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International Travel to the U.S. from Latin America

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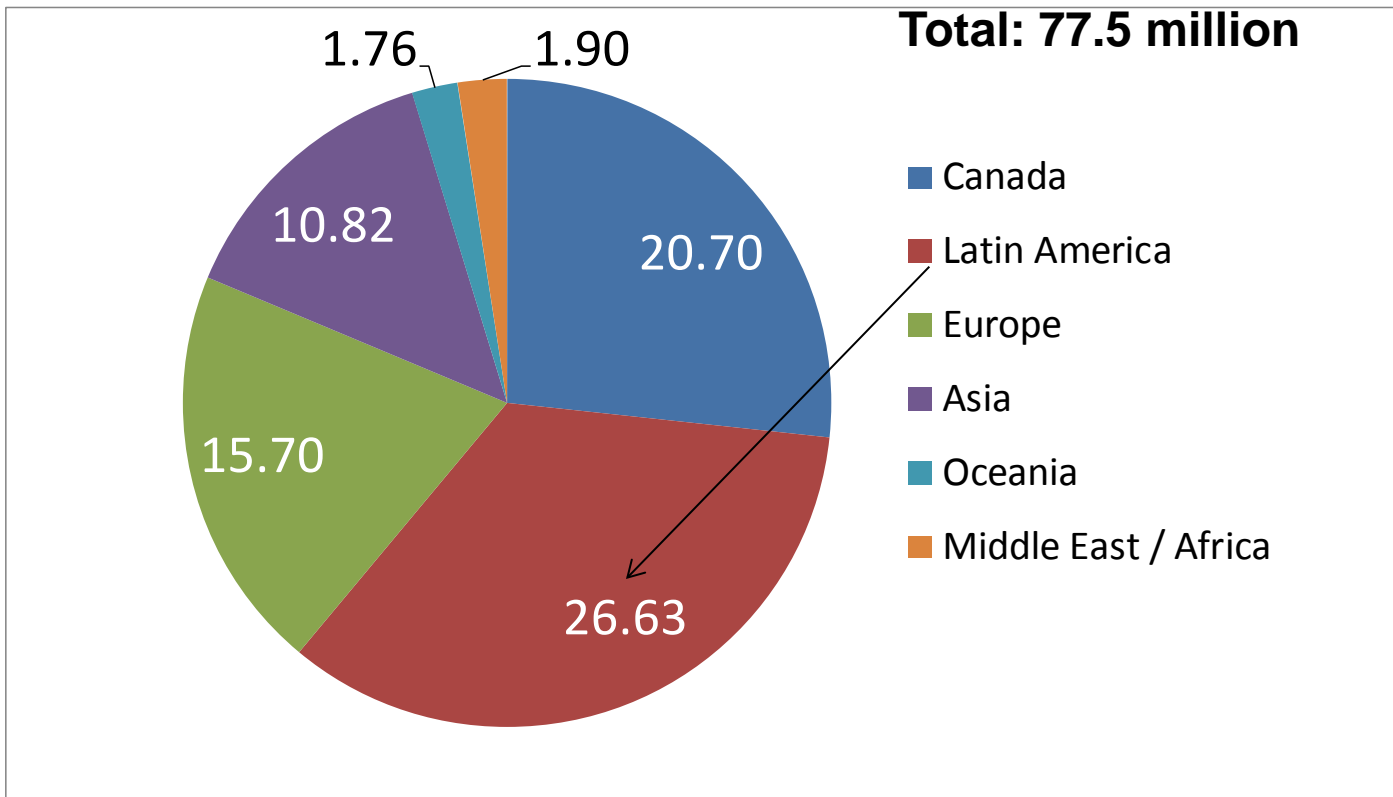
Presented by:

Ron Erdmann
National Travel and Tourism Office
International Trade Administration
U.S. Department of Commerce
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2015 Arrivals by World Region

millions of visitors to the U.S.

