   |
| 164 | Boston                                                                     |   | 5.60                                           | 1,241                                          | 5.39                                           | 1,159                                          |   |   |   |   |   |
| 165 | Honolulu Oahu                                                              |   | 5.29                                           | 1,172                                          | 5.31                                           | 1,142                                          |   |   |   |   |   |
| 166 | Chicago                                                                    |   | 5.03                                           | 1,114                                          | 4.61                                           | 992                                            |   |   |   |   |   |
| 167 | San Diego                                                                  |   | 3.89                                           | 862                                            | 4.29                                           | 923                                            |   |   |   |   |   |
| 168 | Flagstaff/Grand Canyon/Sedona                                              |   | 3.12                                           | 691                                            | 3.72                                           | 800                                            |   |   |   |   |   |
| 169 | Florida Keys                                                               |   | 2.39                                           | 529                                            | 2.34                                           | 503                                            |   |   |   |   |   |
| 170 | Philadelphia                                                               |   | 2.46                                           | 545                                            | 2.29                                           | 493                                            |   |   |   |   |   |
| 171 | Seattle                                                                    |   | 2.57                                           | 569                                            | **                                             | **                                             |   |   |   |   |   |
| 172 | Ft. Lauderdale                                                             |   | 1.95                                           | 432                                            | **                                             | **                                             |   |   |   |   |   |
| 173 | Houston                                                                    |   | 2.06                                           | 456                                            | 1.98                                           | 426                                            |   |   |   |   |   |
| 174 | Atlanta                                                                    |   | 2.16                                           | 478                                            | **                                             | **                                             |   |   |   |   |   |
| 175 |                                                                            |   |                                                |                                                |                                                |                                                |   |   |   |   |   |

|     | A                                                                                                                                                                                                                                                                                                                                                                                                                                                            | B                                                                                                                                                                                                                                                         | C | D | E | F | G | H | I | J | K |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|
| 1   | <b>2016 CULTURAL-HERITAGE Traveler Profile</b>                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 2   | <b>Arrivals to the U.S.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 3   |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 176 | <b>Notes:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 177 | A cultural-heritage traveler is defined as having participated in one or more of the following activities: Art Gallery/Museum, Concert/Play/Musical, Cultural/Ethnic Heritage Sites, American Indian Communities, Historical Locations, and National Parks/Monuments. The wording changes make the past 2010-2011 cultural heritage profiles not directly comparable to the current profiles, but both are a combination of the cultural heritage travelers. |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 178 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 179 | (1)                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.                                                                                                                                               |   |   |   |   |   |   |   |   |   |
| 180 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 181 | (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Excludes Canada and Mexico                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |
| 182 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 183 | (3)                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Percentage-point and percentage changes are based on non-rounded data.                                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |
| 184 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 185 | (4)                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 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. |   |   |   |   |   |   |   |   |   |
| 186 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 187 | (**)                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Estimate not shown due to sample size fewer than 400 for this year.                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |
| 188 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 189 | (r)                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Estimate was revised.                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |
| 190 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 191 | (p)                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Estimate is preliminary and subject to revision.                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |
| 192 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 193 | Note:                                                                                                                                                                                                                                                                                                                                                                                                                                                        | This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.                                                                                                                                    |   |   |   |   |   |   |   |   |   |
| 194 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 195 | For a list of the states that comprise each census region, please visit: <a href="http://travel.trade.gov/outreachpages/census_regions.html">http://travel.trade.gov/outreachpages/census_regions.html</a>                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 196 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 197 | Interested in data for your destination? The NTTD sells custom reports. To learn more, go to:                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 198 | <a href="http://travel.trade.gov/research/programs/ifs/customized.html">http://travel.trade.gov/research/programs/ifs/customized.html</a>                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 199 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 200 | Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 201 |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |
| 202 | Publication Date: August 2017                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |