

	A	B	C	D	E	F	G	H	I	J	K
1	COLOMBIA Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		425	495	497	602	748	881	854	836	411
7		% Change	1	17	0	21	24	18	-3	-2	97
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		-	-	-	-	-	-	-	-	-
12	Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-
13	Education Receipts		-	-	-	-	-	-	-	-	-
14	Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-
15	Health/Border/Seasonal		-	-	-	-	-	-	-	-	-
16	Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-
17		% Change in Total Receipts	-	-	-	-	-	-	-	-	-
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Airlines	54	51	-3.2						
22		Personal Recommendation	34	34	-0.5						
23		Online Travel Agency	35	32	-3.2						
24		National/State/City Travel Office	14	11	-2.8						
25		Travel Agency Office	10	9	-1.4						
26		Travel Guides	7	8	1.3						
27		Corporate Travel Dept.	9	7	-2.0						
28		Tour Operator/Travel Club	5	5	-0.1						
29		Other	5	6	0.8						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	61	59	-2.0						
33		Visit Friends/Relatives	19	21	1.8						
34		Business	9	8	-0.8						
35		Convention/Conference/Trade Show	6	6	0.4						
36		Education	5	5	0.1						
37		Health Treatment	1	1	0.4						
38		Religion/Pilgrimages	0.2	0.1	-0.1						
39		Other	0.3	0.4	0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	73	71	-2.4						
43		Visit Friends/Relatives	41	43	1.9						
44		Business	12	11	-0.7						
45		Convention/Conference/Trade Show	7	8	0.9						
46		Education	6	6	0.0						
47		Health Treatment	1	1	0.5						
48		Religion/Pilgrimages	1	1	0.0						
49		Other	1	1	0.0						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	87	86	-1.2						
53		Business & Convention	17	17	0.1						
54											
55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		Auto, Private or Company	44	50	6.2						
57		Rented Auto	46	37	-8.9						
58		Air Travel between U.S. Cities	18	22	3.7						
59		City Subway/Tram/Bus	15	18	2.3						
60		Bus between Cities	11	14	2.8						
61		Taxicab/Limousine	13	12	-0.5						
62		Ride-Sharing Service	-	10	-						

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63	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
64	Railroad between Cities		4	6	2.0						
65	Ferry/River Taxi/Short Scenic Cruise		5	6	1.1						
66	Cruise Ship/River Boat 1+ Nights		7	5	-1.7						
67	Rented Bicycle/Motorcycle/Moped		3	2	-0.4						
68	Motor Home/Camper		0.1	1	0.8						
69	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
70	Shopping		93	90	-3.2						
71	Sightseeing		68	69	1.4						
72	Amusement/Theme Parks		49	45	-4.9						
73	Experience Fine Dining		51	32	-19.4						
74	Small Towns/Countryside		25	27	2.4						
75	National Parks/Monuments		26	26	0.1						
76	Historical Locations		18	21	3.3						
77	Art Gallery/Museum		19	20	1.2						
78	Nightclubbing/Dancing		19	19	-0.1						
79	Guided Tours		13	16	3.1						
80	Cultural / Ethnic Heritage Sites		14	14	0.0						
81	Concert/Play/Musical		12	13	1.2						
82	Sporting Event		9	10	0.2						
83	American Indian Communities		3	5	2.1						
84	Casinos/Gamble		6	4	-2.0						
85	Water Sports		4	4	-0.6						
86	Golfing/Tennis		3	2	-0.5						
87	Environ./Eco. Excursions		2	2	0.1						
88	Camping/Hiking		1	2	0.5						
89	Snow Sports		1	2	0.7						
90	Hunting/Fishing		2	1	-0.7						
91	Other		1	1	-0.3						
92											
93	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
94	Advance Trip Decision Time (mean days)		73	71	-1.9						
95	Advance Trip Decision Time (median days)		60	60	0.0						
96	Prepaid Package		4	5	0.8						
97	First International Trip to the U.S.		21	16	-4.2						
98	Length of Stay in U.S. (mean nights)		16.6	17.5	0.9						
99	Length of Stay in U.S. (median nights)		9	10	1.0						
100	Number of States Visited (% 1 state)		84	81	-2.8						
101	Average Number of States Visited		1.2	1.3	0.1						
102	Hotel/Motel (% 1+ nights)		64	61	-3.1						
103	Average # of Nights in Hotel/Motel		7.5	8.1	0.6						
104	Travel Party Size (mean # of persons)		1.7	1.6	-0.1						
105	Gender: % Male (among adults)		47	48	0.7						
106	Household Income (mean average)		\$ 63,092	\$ 47,485	-\$15,607						
107	Household Income (median average)		\$ 40,000	\$ 30,000	-\$10,000						
108	Average Age: Female (among adults)		39	40	0.6						
109	Average Age: Male (among adults)		39	40	0.3						
110											
111	VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
112											
113	Regions										
114	South Atlantic		73.56	628	74.46	622					
115	States										
116	Florida		68.76	587	68.06	569					
117	Cities										
118	Miami		46.72	399	46.31	387					
119	Orlando		32.88	281	30.23	253					
120											
121	Notes:										
122	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
123											

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124	(2)	<p><i>Total Travel & Tourism Exports</i> = 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).</p> <p>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</p>									
125											
126	(3)	Percentage-point and percentage changes are based on non-rounded data.									
127											
128	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
129											
130	(-)	No estimate available.									
131											
132	(n/a)	Estimate not yet available.									
133											
134	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
135											
136	(r)	Estimate was revised.									
137											
138	(p)	Estimate is preliminary and subject to revision.									
139											
140	Note:	This profile shows only a portion of the 37 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://travel.trade.gov/research/index.html									
141											
142		For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html									
143											
144		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
145		http://travel.trade.gov/research/reports/ifs/customized.asp									
146											
147	Source:	U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									
148											
149	Publication Date:	August 2017									