

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Overseas



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	25,341	23,756	26,363	27,883	29,761	32,041	34,938	38,392	13,050
Percentage Change (%)	6	-6	11	6	7	8	9	10	51

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	\$127,400	\$113,959	\$130,076	\$146,253	\$156,939	\$172,935	\$190,479	\$203,806	\$76,406
Travel Receipts	\$102,343	\$93,132	\$105,988	\$117,062	\$125,374	\$140,126	\$155,047	\$170,383	\$68,040
Education Receipts	\$16,653	\$18,341	-	\$21,475	\$23,479	\$25,960	\$29,398	\$34,079	\$17,426
Other Business/Personal	\$82,417	\$71,778	\$84,123	\$93,153	\$99,267	\$111,309	\$122,602	\$133,100	\$50,683
Health/Border/Seasonal	\$3,273	\$3,013	-	\$2,434	\$2,628	\$2,857	\$3,047	\$3,204	-\$69
Passenger Fare Receipts	\$25,057	\$20,827	\$24,088	\$29,191	\$31,565	\$32,809	\$35,432	\$33,423	\$8,366
% Change in Total Exports	16%	-11%	14%	12%	7%	10%	10%	7%	60%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Airlines	44	45	1.3
Online Travel Agency	32	33	0.3
Personal Recommendation	25	26	0.7
Travel Agency Office	23	21	-1.6
Travel Guides	13	12	-0.4
Corporate Travel Dept.	12	12	-0.2
National/State/City Travel Office	10	8	-1.3
Tour Operator/Travel Club	8	8	-0.2
Other	6	5	-0.3

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	58	58	-0.4
Visit Friends/Relatives	18	18	0.4
Business	12	12	0.1
Convention/Conference/Trade Show	7	7	0.4
Education	4	4	-0.1
Health Treatment	0	0	0.0
Religion/Pilgrimages	0	0	-0.1
Other	1	0	-0.5

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	68	68	-0.4
Visit Friends/Relatives	30	31	0.4
Business	15	15	-0.4
Convention/Conference/Trade Show	9	9	0.5
Education	6	6	0.0
Health Treatment	1	1	-0.1
Religion/Pilgrimages	1	1	-0.1
Other	1	1	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	81	81	-0.2
Business & Convention	21	22	0.2

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Shopping	88	87	-1.4
Sightseeing	77	77	0.6
Experience Fine Dining	38	37	-1.0
National Parks/Monuments	34	35	1.2
Amusement/Theme Parks	29	29	-0.2
Art Gallery/Museum	28	29	0.8
Small Towns/Countryside	28	28	0.5
Historical Locations	26	27	0.3
Guided Tours	23	23	-0.2
Cultural / Ethnic Heritage Sites	15	16	1.0
Concert/Play/Musical	17	16	-1.2
Nightclubbing/Dancing	15	15	-0.5
Sporting Event	13	14	0.2
Water Sports	10	11	0.1
Casinos/Gamble	9	10	0.2
Camping/Hiking	5	5	0.2
American Indian Communities	5	5	0.3
Environ./Eco. Excursions	4	4	-0.1
Golfing/Tennis	4	3	-0.4
Hunting/Fishing	2	2	0.0
Snow Sports	2	1	-0.3
Other	1	1	-0.2



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Rented Auto	35	35	0.1
Auto, Private or Company	32	33	0.5
Taxicab/Limousine	33	33	-0.6
City Subway/Tram/Bus	31	31	-0.2
Air Travel between U.S. Cities	30	29	-0.6
Bus between Cities	18	17	-0.5
Ferry/River Taxi/Srt Scenic Cruise	10	10	0.0
Railroad between Cities	7	7	0.0
Cruise Ship/River Boat 1+ Nights	5	5	0.0
Rented Bicycle/Motorcycle/Moped	3	3	0.2
Motor Home/Camper	1	1	0.1

