

INTERNATIONAL TRADE ADMINISTRATION - TOURISM INDUSTRIES
 SURVEY OF INTERNATIONAL AIR TRAVELERS FOR: 2015-2016
 OVERSEAS ⁽¹⁾ TRAVELERS TO THE U.S. - DESTINATIONS VISITED

2016 Rank	U.S. Destinations Visited (Census Regions) ⁽²⁾	2015 MARKET SHARE	2015 VISITATION (000)	2016 MARKET SHARE	2016 VISITATION (000)	VOLUME % CHANGE
--	All Overseas Travelers		38,392		37,589	-2%
--	Total U.S. Mainland	89.68%	34,430	88.67%	33,330	-3%
1	South Atlantic	34.10%	13,092	33.70%	12,668	-3%
2	Middle Atlantic	29.68%	11,395	29.22%	10,984	-4%
3	Pacific	23.19%	8,903	23.59%	8,867	0%
4	Pacific Islands	11.78%	4,523	12.58%	4,729	5%
5	Mountain	11.98%	4,599	12.00%	4,511	-2%
6	East North Central	6.86%	2,634	6.59%	2,477	-6%
7	West South Central	6.04%	2,319	5.87%	2,206	-5%
8	New England	5.68%	2,181	5.46%	2,052	-6%
9	West North Central	2.11%	810	1.89%	710	-12%
10	East South Central	1.68%	645	1.69%	635	-2%

⁽¹⁾ Excludes Canada and Mexico

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

Note: Starting in 2014 the 2 digit market share estimates were used to develop the visitation estimates for each year, although we only show one-digit in the table.

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

Note: This table shows only one of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:

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

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

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