

	A	B	C	D	E	F	G	H	I	J	K
1	U.S. Citizens to OVERSEAS Profile										
2	Visitation from U.S.										
3											
4	TRENDS IN VISITATION (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
6	U.S. Visitation to All Overseas Countries		30,300	28,507	27,023	28,502	29,015	30,780	32,789	35,137	4,837
7	% Change		-2	-6	-5	5	2	6	7	7	16
8											
9	TRENDS IN PAYMENTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014 ^r	2015 ^r	2016 ^r	Change 2016 / 2009
11	Total Travel & Tourism Imports ¹		\$86,036	\$92,170	\$98,636	\$110,819	\$109,986	\$118,337	\$125,696	\$133,806	\$47,770
12	Travel (all purposes including education)		\$65,502	\$69,919	\$73,226	\$82,877	\$80,010	\$85,592	\$92,828	\$99,610	\$34,108
13	Of which: Education Related		\$4,734	\$5,051	\$5,392	\$5,680	\$6,105	\$6,533	\$6,791	\$7,121	\$2,387
14	Of which: Other Business/Personal Travel		\$59,343	\$63,319	\$66,159	\$75,385	\$71,953	\$76,928	\$83,705	\$89,938	\$30,595
15	Passenger Fare Payments (on foreign carriers)		\$20,534	\$22,251	\$25,410	\$27,942	\$29,976	\$32,745	\$32,868	\$34,196	\$13,662
16	% Change in Total Imports		-14	7	7	12	-1	8	6	6	56
17											
18	VISITATION TO DESTINATIONS ³		Market Share 2015 (percent)	Volume 2015 (000s)	Market Share 2016 (percent)	Volume 2016 (000s)					
19											
20	EUROPE		34.7	11,378	35.7	12,544					
21	United Kingdom		8.8	2,885	9.1	3,197					
22	Italy		6.2	2,033	6.3	2,214					
23	France		7.2	2,361	6.2	2,178					
24	Germany		5.4	1,771	5.6	1,968					
25	Spain		4.0	1,312	4.0	1,405					
26	Ireland		2.4	787	2.7	949					
27	Netherlands		2.5	820	2.6	914					
28	Switzerland		1.7	557	1.8	632					
29	Austria		1.4	459	1.5	527					
30	Greece		1.3	426	1.5	527					
31	Czech Republic		1.0	328	1.1	387					
32	Hungary		1.0	328	1.0	351					
33	Iceland		**	**	0.9	316					
34	Poland		0.6	197	0.9	316					
35	CARIBBEAN		23.9	7,837	23.2	8,152					
36	Dominican Rep.		8.5	2,787	7.7	2,706					
37	Jamaica		4.6	1,508	4.2	1,476					
38	Bahamas		3.4	1,115	3.0	1,054					
39	Aruba		2.1	689	2.0	703					
40	ASIA		18.5	6,066	18.8	6,606					
41	P. R. of China		3.7	1,213	3.7	1,300					
42	India		3.3	1,082	3.4	1,195					
43	Japan		2.7	885	2.8	984					
44	Philippines		2.5	820	2.6	914					
45	Hong Kong		1.7	557	1.6	562					
46	Thailand		1.4	459	1.6	562					
47	Korea, South		1.5	492	1.5	527					
48	R. of China Taiwan		1.7	557	1.5	527					
49	Vietnam		1.0	328	1.0	351					
50	Singapore		0.7	230	0.6	211					
51	CENTRAL AMERICA		7.9	2,590	7.9	2,776					
52	Costa Rica		3.0	984	3.2	1,124					
53	SOUTH AMERICA		7.2	2,361	7.2	2,530					
54	Colombia		2.1	689	2.2	773					
55	Peru		1.5	492	1.6	562					
56	Brazil		1.2	393	1.1	387					
57	Argentina		0.8	262	0.7	246					
58	MIDDLE EAST		5.8	1,902	5.0	1,757					
59	Israel		1.7	557	1.7	597					
60	United Arab Emirates		1.3	426	1.1	387					
61	Turkey		1.3	426	**	**					
62	Jordan		**	**	0.3	105					

