

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Sector Profile: Leisure



2015 Industry Sector Profile: Leisure

Overseas Leisure Visitors

[thousands of visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Overseas Visitors ⁽²⁾	16,092	15,560	17,900	18,849	19,970	21,370	23,828	26,030	9,938
% Change	13	-3	15	5	6	7	12	11	62
Share of Overseas Visitors	63.5	65.5	67.9	67.6	67.1	66.7	68.2	67.8	
Point Change in Share	4	2	2	0	0	0	1	0	4

Country of Origin of Leisure Visitors

Visitor Origin	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Europe	42.7	10,175	43.8	11,401
Asia	24.2	5,766	24.3	6,325
South America	19.8	4,718	18.2	4,737
Oceania	5.7	1,358	5.6	1,458
Caribbean	2.3	548	2.7	703
Central America	2.4	572	2.3	599
Middle East	2.2	524	2.2	573
Africa	0.8	191	0.8	208
Countries				
United Kingdom	13.9	3,312	15.3	3,983
Japan	11.9	2,836	11.0	2,863
Brazil	8.7	2,073	7.5	1,952
Germany	6.1	1,454	6.6	1,718
France	5.1	1,215	5.0	1,302
P. R. of China	4.4	1,048	4.8	1,249
Korea, South	4.2	1,001	4.8	1,249
Australia	4.8	1,144	4.7	1,223
Argentina	2.7	643	2.9	755
Italy	3.1	739	2.9	755
Colombia	2.9	691	2.6	677
Spain	2.2	524	2.0	521
Netherlands	**	**	1.8	469
Sweden	1.7	405	1.8	469
Switzerland	1.6	381	1.6	416
Equador	**	**	1.2	312
Ireland	**	**	1.2	312
R. of China (Taiwan)	0.8	191	0.9	234
Chile	0.9	214	**	**

2015 Industry Sector Profile: Leisure

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	85	86	0.2
Visit Friends/Relatives	9	9	-0.1
Convention/Conference/Trade Show	2	2	0.2
Business	2	2	0.0
Education	2	2	-0.2
Health Treatment	0.1	0.1	0.0
Religion/Pilgrimages	0.1	0.0	-0.1
Other	0.2	0.1	-0.1

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	100	100	0.0
Visit Friends/Relatives	25	25	0.5
Convention/Conference/Trade Show	3	4	0.1
Education	4	4	-0.2
Business	4	3	-0.3
Religion/Pilgrimages	1	1	-0.1
Health Treatment	1	0.3	-0.2
Other	1	0.2	-0.3
NET PURPOSES OF TRIP:			
Leisure & VFR	100	100	0.0
Business & Convention	7	6	-0.2

2015 Industry Sector Profile: Leisure

Information Sources Used to Plan Trip by Leisure Visitors

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	44	45	1.3
Online Travel Agency	36	37	0.3
Personal Recommendation	29	30	0.4
Travel Agency Office	24	22	-1.8
Travel Guides	16	15	-0.6
Tour Operator/Travel Club	10	10	-0.5
National/State/City Travel Office	11	10	-1.4
Corporate Travel Dept.	7	7	-0.2
Other	6	5	-0.3

Transportation Used in United States by Leisure Visitors

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Rented Auto	40	40	0.1
City Subway/Tram/Bus	34	34	0.1
Taxicab/Limousine	33	32	-1.0
Auto, Private or Company	28	29	0.8
Air Travel between U.S. Cities	28	28	-0.8
Bus between Cities	20	19	-0.9
Ferry/River Taxi/Srt Scenic Cruise	12	12	-0.1
Railroad between Cities	7	7	-0.2
Cruise Ship/River Boat 1+ Nights	6	6	0.1
Rented Bicycle/Motorcycle/Moped	3	4	0.5
Motor Home/Camper	1	1	0.2

