

**2016 PROFILE OF OVERSEAS TRAVELERS
TO THE U.S. - INBOUND**

REPORTED FROM: *SURVEY OF INTERNATIONAL AIR TRAVELERS (SIAT)*

RESIDENCE OF TRAVELERS		Percent of TOTAL OVERSEAS ARRIVALS
TO THE U.S.: (1)	ARRIVALS (2)	
TOTAL OVERSEAS	37,589,314	100.0%
<i>Western Europe</i>	13,762,901	36.6%
United Kingdom	4,573,708	12.2%
Germany	2,034,866	5.4%
France	1,628,069	4.3%
Italy	982,841	2.6%
Spain	800,697	2.1%
Netherlands	672,046	1.8%
Sweden	558,624	1.5%
Switzerland	469,381	1.2%
Ireland	441,890	1.2%
<i>Eastern Europe</i>	960,680	2.6%
<i>Caribbean</i>	1,547,517	4.1%
<i>South America</i>	5,306,552	14.1%
Brazil	1,693,328	4.5%
Argentina	906,496	2.4%
Colombia	835,915	2.2%
Ecuador	413,342	1.1%
Chile	340,089	0.9%
Peru	289,019	0.8%
<i>Central America</i>	1,168,603	3.1%
<i>Asia (Far East)</i>	11,347,450	30.2%
Japan	3,576,955	9.5%
Peoples Rep. of China	2,972,264	7.9%
South Korea	1,973,936	5.3%
India	1,172,256	3.1%
Taiwan	463,225	1.2%
<i>Oceania</i>	1,655,596	4.4%
Australia	1,346,487	3.6%
New Zealand	291,866	0.8%
<i>Middle East</i>	1,297,451	3.5%
<i>Africa</i>	542,564	1.4%

OVERSEAS TRAVELERS CHARACTERISTICS:	ALL OVERSEAS VISITORS	ALL LEISURE VISITORS	ALL BUSINESS VISITORS
Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Information Sources*:</i>			
Airlines	44.0%	43.6%	40.5%
Online Travel Agency	32.2%	35.9%	21.4%
Personal Recommendation	27.8%	31.5%	14.1%
Travel Agency Office	20.3%	21.4%	18.6%
Travel Guide	11.9%	15.2%	6.3%
Corporate Travel Dept.	11.2%	6.3%	37.2%
National/State/City Travel Office	8.2%	9.2%	5.8%
Tour Operator/Travel Club	7.7%	9.2%	4.5%
<i>Advance Trip Decision:</i>			
Average Number of Days	97.6	115.5	44.1
Median Number of Days	60.0	90.0	30.0
<i>Advance Airline Reservation:</i>			
Average Number of Days	72.9	87.9	29.8
Median Number of Days	50.0	60.0	16.0
<i>Means of Booking Air Trip:</i>			
Internet Booking Service	31.7%	34.2%	18.0%
Airlines Directly	31.5%	32.5%	22.0%
Travel Agency Office	24.3%	25.6%	21.1%
Corporate Travel Dept.	10.3%	4.3%	39.9%
Tour Operator/Travel Club	8.2%	9.5%	5.0%