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1	U.S. Citizens to OVERSEAS Profile										
2	Visitation from U.S.										
3											
63	AFRICA		2.9	951	2.8	984					
64		South Africa	0.7	230	0.8	281					
65		Morocco	0.5	164	**	**					
66	OCEANIA		2.0	656	2.0	703					
67		Australia	1.5	492	1.3	457					
68		New Zealand	0.9	295	**	**					
69											
70	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
71	Information Sources Used to Plan Trip		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
72		Airline	51.5	52.9	1.4						
73		Online Travel Agency	32.2	33.2	1.0						
74		Personal Recommendation	20.4	22.0	1.6						
75		Travel Agency Office	16.7	16.5	-0.2						
76		Corporate Travel Department	9.0	7.9	-1.1						
77		Tour Operator/Travel Club	7.7	7.5	-0.2						
78		Travel Guides	7.0	7.4	0.4						
79		National/State/City Travel Office	4.1	4.0	-0.1						
80		Other	6.7	5.8	-0.9						
81											
82	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
83		Vacation/Holiday	52.8	54.7	1.9						
84		Visit Friends/Relatives	26.9	27.4	0.5						
85		Business	9.6	8.0	-1.6						
86		Education	4.3	4.3	0.0						
87		Convention/Conference/Trade Show	2.9	2.7	-0.2						
88		Religion/Pilgrimage	2.1	1.7	-0.4						
89		Health Treatment	0.6	0.5	-0.1						
90		Other	0.7	0.7	0.0						
91											
92	Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
93		Vacation/Holiday	63.8	65.8	2.0						
94		Visit Friends/Relatives	37.5	38.0	0.5						
95		Business	11.8	10.1	-1.7						
96		Education	6.8	6.6	-0.2						
97		Convention/Conference/Trade Show	4.2	3.8	-0.4						
98		Religion/Pilgrimage	3.2	2.9	-0.3						
99		Health Treatment	1.2	1.2	0.0						
100		Other	1.0	1.0	0.0						
101											
102	NET PURPOSES OF TRIP:										
103		LEISURE & VFR	84.2	86.3	2.1						
104		BUSINESS & CONVENTION	15.0	13.0	-2.0						
105											
106	Transportation Types Used in Other Countries:		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
107		Air Travel between Non U.S. Cities	64.5	62.9	-1.6						
108		Auto, Company or Private	38.5	39.2	0.7						
109		Taxicab/Limousine	29.8	28.9	-0.9						
110		City Subway/Tram/Bus	20.0	21.3	1.3						
111		Bus between Cities	20.2	20.4	0.2						
112		Railroad between Cities	14.1	14.3	0.2						
113		Rented Auto	11.6	11.9	0.3						
114		Ride-sharing Services	n.a.	7.8	n.a.						
115		Ferry/River Taxi/Srt Scenic Cruise	6.6	6.0	-0.6						
116		Cruise Ship/River Boat 1+ Nights	5.1	5.9	0.8						
117		Rented Bicycle/Motorcycle/Moped	2.4	2.5	0.1						
118		Motor Home/Camper	0.5	0.4	-0.1						
119											

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1	U.S. Citizens to OVERSEAS Profile										
2	Visitation from U.S.										
3											
120	Activity Participation in Other Countries		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
121		Sightseeing	80.6	81.2	0.6						
122		Shopping	75.5	74.8	-0.7						
123		Small Towns/Countryside	42.6	44.6	2.0						
124		Historical Locations	39.5	39.9	0.4						
125		Experience Fine Dining	40.0	38.9	-1.1						
126		Guided Tours	37.4	38.0	0.6						
127		Art Galleries/Museums	32.1	32.8	0.7						
128		Cultural/Ethnic Heritage Sites	31.6	32.6	1.0						
129		National Parks/Monuments	30.3	30.2	-0.1						
130		Nightclubbing	23.9	24.0	0.1						
131		Water Sports	21.2	20.0	-1.2						
132		Concert/Play/Musical	13.2	12.5	-0.7						
133		Amusement/Theme Parks	9.5	10.2	0.7						
134		Casino/Gamble	9.3	8.5	-0.8						
135		Camping/Hiking	8.2	8.4	0.2						
136		Environ./Eco. Excursions	7.7	8.3	0.6						
137		Sporting Event	6.3	6.7	0.4						
138		Hunting/Fishing	3.7	3.4	-0.3						
139		Golfing/Tennis	3.6	3.0	-0.6						
140		Snow Sports	1.2	1.2	0.0						
141		Other	0.4	0.7	0.3						
142											
143	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	% Point Change ² (Points)						
144		Advance Trip Decision Time (mean days)	101.5	104.4	2.9						
145		Advance Trip Decision Time (median days)	60	80	20.0						
146		Prepaid Package	12.9	11.8	-1.1						
147		First International Trip Outside the U.S.	7.0	7.3	0.3						
148		Length of Stay Outside the U.S. (mean nights)	17.2	17.2	0.0						
149		Length of Stay Outside the U.S. (median nights)	10	10	0.0						
150		Number of Countries Visited (% 1 country)	82.5	83.0	0.5						
151		Average Number of Countries Visited	1.3	1.3	0.0						
152		Hotel/Motel (% 1+ nights)	63.3	65.1	1.8						
153		Average # of Nights in Hotel/Motel	9.9	10.0	0.1						
154		Travel Party Size (mean # of persons)	1.6	1.6	0.0						
155		Gender: % Male (among adults)	49.7	49.4	-0.3						
156		Household Income (mean average)	\$ 124,633	\$ 122,219	-\$2,414						
157		Household Income (median average)	\$ 100,000	\$ 100,000	\$						
158		Average Age: Female	43.5	43.9	0.4						
159		Average Age: Male	45.0	45.2	0.2						
160											