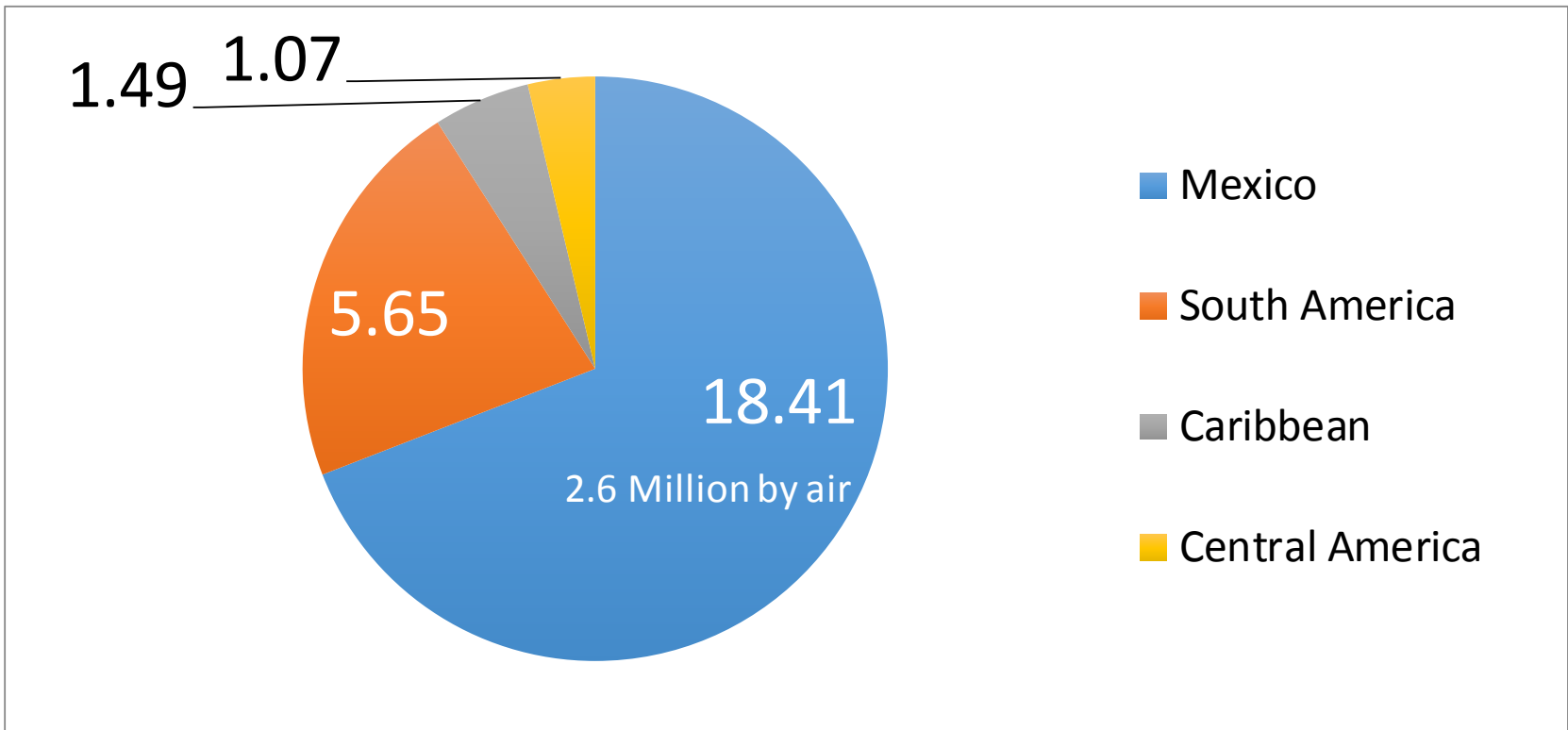




2015 Arrivals from Latin America

millions of visitors to the U.S.