OVERSEAS TRAVELERS CHARACTERISTICS:	ALL OVERSEAS VISITORS	ALL LEISURE VISITORS	ALL BUSINESS VISITORS
Total Number of Travelers =	1,656,000	1,129,000	238,000
<i>Use of Pre-Paid Package:</i>			
Yes	15.7%	19.4%	8.8%
No (Independent)	84.3%	80.6%	91.2%
<i>If Package Used, Type of Package*:</i>			
Air/Lodging	5.2%	6.2%	3.7%
Air/Lodging/Bus or Coach	5.3%	6.7%	2.1%
Air/Lodging/Attractions/Events/Ent.	5.0%	6.4%	1.5%
Air/Lodging/Meals	4.7%	5.4%	3.1%
Air/Lodging/Rental Car	3.0%	3.7%	2.0%
Air/Lodging/Guided Tours	2.9%	3.7%	1.1%
Air/Lodging/Tour Guide for Entire Trip	1.8%	2.3%	0.8%
Air/Lodging/Cruise	1.5%	2.1%	0.4%
<i>Pre-Booked Lodging Reservations</i>			
Yes	69.0%	73.0%	79.3%
No	31.0%	27.0%	20.7%
<i>If Pre-Booked Lodging, Pre-Booked Through*:</i>			
Internet Booking Service	30.1%	35.4%	22.7%
The Lodging Establishment Directly	15.4%	15.9%	17.0%
Travel Agency Office	12.8%	15.8%	7.4%
Corporate Travel Dept.	7.4%	2.5%	32.3%
Tour Operator/Travel Club	5.5%	7.0%	2.3%
The Airline	1.5%	1.7%	1.1%
<i>Travel Insurance Purchased:</i>			
Yes	59.0%	62.4%	52.4%
No	41.0%	37.6%	47.6%

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Travel Companions*:</i>			
Traveling Alone	58.3%	42.8%	83.5%
Spouse/Partner	22.0%	32.0%	4.9%
Family/Relatives	16.0%	23.0%	2.6%
Friends	5.8%	8.5%	1.6%
Business Associates	2.4%	0.6%	8.6%
Tour Group	0.3%	0.4%	0.2%
<i>Travel Party Size: (persons)</i>			
Adults Only	89.5%	84.8%	98.1%
Adults and Children	10.5%	15.2%	1.9%
Average Party Size	1.7	1.9	1.3
Median Party Size	1.0	2.0	1.0
<i>Main Purpose of Trip:</i>			
Vacation/Holiday	58.5%	85.9%	4.4%
Visit Friends/Relatives	18.0%	8.5%	1.8%
Business	11.3%	1.6%	86.6%
Convention/Conference/Trade Show	6.7%	2.1%	6.2%
Education	4.4%	1.7%	0.8%
<i>Purpose of Trip*:</i>			
Vacation/Holiday	68.2%	100.0%	15.4%
Visit Friends/Relatives	30.2%	25.0%	10.7%
Business	14.4%	3.2%	100.0%
Convention/Conference/Trade Show	9.0%	3.4%	16.4%
Education	6.4%	3.6%	3.9%
<i>Net Purpose of Trip*:</i>			
Business/Professional	21.0%	6.2%	100.0%
Vacation/Holiday&VFR	81.4%	100.0%	22.2%

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Type of Accommodations*:</i>			
Hotel, Motel	77.6%	81.2%	87.9%
Average Number of Nights	10.3	9.4	10.2
Median Number of Nights	6.0	7.0	6.0
Private Home	31.5%	28.8%	16.3%
Average Number of Nights	20.2	17.2	24.3
Median Number of Nights	10.0	10.0	8.0
Other	4.8%	5.1%	4.7%
Mean Number of Nights	14.3	10.1	19.6
Median Number of Nights	6.0	6.0	5.0
<i>Nights Spent in the U.S.</i>			
Average	18.0	15.1	16.6
Median	10.0	10.0	7.0
<i>First International U.S. Trip:</i>			
First Time Visitors	24.1%	27.2%	17.0%
Repeat Visitors	75.9%	72.8%	83.0%

<i>U.S. Trips in Last 12 Months:</i>			
Mean # of Trips	1.8	1.6	2.5
Median # of trips	1.0	1.0	2.0

