

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Chile



2015 Market Profile: Chile

Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	131	127	147	171	188	212	249	309	178
Percentage Change (%)	6	-3	16	17	9	13	17	24	136

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$590	\$604	\$729	\$914	\$978	\$991	\$1,155	\$1,342	\$752
Travel Receipts	\$465	\$478	\$568	\$702	\$746	\$826	\$987	\$1,148	\$683
Education Receipts	\$49	\$55	\$60	\$66	\$69	\$76	\$82	\$88	\$39
Other Business/Personal	\$398	\$404	\$489	\$618	\$659	\$731	\$884	\$1,039	\$641
Health/Border/Seasonal	\$18	\$19	\$19	\$18	\$18	\$19	\$21	\$21	\$3
Passenger Fare Receipts	\$125	\$126	\$161	\$212	\$232	\$165	\$168	\$194	\$69
% Change in Total Exports	0%	2%	21%	25%	7%	1%	17%	16%	127%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	52	56	4.2
Personal Recommendation	35	35	0.0
Online Travel Agency	30	33	2.2
National/State/City Travel Office	24	19	-5.3
Travel Agency Office	14	9	-4.7
Travel Guides	10	9	-0.8
Corporate Travel Dept.	9	8	-1.0
Tour Operator/Travel Club	10	6	-4.2
Other	5	4	-0.5

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	65	67	2.1
Visit Friends/Relatives	11	11	-0.2
Business	8	11	2.6
Convention/Conference/Trade Show	11	8	-3.2
Education	3	3	0.1
Religion/Pilgrimages	0.0	1	0.5
Health Treatment	0.4	0.0	-0.4
Other	2	0.1	-1.4

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	78	77	-1.0
Visit Friends/Relatives	29	27	-2.3
Business	13	14	0.3
Convention/Conference/Trade Show	13	12	-1.2
Education	6	5	-1.2
Religion/Pilgrimages	0.1	2	2.2
Health Treatment	1	0.2	-0.4
Other	2	0.4	-1.5
NET PURPOSES OF TRIP:			
Leisure & VFR	84	84	-0.1
Business & Convention	23	23	-0.4

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	95	95	0.2
Sightseeing	78	79	1.4
Experience Fine Dining	56	51	-5.3
Amusement/Theme Parks	46	43	-2.8
National Parks/Monuments	35	33	-2.0
Art Gallery/Museum	35	32	-3.0
Historical Locations	23	27	3.7
Nightclubbing/Dancing	22	25	2.6
Guided Tours	23	21	-2.4
Small Towns/Countryside	25	20	-4.5
Cultural / Ethnic Heritage Sites	27	20	-6.7
Concert/Play/Musical	20	18	-1.7
Sporting Event	11	14	2.9
Casinos/Gamble	6	11	5.0
Water Sports	6	6	0.2
Golfing/Tennis	3	4	0.3
American Indian Communities	5	3	-2.3
Environ./Eco. Excursions	3	2	-1.0
Hunting/Fishing	0.1	2	1.7
Camping/Hiking	4	1	-2.5
Snow Sports	2	1	-1.5
Other	1	2	0.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Rented Auto	43	41	-1.5
Auto, Private or Company	33	34	1.2
Air Travel between U.S. Cities	36	30	-6.0
Taxicab/Limousine	31	30	-1.2
City Subway/Tram/Bus	25	28	2.7
Bus between Cities	14	15	0.8
Ferry/River Taxi/Srt Scenic Cruise	12	11	-0.2
Cruise Ship/River Boat 1+ Nights	8	10	2.0
Railroad between Cities	13	7	-6.7
Rented Bicycle/Motorcycle/Moped	4	3	-1.7
Motor Home/Camper	0	0	-0.3

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	96	93	-2.7
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	9	6	-2.3
First International Trip to the U.S.	28	27	-0.9
Length of Stay in U.S. (mean nights)	13.4	14.1	0.7
Length of Stay in U.S. (median nights)	9	10	1.0
Number of States Visited (% 1 state)	80	78	-2.1
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	82	77	-4.7
Average # of Nights in Hotel/Motel	9.5	9.4	-0.1
Travel Party Size (mean # of persons)	1.8	1.7	-0.1
Gender: % Male (among adults)	50	53	3.0
Household Income (mean average)	\$89,519	\$70,530	-\$18,989
Household Income (median average)	\$65,000	\$40,000	-\$25,000
Average Age: Female (among adults)	35	38	3.0
Average Age: Male (among adults)	40	38	-1.4

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
No destinations meet the minimum sample requirement.				

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) Total Travel & Tourism Exports = travel receipts (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) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (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.
- (n/a) Not available.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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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 international traveler who visits the United States.

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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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