

	A	B	C	D	E	F	G	H	I	J	K
1	BUSINESS (net purpose) Traveler Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5		[thousands of visitors]	2009	2010	2011	2012	2013	2014	2015 ^r	2016 ¹	Change 2016 / 2009
6	Overseas Visitors²		4,941	5,325	5,521	4,672	4,934	5,163	5,605	5,413	472
7	% Change		-23	8	4	-15	6	5	9	-3	10
8	Share of Overseas Visitors		20.8	20.2	19.8	15.7	15.4	15.0	14.6	14.4	
9	Point Change in Share		-4	-1	0	-4	0	0	0	0	-6
10											
11	Visitor Origin		Market Share 2015 (Percent)	Volume 2015^r (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
12	Regions										
13	ASIA		36.2	2,029	39.9	2,160					
14	EUROPE		39.7	2,225	37.8	2,046					
15	SOUTH AMERICA		11.6	650	10.9	590					
16	Countries										
17	China		8.3	465	10.6	574					
18	Japan		11.6	650	10.2	552					
19	United Kingdom		10.4	583	10.1	547					
20	India		8.3	465	9.5	514					
21	Germany		6.2	348	6.4	346					
22											
23	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
24	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
25	Airlines		40	41	0.6						
26	Corporate Travel Dept.		39	37	-1.3						
27	Online Travel Agency		20	21	1.5						
28	Travel Agency Office		21	19	-2.1						
29	Personal Recommendation		13	14	0.9						
30	Travel Guides		6	6	0.0						
31	National/State/City Travel Office		6	6	-0.4						
32	Tour Operator/Travel Club		5	5	-0.5						
33	Other		5	5	0.3						
34											
35	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
36	Business		88	87	-0.9						
37	Convention/Conference/Trade Show		6	6	0.3						
38	Vacation/Holiday		4	4	0.1						
39	Visit Friends/Relatives		2	2	0.2						
40	Education		0.6	0.8	0.2						
41	Religion/Pilgrimages		0.1	0.1	0.0						
42	Health Treatment		0.0	0.0	0.0						
43	Other		0.0	0.1	0.1						
44											
45	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
46	Business		100	100	0.0						
47	Convention/Conference/Trade Show		16	16	0.2						
48	Vacation/Holiday		16	15	-0.1						
49	Visit Friends/Relatives		11	11	0.2						
50	Education		3	4	0.7						
51	Religion/Pilgrimages		0.6	0.5	-0.1						
52	Health Treatment		0.4	0.4	0.0						
53	Other		0.4	0.4	0.0						
54											
55	Net Purposes of Trip:										
56	Leisure & VFR		23	22	-0.3						
57	Business & Convention		100	100	0.0						
58											

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1	BUSINESS (net purpose) Traveler Profile										
2	Arrivals to the U.S.										
3											
59	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
60		Taxicab/Limousine	42	41	-1.5						
61		Air Travel between U.S. Cities	35	36	0.6						
62		Auto, Private or Company	35	35	0.2						
63		Rented Auto	36	33	-2.8						
64		City Subway/Tram/Bus	22	22	-0.5						
65		Ride-Sharing Service	-	14	-						
66		Bus between Cities	10	10	0.6						
67		Railroad between Cities	7	5	-1.1						
68		Ferry/River Taxi/Short Scenic Cruise	5	5	-0.1						
69		Cruise Ship/River Boat 1+ Nights	2	2	-0.1						
70		Rented Bicycle/Motorcycle/Moped	2	2	-0.2						
71		Motor Home/Camper	0.5	0.6	0.1						
72	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
73		Shopping	79	79	-0.1						
74		Sightseeing	57	59	2.7						
75		Experience Fine Dining	37	33	-3.3						
76		National Parks/Monuments	21	21	0.4						
77		Small Towns/Countryside	18	20	2.3						
78		Art Gallery/Museum	20	19	-0.7						
79		Historical Locations	17	17	0.0						
80		Amusement/Theme Parks	14	14	0.3						
81		Nightclubbing/Dancing	15	13	-1.6						
82		Guided Tours	11	11	0.2						
83		Sporting Event	11	11	0.2						
84		Cultural / Ethnic Heritage Sites	9	9	0.4						
85		Concert/Play/Musical	10	9	-0.7						
86		Casinos/Gamble	6	6	0.4						
87		Water Sports	4	5	0.9						
88		Golfing/Tennis	4	4	0.3						
89		Camping/Hiking	3	4	0.6						
90		American Indian Communities	3	3	0.1						
91		Environ./Eco. Excursions	2	2	0.1						
92		Snow Sports	1.2	1.2	0.0						
93		Hunting/Fishing	1.8	1.1	-0.7						
94		Other	1.4	1.0	-0.4						
95											
96	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
97		Advance Trip Decision Time (mean days)	44	44	-0.3						
98		Advance Trip Decision Time (median days)	30	30	0.0						
99		Prepaid Package	8	9	1.3						
100		First International Trip to the U.S.	16	17	1.0						
101		Length of Stay in U.S. (mean nights)	15.6	16.6	1.0						
102		Length of Stay in U.S. (median nights)	7	7	0.0						
103		Number of States Visited (% 1 state)	74	74	0.8						
104		Average Number of States Visited	1.4	1.4	0.0						
105		Hotel/Motel (% 1+ nights)	88	88	0.4						
106		Average # of Nights in Hotel/Motel	9.8	10.2	0.4						
107		Travel Party Size (mean # of persons)	1.3	1.3	0.0						
108		Gender: % Male (among adults)	76	76	-0.7						
109		Household Income (mean average)	\$ 104,591	\$ 101,685	-\$2,906						
110		Household Income (median average)	\$ 79,678	\$ 76,320	-\$3,358						
111		Average Age: Female (among adults)	37	37	0.4						
112		Average Age: Male (among adults)	41	41	-0.3						
113											

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1	BUSINESS (net purpose) Traveler Profile										
2	Arrivals to the U.S.										
3											
	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015^r (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
114											
115											
116	Regions										
117	Pacific		28.08	1,574	27.72	1,500					
118	Middle Atlantic		26.72	1,498	27.15	1,470					
119	South Atlantic		29.32	1,643	26.94	1,458					
120	East North Central		11.35	636	12.47	675					
121	West South Central		10.74	602	11.50	622					
122	Mountain		8.76	491	8.37	453					
123	New England		7.30	409	7.84	424					
124	States										
125	California		24.47	1,372	24.90	1,348					
126	New York		21.70	1,216	21.85	1,183					
127	Florida		16.91	948	15.22	824					
128	Texas		9.67	542	10.15	549					
129	Illinois		6.40	359	6.62	358					
130	Cities										
131	New York City		20.73	1,162	21.26	1,151					
132	Los Angeles		9.99	560	11.35	614					
133	Miami		12.09	678	9.77	529					
134	San Francisco		9.77	548	9.44	511					
135	Chicago		6.04	339	6.09	330					
136	Houston		4.77	267	**	**					
137											
138	Notes:										
139											
140	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
141											
142	(2)	Excludes Canada and Mexico									
143											
144	(3)	Percentage-point and percentage changes are based on non-rounded data.									
145											
146	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
147	Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.										
148	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
149											
150	(r)	Estimate was revised.									
151											
152	(p)	Estimate is preliminary and subject to revision.									
153											
154	Note:	This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.									
155											
156	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
157											
158	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
159	http://travel.trade.gov/research/reports/ifs/customized.asp										
160											
161	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
162											
163	Publication Date: August 2017										