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Number of States Visited*:</i>			
One State	73.3%	71.1%	74.3%
Two States	14.8%	15.0%	16.7%
Three or More States	11.9%	14.0%	9.1%
Average (Number of States)	1.5	1.5	1.4
Median (Number of States)	1.0	1.0	1.0
<i>Number of Destinations Visited:</i>			
Average (Number of Destinations)	2.1	2.3	1.7
Median (Number of Destinations)	1.0	2.0	1.0
<i>Transportation in the U.S.*:</i>			
Rented Auto	33.2%	37.5%	33.0%
Company or Private Auto	32.7%	29.3%	34.9%
Taxicab/Limousine	31.1%	30.5%	40.5%
City Subway/Tram/Bus	30.7%	34.0%	21.5%
Airline in the U.S.	28.6%	27.0%	35.6%
Bus between Cities	17.3%	19.4%	10.1%
Railroad between Cities	6.8%	7.0%	5.4%
Cruise Ship/River Boat 1+ Nights	4.5%	5.8%	2.0%
Ferry/River Taxi/Srt Scenic Cruise	9.3%	11.9%	4.5%
Ride-Sharing Service	11.6%	11.6%	13.8%
<i>Air Arrivals Port-of-Entry:</i>			
New York	17.7%	19.8%	16.8%
Miami	13.5%	16.0%	9.7%
Los Angeles	11.6%	12.2%	12.0%
Honolulu	6.2%	8.8%	1.1%
San Francisco	6.2%	5.3%	9.9%
Newark	5.1%	5.0%	6.1%
Chicago	4.5%	2.8%	7.5%
Orlando**	4.2%	5.7%	1.2%
Agana, Guam	3.7%	5.2%	0.4%
Washington Dulles	2.9%	1.7%	3.6%

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
Atlanta	2.8%	1.9%	4.5%
Houston	2.7%	1.8%	5.6%
Boston	2.6%	1.8%	4.1%
Ft. Lauderdale	2.4%	2.3%	1.4%
Dallas/Ft. Worth	2.1%	1.2%	4.3%
Las Vegas	1.7%	2.0%	0.5%
Seattle	1.7%	1.3%	2.3%
Detroit	1.2%	0.6%	2.3%
Philadelphia	0.9%	0.7%	1.0%

<i>U.S. Destinations Visited*:</i>			
<i>New England</i>	5.46%	4.60%	7.84%
Massachusetts	4.37%	3.84%	5.98%
Boston	4.06%	3.56%	5.42%
<i>Middle Atlantic</i>	29.22%	31.16%	27.15%
New York	26.64%	29.69%	21.85%
New York City-WP-Wayne	26.07%	29.20%	21.26%
Pennsylvania	2.59%	2.22%	3.44%
Philadelphia	1.67%	1.53%	1.91%
New Jersey	2.94%	2.31%	4.86%
<i>East North Central</i>	6.59%	4.25%	12.47%
Illinois	4.17%	2.96%	6.62%
Chicago	3.90%	2.80%	6.09%

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<i>West North Central</i>	1.89%	1.42%	2.74%
<i>South Atlantic</i>	33.70%	36.58%	26.94%
Florida	25.38%	29.98%	15.22%
Miami	14.31%	16.91%	9.77%
Orlando	11.90%	15.73%	3.86%
Ft. Lauderdale	2.70%	3.10%	1.56%
Florida Keys-Key West	1.76%	2.46%	0.37%
Tampa-St. Petersburg	1.67%	2.08%	0.98%
Washington D.C. (Metro Area)	5.56%	5.46%	4.75%
Georgia	2.33%	1.73%	4.15%
Atlanta	1.93%	1.35%	3.81%
<i>East South Central</i>	1.69%	1.36%	2.84%
<i>West South Central</i>	5.87%	4.33%	11.50%
Texas	4.50%	2.96%	10.15%
Houston	2.18%	1.49%	4.67%
<i>Mountain</i>	12.00%	13.99%	8.37%
Nevada	9.09%	11.59%	4.70%
Las Vegas	8.85%	11.32%	4.54%
Arizona	3.08%	3.74%	1.72%
Flagstaff-G. Cyn-Sedona	2.05%	2.87%	0.41%
Utah	1.71%	2.14%	0.79%
<i>U.S. Destinations Visited*:</i>			
<i>Pacific</i>	23.59%	22.92%	27.72%
California	21.87%	21.54%	24.90%
Los Angeles	13.24%	14.62%	11.35%
San Francisco	9.50%	10.43%	9.44%
San Diego	3.11%	3.37%	2.47%
Anaheim	1.85%	2.02%	2.02%
Washington	1.94%	1.74%	2.84%
Seattle	1.75%	1.55%	2.66%
<i>Pacific Islands</i>	12.58%	16.20%	1.96%
Hawaiian Islands	8.37%	10.85%	1.51%
Oahu	6.37%	8.49%	1.15%
Guam	4.21%	5.34%	0.44%
<i>Atlantic Islands</i>	0.30%	0.31%	0.38%

