

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Overseas Visitation Estimates for U.S. States, Cities, and Census Regions: **2010**





Overseas Visitation to U.S. States, Cities, and Census Regions (2010)

Did You Know...?

...that New York City continues its reign as the #1 destination for international travelers, commanding a 32% share of overseas arrivals?

...that Los Angeles experienced a 33% increase in overseas visitation during 2010, gaining over 800,000 visitors?

...that Las Vegas saw a 31% increase in overseas visitation during 2010, welcoming 570,000 more visitors than in 2009?

...that all U.S. regions experienced increases in their overseas visitation numbers in 2010 and the Pacific Region enjoyed over 1,000,000 more visitors than in 2009?

...that 54% of overseas visitors cited leisure/recreation/holiday as the main purpose of their travels, which is the highest share reported to date?

Despite a Slip in Market Share, New York Remains the #1 Visited U.S. Destination

New York State was the most visited state by overseas travelers in 2010 for the ninth consecutive year. Although visitation to New York increased eight percent, its market share slipped slightly since its growth was less than the national average (11%). Florida retained second position, with a 10 percent increase in visitation. California remained at third position, however increased its market share after experiencing a 21 percent increase in visitation. Nevada, Hawaii, Massachusetts and Illinois followed the top three states in visitation estimates. Of the 20 states/territories for which estimates are available, double digit increases were experienced by 10 states. Nevada and Washington visitation each increased by 32

percent, leading growth among the all of the states posting growth in 2010.

The cities most visited by overseas travelers in 2010 were New York City, Los



Angeles, Miami, Orlando, San Francisco, Las Vegas, the District of Columbia, Honolulu, Boston and Chicago. Of the 20 city visitation estimates issued, only one posted a decline. Of the 19 cities with increased visitation, Los Angeles, Seattle, Las Vegas and

Atlanta posted the highest growth rates. New York City continued to be the most visited city in the U.S. with a nine percent increase. Los Angeles regained its spot as the second most visited city with a 33 percent increase in overseas visitation.

Overseas Visitation to U.S. States, Cities, and Census Regions (2010)

Overseas⁽¹⁾ Visitors To Select U.S. States and Territories: 2009-2010

2010 Rank	Destination ⁽²⁾ (State/Territory)	2009 Market Share	2009 Visitation (000)	2010 Market Share	2010 Visitation (000)	Volume Change (%)
1	New York	33.7%	8,006	32.8%	8,647	8%
2	Florida	22.2%	5,274	22.1%	5,826	10%
3	California	19.5%	4,632	21.3%	5,615	21%
4	Nevada	8.0%	1,900	9.5%	2,504	32%
5	Hawaiian Islands	7.8%	1,853	8.1%	2,135	15%
6	Guam	4.8%	1,140	5.0%	1,318	16%
7	Massachusetts	5.3%	1,259	4.9%	1,292	3%
8	Illinois	4.9%	1,164	4.5%	1,186	2%
9	Texas	3.8%	903	3.9%	1,028	14%
10	New Jersey	3.9%	926	3.7%	975	5%
11	Pennsylvania	3.7%	879	3.5%	923	5%
12	Georgia	2.9%	689	3.1%	817	19%
13	Arizona	2.8%	665	2.9%	765	15%
14	Washington	1.6%	380	1.9%	501	32%
15	Utah	**	**	1.8%	475	n.a.
16	Virginia	1.6%	380	1.4%	369	-3%
17	Colorado	1.4%	333	1.3%	343	3%
17	North Carolina	1.3%	309	1.3%	343	11%
19	Ohio	1.3%	309	1.2%	316	2%
20	Connecticut	1.2%	285	1.1%	290	2%
	Maryland	1.1%	261	**	**	n.a.

¹Excludes Canada and Mexico.

²Only state visited having a sample size of 400 or more are displayed.

** = Estimate not shown due to sample size fewer than 400, the OTTI statistical policy

n.a. = Estimate not available.

Note: This table shows only one of the 35 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, Office of Travel and Tourism Industries

Release Date: May 2011

Overseas Visitation to U.S. States, Cities, and Census Regions (2010)

Overseas⁽¹⁾ Visitors To Select U.S. Cities: 2009-2010

2010 Rank	Destination (City) ^{(2) (3)}	2009 Market Share	2009 Visitation (000)	2010 Market Share	2010 Visitation (000)	Volume Change (%)
1	New York City-WP-Wayne, NY-NJ	32.8%	7,792	32.1%	8,462	9%
2	Los Angeles	10.6%	2,518	12.7%	3,348	33%
3	Miami	11.2%	2,661	11.8%	3,111	17%
4	Orlando	10.1%	2,399	10.3%	2,715	13%
5	San Francisco	9.4%	2,233	10.0%	2,636	18%
6	Las Vegas	7.8%	1,853	9.2%	2,425	31%
7	Washington, DC	6.5%	1,544	6.6%	1,740	13%
8	Honolulu	6.3%	1,497	6.2%	1,634	9%
9	Boston	4.8%	1,140	4.5%	1,186	4%
10	Chicago	4.7%	1,117	4.3%	1,134	2%
11	San Diego	2.6%	618	2.9%	765	24%
12	Atlanta	2.4%	570	2.7%	712	25%
13	Philadelphia	2.5%	594	2.4%	633	7%
14	Flagstaff-Grand Canyon-Sedona	1.8%	428	1.9%	501	17%
15	Seattle	1.5%	356	1.8%	475	33%
16	Houston	1.8%	428	1.7%	448	5%
17	Anaheim-Santa Ana	1.3%	309	1.4%	369	19%
18	Tampa-St. Petersburg	1.7%	404	1.3%	343	-15%
18	Dallas-Plano-Irving	1.2%	285	1.3%	343	20%
20	San Jose	1.1%	261	1.1%	290	11%

¹Excludes Canada and Mexico.

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Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries

Release Date: May 2011

Overseas Visitation to U.S. States, Cities, and Census Regions (2010)

Overseas⁽¹⁾ Visitors To Select U.S. Census Regions: 2009-2010

2010 Rank	Destination ⁽²⁾ (Census Regions)	2009 Market Share	2009 Visitation (000)	2010 Market Share	2010 Visitation (000)	Volume Change (%)
1	Middle Atlantic	37.7%	8,956	36.2%	9,543	7%
2	South Atlantic	32.4%	7,697	32.1%	8,462	10%
3	Pacific	20.9%	4,965	22.9%	6,037	22%
4	Pacific Islands	12.6%	2,993	13.1%	3,454	15%
5	Mountain	10.5%	2,494	12.3%	3,243	30%
6	East North Central	7.4%	1,758	6.8%	1,793	2%
7	New England	6.8%	1,615	6.3%	1,661	3%
8	West South Central	4.8%	1,140	5.1%	1,344	18%
9	West North Central	2.0%	475	1.9%	501	5%
10	East South Central	1.6%	380	1.6%	422	11%

¹Excludes Canada and Mexico.

²Only state visited having a sample size of 400 or more are displayed.

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INTERNATIONAL
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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

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

For OTTI programs of interest visit:

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

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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