Total: Record 26.63 million arrivals





Top South America Origin Markets Travel to the U.S.

| Region/Country Origin | 2015 (000s) | 14/15 (% change) | 06/15 (% change) |
|-------------------------------------|----------------|---------------------|---------------------|
| South America ⁽¹⁾ | 5,654 | 3% | 193% |
| 1 Brazil | 2,219 | -2% | 322% |
| 2 Colombia | 854 | -3% | 145% |
| 3 Argentina ⁽¹⁾ | 792 | 16% | 273% |
| 4 Venezuela | 591 | -4% | 60% |
| 5 Ecuador ⁽¹⁾ | 372 | 11% | 153% |
| 6 Chile ⁽¹⁾ | 309 | 24% | 181% |
| 7 Peru ⁽¹⁾ | 282 | 15% | 112% |

(1) Record arrivals to the U.S. in 2015



Top Caribbean Origin Markets for Travel to the U.S.

| Origin of Visitor | 2015 (000s) | 14/15 (%change) | 06/15 (%change) |
|-------------------------------------|----------------|--------------------|--------------------|
| Caribbean ⁽¹⁾ | 1,490 | 11% | 24% |
| 1 Dominican Republic ⁽¹⁾ | 317 | 17% | 34% |
| 2 Jamaica ⁽¹⁾ | 248 | 21% | 21% |
| 3 Bahamas | 234 | 7% | -4% |
| 4 Trinidad & Tobago ⁽¹⁾ | 167 | 11% | 25% |
| 5 Haiti ⁽¹⁾ | 123 | 11% | 109% |

(1) Record arrivals to the U.S. in 2015



Top Central America Origin Markets Travel to the U.S.

| Region/Country Origin | 2015 (000s) | 14/15 (% change) | 06/15 (% change) |
|---------------------------------------|----------------|---------------------|---------------------|
| Central America ⁽¹⁾ | 1,068 | 14% | 54% |
| 1 Guatemala ⁽¹⁾ | 233 | 5% | 34% |
| 2 Costa Rica ⁽¹⁾ | 229 | 13% | 76% |
| 3 Panama ⁽¹⁾ | 177 | 13% | 118% |
| 4 Honduras ⁽¹⁾ | 174 | 14% | 88% |
| 5 El Salvador | 170 | 35% | 11% |

(1) Record arrivals to the U.S. in 2015



Top Latin America Origin Markets for Traveler Spending to/in the U.S.

| Origin of Visitor | 2006 (millions \$US) | 2014r (millions \$US) | 2015r (millions \$US) | % change | |
|----------------------------|-------------------------|--------------------------|--------------------------|------------|-----------|
| | | | | 06/15 | 14/15 |
| Total Spending | \$126,778 | \$235,396 | \$246,227 | 94% | 5% |
| Latin America | \$33,888 | \$57,958 | \$60,141 | 77% | 4% |
| South and Central Amer. | \$29,781 | \$53,304 | \$55,328 | 86% | 4% |
| 1 Mexico | \$16,743 | \$18,872 | \$19,737 | 18% | 5% |
| 2 Brazil | \$2,785 | \$14,019 | \$14,388 | 415% | 3% |
| 3 Venezuela | \$1,922 | \$3,894 | \$3,971 | 107% | 2% |
| 4 Argentina | \$1,050 | \$3,776 | \$3,901 | 272% | 4% |
| 5 Colombia | n.a. | \$3,428 | \$3,396 | n.a. | -1% |
| 6 Chile | \$411 | \$1,155 | \$1,342 | 227% | 16% |

Note: The Department of Commerce, Bureau of Economic Analysis updated and expanded its estimates for travel exports in October 2016. Now, 15 country estimates are available for 2012-2015 expanding it from the 6 country estimates released previously



Method of Payment Used & If Travel Insurance was Purchased by Visitors from Latin America Markets to the U.S. (2015)

| Payment Method * | Mexico (Air) | Brazil | Colombia | Argentina |
|---|--------------|--------|----------|-----------|
| Purchases Using Credit Card | 38% | 28% | 35% | 71% |
| Cash from Home/Traveler Checks | 33% | 53% | 44% | 17% |
| Cash Adv. Using Credit Card | 14% | 12% | 12% | 7% |
| Cash Adv. Using Debit Card | 7% | 2% | 5% | 2% |
| Purchases using Debit Card | 8% | 4% | 4% | 4% |
| Percent Purchasing Travel Insurance for this Trip | 24% | 76% | 38% | 66% |

