

	A	B	C	D	E	F	G	H	I	J	K
1	<b>U.S. Citizens on Business or Convention Travel Profile</b>										
2	Visitation from U.S.										
3											
4	<b>TRENDS IN VISITATION</b> (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
6	U.S. Visitation on Business or Convention Travel		6,424	6,243	5,972	5,130	4,875	5,233	4,918	4,568	-1,856
7	% Change		-13	-3	-4	-14	-5	7	-6	-7	-29
8											
9	<b>TRENDS IN PAYMENTS</b> (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
11	Total Travel & Tourism Imports <sup>1</sup>		-	-	-	-	-	-	-	-	-
12	Travel (all purposes including education)		-	-	-	-	-	-	-	-	-
13	Of which: Education Related		-	-	-	-	-	-	-	-	-
14	Of which: Other Business/Personal Travel		-	-	-	-	-	-	-	-	-
15	Passenger Air Transportation		-	-	-	-	-	-	-	-	-
16	Change (%) in Total Imports		-	-	-	-	-	-	-	-	-
17											
18	VISITATION TO DESTINATIONS <sup>3</sup>		Market Share 2015 (percent)	Volume 2015 (000s)	Market Share 2016 (percent)	Volume 2016 (000s)					
19											
20	EUROPE		38.5	1,894	40.6	1,855					
21	United Kingdom		9.8	482	10.8	493					
22	Germany		8.9	438	8.7	397					
23	ASIA		27.8	1,367	27.4	1,252					
24	P. R. of China		9.0	443	9.2	420					
25	Japan		5.4	266	5.1	233					
26	CARIBBEAN		**	**	11.7	534					
27	SOUTH AMERICA		7.5	369	7.3	333					
28	MIDDLE EAST		5.9	290	**	**					
29											
30	<b>SELECTED TRAVELER CHARACTERISTICS</b> (by percentage point change)										
31	Information Sources Used to Plan Trip		2015 (Percent)	2016 (Percent)	% Point Change <sup>2</sup> (Points)						
32	Airline		48.1	48.6	0.5						
33	Corporate Travel Department		40.0	38.2	-1.8						
34	Online Travel Agency		22.8	23.5	0.7						
35	Personal Recommendation		10.5	12.6	2.1						
36	Travel Agency Office		12.7	12.2	-0.5						
37	Travel Guides		3.5	4.2	0.7						
38	National/State/City Travel Office		3.4	3.8	0.4						
39	Tour Operator/Travel Club		3.0	2.9	-0.1						
40	Other		5.9	4.6	-1.3						
41											
42	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change <sup>2</sup> (Points)						
43	Business		69.7	67.5	-2.2						
44	Convention/Conference/Trade Show		21.2	22.6	1.4						
45	Vacation/Holiday		4.6	4.9	0.3						
46	Visit Friends/Relatives		2.9	3.8	0.9						
47	Education		1.2	1.0	-0.2						
48	Religion/Pilgrimage		0.3	0.1	-0.2						
49	Other		0.1	0.1	0.0						
50											

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51	<b>Purpose of Trip</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
52		Business	78.8	77.9	-0.9						
53		Convention/Conference/Trade Show	28.2	28.9	0.7						
54		Vacation/Holiday	19.2	20.0	0.8						
55		Visit Friends/Relatives	13.1	14.1	1.0						
56		Education	5.8	5.5	-0.3						
57		Religion/Pilgrimage	1.6	1.5	-0.1						
58		Health Treatment	0.6	1.0	0.4						
59		Other	0.7	0.9	0.2						
60											
61	NET PURPOSES OF TRIP:										
62		LEISURE & VFR	27.7	29.6	1.9						
63		BUSINESS & CONVENTION	100.0	100.0	0.0						
64											
65	<b>Transportation Types Used in Other Countries:</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
66		Air Travel between Non U.S. Cities	68.7	66.4	-2.3						
67		Auto, Company or Private	40.7	41.4	0.7						
68		Taxicab/Limousine	42.0	41.2	-0.8						
69		City Subway/Tram/Bus	22.7	23.6	0.9						
70		Railroad between Cities	13.7	15.1	1.4						
71		Bus between Cities	12.4	13.9	1.5						
72		Rented Auto	10.1	10.9	0.8						
73		Ride-sharing Services	n.a.	9.0	n.a.						
74		Ferry/River Taxi/Srt Scenic Cruise	3.8	4.4	0.6						
75		Cruise Ship/River Boat 1+ Nights	0.9	1.6	0.7						
76		Rented Bicycle/Motorcycle/Moped	1.8	1.6	-0.2						
77		Motor Home/Camper	0.4	0.3	-0.1						
78											
79	<b>Activity Participation in Other Countries</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
80		Sightseeing	71.4	72.0	0.6						
81		Shopping	67.5	65.0	-2.5						
82		Experience Fine Dining	40.2	40.1	-0.1						
83		Historical Locations	28.1	32.4	4.3						
84		Small Towns/Countryside	28.5	31.9	3.4						
85		Art Galleries/Museums	25.7	27.4	1.7						
86		Cultural/Ethnic Heritage Sites	23.3	25.2	1.9						
87		Guided Tours	21.7	24.2	2.5						
88		National Parks/Monuments	22.2	22.4	0.2						
89		Nightclubbing	16.6	16.4	-0.2						
90		Concert/Play/Musical	9.4	11.6	2.2						
91		Water Sports	11.4	10.3	-1.1						
92		Amusement/Theme Parks	5.9	7.5	1.6						
93		Camping/Hiking	4.7	7.4	2.7						
94		Sporting Event	4.6	6.7	2.1						
95		Environ./Eco. Excursions	5.0	5.9	0.9						
96		Casino/Gamble	5.3	4.5	-0.8						
97		Golfing/Tennis	3.1	3.0	-0.1						
98		Hunting/Fishing	2.8	2.1	-0.7						
99		Snow Sports	1.1	1.2	0.1						
100		Other	0.3	0.8	0.5						
101											