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1	U.S. Citizens to OVERSEAS Profile										
2	Visitation from U.S.										
3											
	Residence of U.S. Travelers ⁴		Market Share 2015 (percent)	Volume 2015 (000s)	Market Share 2016 (percent)	Volume 2016 (000s)					
161											
162											
163	REGIONS										
164	SOUTH ATLANTIC		23.3	7,640	23.9	8,398					
165	MIDDLE ATLANTIC		20.3	6,656	20.4	7,168					
166	PACIFIC		14.5	4,754	17.1	6,008					
167	EAST NORTH CENTRAL		10.4	3,410	10.0	3,514					
168	WEST SOUTH CENTRAL		11.5	3,771	9.3	3,268					
169	NEW ENGLAND		6.9	2,262	6.2	2,178					
170	MOUNTAIN		5.1	1,672	5.8	2,038					
171	WEST NORTH CENTRAL		4.3	1,410	3.8	1,335					
172	EAST SOUTH CENTRAL		2.7	885	2.6	914					
173	STATES										
174	California		11.1	3,640	13.8	4,849					
175	Florida		7.9	2,590	8.9	3,127					
176	Texas		9.3	3,049	7.7	2,706					
177	New York		9.7	3,181	7.5	2,635					
178	Pennsylvania		5.3	1,738	7.4	2,600					
179	New Jersey		5.2	1,705	5.5	1,933					
180	Massachusetts		3.9	1,279	3.5	1,230					
181	Illinois		2.8	918	3.4	1,195					
182	Virginia		3.3	1,082	3.3	1,160					
183	Georgia		3.4	1,115	3.2	1,124					
184	Maryland		3.0	984	3.0	1,054					
185	North Carolina		3.1	1,016	2.7	949					
186	Michigan		3.0	984	2.6	914					
187	Washington		2.2	721	2.3	808					
188	Colorado		1.7	557	2.0	703					
189	Ohio		2.2	721	1.8	632					
190	Arizona		1.3	426	1.5	527					
191	Connecticut		1.4	459	1.3	457					
192	Minnesota		1.6	525	1.3	457					
193	South Carolina		1.2	393	1.2	422					
194	Wisconsin		1.2	393	1.1	387					
195	Indiana		1.2	393	1.0	351					
196	CITIES										
197	New York City		7.6	2,492	6.1	2,143					
198	Los Angeles		3.2	1,049	4.5	1,581					
199	Philadelphia		2.7	885	4.2	1,476					
200	Miami		2.4	787	2.9	1,019					
201	Washington, D.C.		2.9	951	2.8	984					
202	Houston		3.1	1,016	2.8	984					
203	Chicago		2.1	689	2.6	914					
204	Atlanta		2.6	853	2.4	843					
205	Dallas		2.5	820	1.9	668					
206	Ft. Lauderdale		1.5	492	1.7	597					
207	Seattle		1.5	492	1.6	562					
208	Boston		1.6	525	1.5	527					
209	Anaheim		1.2	393	1.4	492					
210	Baltimore		1.3	426	1.3	457					
211	Edison-New Brunswick		1.4	459	1.3	457					
212	San Diego		1.2	393	1.3	457					
213	Detroit		1.6	525	1.2	422					
214	San Francisco		1.1	361	1.2	422					
215	San Jose		0.8	262	1.2	422					
216	Bethesda		1.0	328	1.1	387					
217	Minn./St. Paul		1.3	426	1.0	351					
218	Newark		1.0	328	1.0	351					
219	Oakland		1.0	328	1.0	351					
220	Cambridge		1.0	328	**	**					
221	Nassau		1.1	361	0.8	281					
222											

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1	U.S. Citizens to OVERSEAS Profile										
2	Visitation from U.S.										
3											
223	Notes:										
224	(1)	<i>Total Travel & 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).									
225											
226	(2)	Percentage-point and percentage changes are based on non-rounded data.									
227											
228	(3)	Only country and world region destinations having a sample size of 400 or more are displayed.									
229											
230	(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.									
231											
232	(r)	Revised travel payments estimates from BEA									
233											
234	(n.a.)	Not available in 2015, which also means comparisons cannot be provided.									
235											
236	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
237											
238	Note:	This profile shows only a portion of the 40 travel characteristics data reported on international travel from the U.S.									
239											
240	Interested in data for your destination?: NTTO sells custom reports. To learn more, go to:										
241	http://travel.trade.gov/research/programs/ifs/customized.html										
242											
243	Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Bureau of Economic Analysis										
244											
245	Publication Date: December 2017										
246											