

	A	B	C	D	E	F	G	H	I	J	K
1	CAR RENTAL 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 ¹	2016 ¹	Change 2016 / 2009
6	Overseas Visitors²		6,913	7,962	8,198	9,643	10,669	12,150	13,591	12,480	3,761
7	% Change		-2	4	-3	19	-4	30	7	-10	44
8	Share of Overseas Visitors		29.1	30.2	29.4	32.4	33.3	35.3	35.4	33.2	
9	Point Change in Share		-1	1	-1	3	1	2	0	-2	4
10											
11	Visitor Origin		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
12	Regions										
13	EUROPE		43.8	5,953	42.9	5,354					
14	ASIA		21.4	2,908	23.4	2,920					
15	SOUTH AMERICA		22.8	3,099	20.4	2,546					
16	OCEANIA		4.6	625	5.0	624					
17	CENTRAL AMERICA		2.3	313	3.1	387					
18	Countries										
19	United Kingdom		13.6	1,848	12.9	1,610					
20	Germany		9.3	1,264	9.2	1,148					
21	Brazil		10.4	1,413	7.2	899					
22	South Korea		5.3	720	7.2	899					
23	China		6.7	911	7.0	874					
24	Japan		6.1	829	5.5	686					
25	France		4.7	639	4.8	599					
26	Argentina		3.6	489	4.6	574					
27	Colombia		3.0	408	2.6	324					
28											
29	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
30	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
31	Airlines		48	46	-2.6						
32	Online Travel Agency		38	38	-0.3						
33	Personal Recommendation		30	31	1.8						
34	Travel Agency Office		19	18	-1.2						
35	Travel Guides		16	16	-0.2						
36	Corporate Travel Dept.		12	11	-1.3						
37	National/State/City Travel Office		10	9	-0.5						
38	Tour Operator/Travel Club		8	8	0.0						
39	Other		6	6	0.3						
40											
41	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
42	Vacation/Holiday		69	70	0.6						
43	Business		12	11	-0.9						
44	Visit Friends/Relatives		10	10	0.4						
45	Convention/Conference/Trade Show		5	5	-0.2						
46	Education		3	3	0.0						
47	Health Treatment		1	1	0.0						
48	Religion/Pilgrimages		0.1	0.2	0.1						
49	Other		0.3	0.2	-0.1						
50											
51	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
52	Vacation/Holiday		78	78	0.3						
53	Visit Friends/Relatives		25	25	-0.1						
54	Business		15	14	-0.8						
55	Convention/Conference/Trade Show		7	7	-0.2						
56	Education		5	5	0.6						
57	Health Treatment		1	1	0.1						
58	Religion/Pilgrimages		1	1	0.0						
59	Other		0.4	0.4	0.0						
60											
61	Net Purposes of Trip:										
62	Leisure & VFR		85	85	0.2						
63	Business & Convention		20	19	-1.0						
64											