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	97	100	2.7
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	17	16	-1.0
First International Trip to the U.S.	24	24	0.3
Length of Stay in U.S. (mean nights)	18.4	17.8	-0.6
Length of Stay in U.S. (median nights)	9	10	1.0
Number of States Visited (% 1 state)	73	73	0.3
Average Number of States Visited	1.5	1.5	0.0
Hotel/Motel (% 1+ nights)	77	76	-1.5
Average # of Nights in Hotel/Motel	9.7	9.9	0.2
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	54	55	0.6
Household Income (mean average)	\$90,442	\$83,986	-\$6,456
Household Income (median average)	\$65,800	\$60,000	-\$5,800
Average Age: Female (among adults)	39	39	-0.1
Average Age: Male (among adults)	41	41	0.0

2015 Market Profile: Overseas

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)
Regions				
South Atlantic	33.52	11,711	34.10	13,092
Middle Atlantic	31.77	11,100	29.68	11,395
Pacific	22.51	7,865	23.19	8,903
Mountain	11.75	4,105	11.98	4,599
Pacific Islands	12.78	4,465	11.78	4,523
West South Central	5.66	1,978	6.04	2,319
East North Central	6.25	2,184	6.86	2,634
New England	5.53	1,932	5.68	2,181
West North Central	1.94	678	2.11	810
East South Central	1.48	517	1.68	645
States				
New York	29.01	10,136	27.05	10,385
Florida	24.74	8,644	25.18	9,667
California	20.82	7,274	21.20	8,139
Nevada	8.93	3,120	9.13	3,505
Hawaii	8.93	3,120	7.87	3,021
Texas	4.46	1,558	4.66	1,789
Massachusetts	4.45	1,555	4.66	1,789
Illinois	4.04	1,412	4.45	1,708
Guam	3.85	1,345	3.92	1,505
New Jersey	2.78	971	2.59	994
Pennsylvania	2.81	982	2.68	1,029
Arizona	2.73	954	2.72	1,044
Georgia	2.51	877	2.60	998
Washington	1.80	629	2.22	852
North Carolina	1.26	440	1.28	491
Utah	1.58	552	1.55	595
Maryland	0.90	314	1.09	418
Louisiana	1.09	381	1.35	518
Virginia	1.18	412	1.18	453
Colorado	1.31	458	1.20	461
Ohio	0.98	342	0.95	365
Michigan	1.00	349	1.27	488
Tennessee	**	**	1.11	426
Connecticut	0.83	290	0.77	296

2015 Market Profile: Overseas

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)
Cities				
New York City	28.31	9,891	26.39	10,132
Miami	14.12	4,933	14.35	5,509
Orlando	12.03	4,203	12.29	4,718
Los Angeles	12.80	4,472	12.65	4,857
Las Vegas	8.71	3,043	8.88	3,409
San Francisco	9.10	3,179	9.46	3,632
Washington, D.C.	5.60	1,957	5.56	2,135
Honolulu Oahu	7.20	2,516	6.20	2,380
Boston	4.05	1,415	4.19	1,609
Chicago	3.81	1,331	4.22	1,620
Houston	2.47	863	2.25	864
San Diego	2.98	1,041	3.02	1,159
Ft. Lauderdale	2.28	797	2.35	902
Atlanta	2.15	751	2.18	837
Seattle	1.68	587	2.04	783
Philadelphia	1.79	625	1.77	680
Tampa-St. Petersburg	1.57	549	1.54	591
Florida Keys	1.45	507	1.66	637
Flagstaff/Grand Canyon/Sedona	1.80	629	1.75	672
Dallas-Plano-Irving	1.17	409	1.42	545
Anaheim-Santa Ana	1.69	590	1.59	610
New Orleans	0.98	342	1.22	468
San Jose	1.21	423	1.30	499
Buffalo	**	**	0.86	330
Naples	**	**	0.94	361

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- (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 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.
 - (**) 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.
- 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.

Survey of International Air Travelers: Table Number and Description

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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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