* Note: Average reported by category



Information Sources Used by Visitors from Latin America Markets to the U.S. (2015)

| Information Sources | Mexico (Air) | Brazil | Colombia | Argentina |
|---------------------------------|--------------|--------|----------|-----------|
| Airline | 55% | 59% | 54% | 45% |
| Online Travel Agency | 28% | 35% | 35% | 39% |
| Personal Recommendations | 25% | 45% | 34% | 35% |
| National/State/City Travel Ofc. | 15% | 21% | 14% | 20% |
| Travel Agency Office. | 11% | 16% | 10% | 9% |
| Advance Decision (days): | | | | |
| Trip Decision: | 58 | 106 | 73 | 107 |
| Airline Booking: | 40 | 79 | 52 | 82 |

Note: Multiple choice responses allowed for information sources.



Purpose of Trip for Visitors from Latin America Markets to the U.S. (2015)

| Purposes of Trip | Mexico (Air) | Brazil | Colombia | Argentina |
|------------------------------|--------------|--------|----------|-----------|
| Vacation/Holiday | 61% | 79% | 73% | 86% |
| Visit Friends/Relatives | 33% | 19% | 41% | 19% |
| Business | 20% | 11% | 12% | 8% |
| Convention/Conference | 9% | 8% | 7% | 6% |
| NET PURPOSES OF TRIP: | | | | |
| Leisure or VFR | 76% | 86% | 87% | 93% |
| Business or Convention | 26% | 17% | 17% | 12% |

Note: Multiple choice responses allowed for purpose of trip.



Select Characteristics for Visitors from Latin America Markets to the U.S. (2015)

| Trip / Party Characteristic | Mexico (Air) | Brazil | Colombia | Argentina |
|-------------------------------|--------------|----------|----------|-----------|
| # of Nights in U.S.: Mean | 12 | 15 | 17 | 14 |
| # of Nights in U.S.: Median | 6 | 10 | 9 | 11 |
| % 1st-Time U.S. | 15% | 20% | 21% | 16% |
| Visited Only 1 State | 89% | 80% | 84% | 81% |
| Ave # of Destinations Visited | 1.5 | 1.9 | 1.9 | 2.0 |
| 1+ Night in Hotel/Motel | 70% | 81% | 64% | 82% |
| Average Household Income | \$65,851 | \$71,339 | \$63,092 | \$68,969 |
| % Male/Female | 54/46% | 60/40% | 47/53% | 59/41% |



Latin Markets Ports-of Entry 2015

| Mexico (Air) | Brazil | Colombia | Argentina |
|--------------|-----------|-----------|-----------|
| IAH - 13% | MIA - 40% | MIA - 40% | MIA - 61% |
| LAX - 13% | JFK - 14% | FLL - 16% | JFK - 20% |
| MIA - 9% | MCO - 16% | JFK - 10% | DFW - 4% |
| LAS - 9% | ATL - 6% | MCO - 10% | ATL - 4% |
| DFW - 9% | LAX - 4% | LAX - 5% | IAH - 4% |
| JFK - 7% | IAH - 3% | IAH - 5% | LAX - 3% |
| ORD - 6% | DFW - 3% | EWR - 2% | MCO - 2% |



Transportation Modes Used by Visitors from Latin America Markets to the U.S. (2015)

| Transportation Modes in U.S. | Mexico (Air) | Brazil | Colombia | Argentina |
|------------------------------|--------------|--------|----------|-----------|
| Auto Private or Company | 38% | 32% | 44% | 28% |
| Rented Auto | 27% | 55% | 46% | 59% |
| Taxicab/Limousine | 29% | 24% | 13% | 17% |
| Airlines between U.S. Cities | 22% | 23% | 18% | 23% |
| City Subway/Tram/Bus. | 16% | 20% | 15% | 23% |
| Bus between Cities | 16% | 11% | 11% | 11% |

Note: Multiple choice responses allowed for transportation modes.