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	91	90	-0.8
Sightseeing	83	84	0.3
National Parks/Monuments	39	40	1.7
Experience Fine Dining	40	38	-1.3
Amusement/Theme Parks	34	34	0.1
Art Gallery/Museum	29	31	1.4
Small Towns/Countryside	30	30	0.7
Historical Locations	30	30	0.2
Guided Tours	28	28	-0.2
Cultural / Ethnic Heritage Sites	17	19	1.4
Concert/Play/Musical	19	18	-1.4
Nightclubbing/Dancing	16	16	-0.3
Sporting Event	14	14	0.7
Water Sports	12	12	-0.1
Casinos/Gamble	11	11	0.2
American Indian Communities	5	6	0.4
Camping/Hiking	5	6	0.1
Environ./Eco. Excursions	4	4	-0.1
Golfing/Tennis	4	3	-0.6
Hunting/Fishing	2	2	-0.2
Snow Sports	2	1	-0.5
Other	1	1	-0.3



2015 Industry Sector Profile: Leisure

Select Traveler Characteristics of Leisure Visitors

Traveler Characteristics	2014	2015	Change (3)
Advance Trip Decision Time (mean days)	115	119	3.6
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	21	20	-1.1
First International Trip to the U.S.	27	27	0.5
Length of Stay in U.S. (mean nights)	15.0	14.7	-0.3
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	70	71	0.2
Average Number of States Visited	1.5	1.5	0.0
Hotel/Motel (% 1+ nights)	81	80	-1.2
Average # of Nights in Hotel/Motel	9.2	9.1	-0.1
Travel Party Size (mean # of persons)	2.0	2.0	0.0
Gender: % Male (among adults)	48	49	0.1
Household Income (mean average)	\$87,343	\$82,755	-\$4,588
Household Income (median average)	\$65,166	\$60,000	-\$5,166
Average Age: Female (among adults)	37	37	0.0
Average Age: Male (among adults)	40	40	-0.1



2015 Industry Sector Profile: Leisure

U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (4)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
South Atlantic	37.11	8,843	37.33	9,717
Middle Atlantic	33.18	7,906	31.39	8,171
Pacific	21.14	5,037	22.46	5,846
Pacific Islands	16.48	3,927	15.38	4,003
Mountain	13.34	3,179	13.99	3,642
East North Central	4.19	998	4.79	1,247
New England	4.78	1,139	4.65	1,210
West South Central	4.09	975	4.41	1,148
States				
Florida	29.95	7,136	30.30	7,887
New York	31.50	7,506	29.95	7,796
California	19.96	4,756	20.92	5,445
Nevada	11.12	2,650	11.62	3,025
Hawaii	11.56	2,755	10.32	2,686
Guam	4.92	1,172	5.06	1,317
Massachusetts	4.02	958	3.93	1,023
Illinois	2.93	698	3.56	927
Arizona	3.17	755	3.21	836
Texas	2.97	708	3.11	810
Pennsylvania	2.52	600	2.32	604
New Jersey	2.15	512	2.03	528
Georgia	1.98	472	1.99	518
Utah	1.90	453	1.93	502
Washington	**	**	1.91	497
Louisiana	**	**	1.47	383

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2015 Industry Sector Profile: Leisure

U.S. Destinations Visited by Overseas Leisure Visitors

Visitation to U.S. Destinations/Regions (4)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Cities				
New York City	30.96	7,377	29.47	7,671
Miami	16.94	4,036	17.17	4,469
Orlando	16.02	3,817	16.59	4,318
Los Angeles	13.65	3,253	14.09	3,668
Las Vegas	10.83	2,581	11.38	2,962
San Francisco	9.83	2,342	10.38	2,702
Honolulu Oahu	9.48	2,259	8.34	2,171
Washington, D.C.	5.61	1,337	5.62	1,463
Boston	3.66	872	3.66	953
Chicago	2.81	670	3.38	880
San Diego	3.26	777	3.28	854
Ft. Lauderdale	2.84	677	2.81	731
Flagstaff/Grand Canyon/Sedona	2.40	572	2.40	625
Florida Keys	2.04	486	2.33	606
Tampa-St. Petersburg	1.96	467	1.92	500
Anaheim-Santa Ana	1.84	438	1.78	463
Seattle	**	**	1.77	461
Philadelphia	1.73	412	1.63	424
Atlanta	**	**	1.62	422
Houston	1.47	350	1.47	383

(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

(2) Excludes Canada and Mexico

(3) Percentage-point and percentage changes are based on non-rounded data.

(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(**) Estimate not shown due to sample size fewer than 400 for this year.

(r) Estimate was revised.

(p) Estimate is preliminary and subject to revision.

This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

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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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas leisure traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, Inclusive Tour Package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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