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3											
65	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
66	Rented Auto		100	100	0.0						
67	Air Travel between U.S. Cities		29	28	-1.0						
68	Auto, Private or Company		21	21	-0.2						
69	City Subway/Tram/Bus		19	20	0.4						
70	Taxicab/Limousine		19	18	-1.1						
71	Bus between Cities		9	8	-0.3						
72	Ride-Sharing Service		-	8	-						
73	Ferry/River Taxi/Short Scenic Cruise		7	7	-0.1						
74	Cruise Ship/River Boat 1+ Nights		4	4	-0.2						
75	Railroad between Cities		4	4	0.1						
76	Rented Bicycle/Motorcycle/Moped		4	3	-0.4						
77	Motor Home/Camper		1	1	0.2						
78	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
79	Shopping		89	90	0.4						
80	Sightseeing		77	79	2.3						
81	National Parks/Monuments		41	42	0.5						
82	Amusement/Theme Parks		42	40	-2.3						
83	Small Towns/Countryside		38	38	0.3						
84	Experience Fine Dining		41	36	-4.5						
85	Historical Locations		30	31	0.3						
86	Art Gallery/Museum		26	24	-2.2						
87	Guided Tours		21	21	0.1						
88	Cultural / Ethnic Heritage Sites		17	16	-1.2						
89	Sporting Event		15	14	-0.4						
90	Concert/Play/Musical		14	14	-0.3						
91	Water Sports		12	12	0.1						
92	Nightclubbing/Dancing		14	12	-2.2						
93	Casinos/Gamble		12	12	-0.4						
94	American Indian Communities		7	7	0.2						
95	Camping/Hiking		7	7	-0.1						
96	Environ./Eco. Excursions		5	5	0.1						
97	Golfing/Tennis		4	4	-0.2						
98	Hunting/Fishing		2	2	0.2						
99	Snow Sports		1	1	-0.2						
100	Other		1	1	0.1						
101											
102	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
103	Advance Trip Decision Time (mean days)		118	114	-4.2						
104	Advance Trip Decision Time (median days)		90	90	0.0						
105	Prepaid Package		13	12	-0.2						
106	First International Trip to the U.S.		19	20	1.0						
107	Length of Stay in U.S. (mean nights)		17.1	16.5	-0.6						
108	Length of Stay in U.S. (median nights)		12	12	0.0						
109	Number of States Visited (% 1 state)		64	64	0.2						
110	Average Number of States Visited		1.7	1.7	0.0						
111	Hotel/Motel (% 1+ nights)		86	87	1.1						
112	Average # of Nights in Hotel/Motel		11.2	11.2	0.0						
113	Travel Party Size (mean # of persons)		2.0	2.0	0.0						
114	Gender: % Male (among adults)		63	62	-1.7						
115	Household Income (mean average)		\$ 94,945	\$ 88,719	-\$6,226						
116	Household Income (median average)		\$ 73,255	\$ 67,978	-\$5,277						
117	Average Age: Female (among adults)		39	40	0.3						
118	Average Age: Male (among adults)		42	42	-0.2						
119											

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	VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
120											
121											
122	Regions										
123	South Atlantic		49.16	6,681	47.59	5,939					
124	Pacific		28.94	3,933	29.99	3,743					
125	Mountain		17.15	2,331	17.55	2,190					
126	Middle Atlantic		18.10	2,460	16.93	2,113					
127	Pacific Islands		10.34	1,405	11.02	1,375					
128	West South Central		6.21	844	5.96	744					
129	East North Central		5.59	760	5.78	721					
130	New England		5.80	788	5.46	681					
131	States										
132	Florida		41.72	5,670	40.68	5,077					
133	California		27.07	3,679	28.20	3,519					
134	New York		15.85	2,154	14.89	1,858					
135	Nevada		13.33	1,812	13.78	1,720					
136	Hawaii		7.85	1,067	8.10	1,011					
137	Arizona		5.11	695	6.00	749					
138	Massachusetts		4.93	670	4.44	554					
139	Texas		4.76	647	4.21	525					
140	Illinois		3.38	459	3.59	448					
141	Cities										
142	Orlando		23.77	3,231	23.17	2,892					
143	Miami		24.57	3,339	23.00	2,870					
144	Los Angeles		17.40	2,365	18.85	2,352					
145	New York City		15.12	2,055	14.26	1,780					
146	San Francisco		13.74	1,867	14.02	1,750					
147	Las Vegas		13.02	1,770	13.48	1,682					
148	Honolulu Oahu		6.34	862	6.40	799					
149	Ft. Lauderdale		4.33	588	5.33	665					
150	San Diego		4.91	667	5.16	644					
151	Washington, D.C.		5.75	781	4.94	617					
152	Florida Keys		3.92	533	4.60	574					
153	Flagstaff/Grand Canyon/Sedona		3.66	497	4.37	545					
154	Boston		4.33	588	4.00	499					
155	Tampa-St. Petersburg		3.10	421	3.44	429					
156	Chicago		3.26	443	3.32	414					
157											
158	Notes:										
159											
160	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
161											
162	(2) Excludes Canada and Mexico										
163											
164	(3) Percentage-point and percentage changes are based on non-rounded data.										
165											
166	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
167	Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.										
168	(r) Estimate was revised.										
169											
170	(p) Estimate is preliminary and subject to revision.										
171											
172	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.										
173											
174	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
175											
176	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
177											
178											
179	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
180											
181	Publication Date: August 2017										