Latin American Visitors to Select U.S. States 2015

| 2015 Rank | STATE VISITATION ⁽¹⁾ | 2015 Visitation (000) | 2015 Market Share |
|-----------|---------------------------------|-----------------------|-------------------|
| 1 | Florida | 5,408 | 49.8% |
| 2 | New York | 1,950 | 18.0% |
| 3 | California | 1,162 | 10.7% |
| 4 | Texas | 965 | 8.9% |
| 5 | Nevada | 664 | 6.1% |
| 6 | Illinois | 387 | 3.6% |
| 7 | Massachusetts | 255 | 2.4% |
| 8 | Georgia | 250 | 2.3% |
| 9 | New Jersey | 202 | 1.9% |
| 10 | Pennsylvania | 129 | 1.2% |

(1) Includes South & Central America, the Caribbean & Mexico air travelers an estimated 10.8 million travelers



Latin American VISITORS TO SELECT U.S. CITIES 2015

| 2015 Rank | CITY VISITATION (1) | 2015 Visitation (000) | 2015 Market Share |
|-----------|---------------------|-----------------------|-------------------|
| 1 | Miami | 3,633 | 33.8% |
| 2 | Orlando | 2,449 | 22.6% |
| 3 | New York City | 1,920 | 17.7% |
| 4 | Los Angeles | 739 | 6.8% |
| 5 | Ft. Lauderdale | 644 | 5.9% |
| 6 | Las Vegas | 643 | 5.9% |
| 7 | Houston | 536 | 4.9% |
| 8 | Chicago | 374 | 3.5% |
| 9 | Washington, D.C. | 334 | 3.1% |
| 10 | Dallas | 329 | 3.0% |
| 11 | San Francisco | 323 | 3.0% |
| 12 | Atlanta | 226 | 2.1% |
| 13 | Boston | 222 | 2.1% |

(1) Includes South & Central America, the Caribbean & Mexico air travelers an estimated 10.8 million travelers



Destinations Visited by Visitors from Latin America Markets to the U.S. 2015

| Mexican Air Travelers to the U.S. - Cities Visited* | Brazilian Travelers to the U.S. - Cities Visited * |
|--|---|
| <p>Houston (14%) Las Vegas (12%) Los Angeles (11%) New York City (10%) Dallas (9%) Miami (8%) Orlando (8%) Chicago (6%) San Antonio (4%) Anaheim & San Francisco (3%) Washington DC (3%)</p> | <p>Miami (40%) Orlando (39%) New York City (20%) Las Vegas (7%) Los Angeles (6%) Ft. Lauderdale (5%) Florida Keys (4%) San Francisco (4%) Washington DC (4%) Chicago & Boston (3%)</p> <p>* Only cities with at least 3% market share are shown</p> |



Destinations Visited by Visitors from Latin America Markets to the U.S. 2015

| Colombian Travelers to the U.S. - Cities Visited | Argentine Travelers to the U.S. - Cities Visited * |
|---|---|
| <p>Miami (47%) Orlando (33%) New York City (13%) Ft. Lauderdale (9%) Los Angeles (7%) San Francisco (4%) Washington DC (4%) Las Vegas (4%) Tampa/St. Pete (3%) West Palm Beach & Atlanta (3%)</p> | <p>Miami (57%) Orlando (35%) New York City (28%) Ft. Lauderdale (5%) Los Angeles (4%) Washington DC (3%) Las Vegas (3%) San Francisco (3%) Boston & Tampa/St. Pete (3%)</p> |

* Only cities with at least 3% market share are shown



Activity Participation of Latin Travelers to the U.S. 2015

| Activity | Mexico (Air) | Brazil | Colombia | Argentina |
|--------------------------|--------------|--------|----------|-----------|
| Shopping | 86% | 89% | 93% | 90% |
| Sightseeing | 62% | 69% | 68% | 69% |
| Experience Fine Dining | 41% | 22% | 51% | 37% |
| Amusement/Theme Park | 25% | 51% | 49% | 48% |
| Art Galleries/Museums | 23% | 28% | 19% | 25% |
| National Parks/Mom. | 24% | 34% | 26% | 29% |
| Nightclubs/Dancing | 16% | 33% | 19% | 13% |
| Historical Locations | 17% | 24% | 18% | 21% |
| Small Towns/Countryside | 17% | 17% | 25% | 18% |
| Concert/Plays/Musicals | 15% | 19% | 12% | 14% |
| Cultural Ethnic Heritage | 12% | 10% | 14% | 14% |



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