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3											
102	<b>SELECTED TRAVELER CHARACTERISTICS</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
103	Advance Trip Decision Time (mean days)		56.0	59.1	3.1						
104	Advance Trip Decision Time (median days)		30	30	0.0						
105	Prepaid Package		5.0	4.6	-0.4						
106	First International Trip Outside the U.S.		4.6	4.1	-0.5						
107	Length of Stay Outside the U.S. (mean nights)		17.2	17.2	0.0						
108	Length of Stay Outside the U.S. (median nights)		8	8	0.0						
109	Number of Countries Visited (% 1 country)		80.3	81.0	0.7						
110	Average Number of Countries Visited		1.3	1.3	0.0						
111	Hotel/Motel (% 1+ nights)		78.7	82.0	3.3						
112	Average # of Nights in Hotel/Motel		9.9	10.9	1.0						
113	Travel Party Size (mean # of persons)		1.2	1.3	0.1						
114	Gender: % Male (among adults)		68.2	67.4	-0.8						
115	Household Income (mean average)		\$ 152,868	\$ 154,211	\$1,343						
116	Household Income (median average)		\$ 120,000	\$ 130,000	\$10,000						
117	Average Age: Female		42.9	41.5	-1.4						
118	Average Age: Male		45.6	45.9	0.3						
119											
120	<b>Residence of U.S. Travelers <sup>4</sup></b>		<b>Market Share 2015 (percent)</b>	<b>Volume 2015 (000s)</b>	<b>Market Share 2016 (percent)</b>	<b>Volume 2016 (000s)</b>					
121											
122	<b>REGIONS</b>										
123	SOUTH ATLANTIC		23.3	1,146	23.3	1,064					
124	PACIFIC		16.2	797	19.0	868					
125	MIDDLE ATLANTIC		15.0	738	16.0	731					
126	EAST NORTH CENTRAL		12.1	595	11.2	512					
127	WEST SOUTH CENTRAL		12.9	634	10.2	466					
128	NEW ENGLAND		7.7	379	6.2	283					
129	<b>STATES</b>										
130	California		11.8	580	15.1	690					
131	Florida		9.2	452	8.4	384					
132	Texas		10.2	502	8.4	384					
133	New York		7.6	374	6.7	306					
134	<b>CITIES</b>										
135	New York City		6.5	320	5.8	265					
136											
137	<b>Notes:</b>										
138	(1) <i>Total Travel &amp; Tourism Imports</i> = <u>travel payments</u> (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) + <u>passenger fare payments</u> (fares paid to foreign air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).										
139											
140	(2) Percentage-point and percentage changes are based on non-rounded data.										
141											
142	(3) Only country and world region destinations having a sample size of 400 or more are displayed.										
143											
144	(4) Only U.S. origin areas having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported origins may have a higher proportion of total than those reported.										
145											
146	(r) Revised travel payments estimates from BEA.										
147											
148	(n.a.) Not available in 2015, which also means comparisons cannot be provided.										
149											
150	(-) No estimate available.										
151											
152	(**) Estimate not shown due to sample size fewer than 400 for this year.										
153											
154	Note: This profile shows only a portion of the 40 travel characteristics data reported on international travel from the U.S.										
155											
156	Interested in data for your destination?: NTTO sells custom reports. To learn more, go to:										
157	<a href="http://travel.trade.gov/research/programs/ifs/customized.html">http://travel.trade.gov/research/programs/ifs/customized.html</a>										
158											
159	Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Bureau of Economic Analysis										
160											
161	Publication Date: December 2017										