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Leisure/Recreational Activities*:</i>			
Shopping	86.0%	88.6%	78.8%
Sightseeing	78.1%	83.8%	59.3%
National Parks/Monuments	35.4%	40.2%	20.9%
Experience Fine Dining	32.0%	32.6%	33.3%
Amusement/Theme Parks	28.5%	33.1%	13.8%
Art Gallery, Museum	28.2%	30.3%	19.4%
Small Towns/Countryside	27.2%	29.1%	20.3%
Historical Locations	26.5%	30.0%	16.8%
Guided Tours	22.7%	27.4%	11.4%
Concert, Play, Musical	15.5%	17.6%	9.1%
Cultural/Ethnic Heritage Sights	15.3%	17.5%	9.4%
Nightclub/ Dancing	13.0%	13.6%	13.1%
Sporting Event	12.4%	13.0%	11.3%
Water Sports	9.5%	11.3%	5.3%
Casinos/Gambling	8.9%	10.2%	6.4%
American Indian Communities	5.2%	6.0%	3.4%
Camping, Hiking	4.7%	5.1%	3.8%
Environmental/Ecological Excursions	3.8%	4.2%	2.4%
Golf/Tennis	3.1%	3.0%	4.2%
Hunting/Fishing	1.6%	1.5%	1.1%
Snow Sports	1.2%	1.1%	1.2%

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Main factors involved in Airline Choice:</i>			
Airfare	36.5%	39.7%	21.0%
Non-Stop Flight	17.8%	17.8%	17.9%
Convenient Schedule	14.8%	13.4%	20.1%
Previous Good Experience	7.3%	7.4%	7.1%
Safety Reputation	5.9%	6.2%	4.8%
Mileage Bonus/Freq. Flyer program	5.6%	5.1%	8.8%
Loyalty to Carrier	2.7%	2.5%	3.7%
In-Flight Service Reputation	2.3%	2.3%	3.1%
On-time Reputation	2.2%	2.2%	2.4%
Employer Policy	2.1%	0.7%	8.2%
<i>Type of Airline Ticket:</i>			
Paid Ticket	81.3%	81.2%	81.2%
Discount/Group Fare	2.9%	3.1%	2.4%
Frequent Flyer Award	2.8%	3.0%	2.2%
Paid Upgrade	2.1%	1.8%	3.4%
Non-Revenue Passenger	1.6%	1.6%	1.7%
Frequent Flyer Upgrade	0.7%	0.5%	1.6%
Don't Know	11.0%	11.0%	10.4%
<i>Seating Area:</i>			
Economy/Tourist/Coach	83.3%	86.1%	70.5%
Premium Economy	10.6%	9.4%	16.0%
Executive/Business	5.2%	3.8%	11.6%
First Class	0.9%	0.7%	1.8%

OVERSEAS TRAVELERS CHARACTERISTICS:	ALL OVERSEAS VISITORS	ALL LEISURE VISITORS	ALL BUSINESS VISITORS
Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Average Total Trip Expenditures:</i>			
Per Travel Party	\$4,636	\$5,014	\$4,513
Per Visitor	\$2,759	\$2,588	\$3,541
<i>Average International Airfare</i>			
Per Travel Party	\$1,887	\$1,889	\$2,281
Per Visitor	\$1,178	\$1,023	\$1,825
<i>Average Package Price</i>			
Per Travel Party	\$5,229	\$5,293	\$5,092
Per Visitor	\$2,257	\$2,155	\$3,161
<i>Average Expenditures in the U.S.:</i>			
Per Travel Party	\$2,656	\$3,032	\$2,188
Per Visitor	\$1,581	\$1,565	\$1,717
Per Visitor Per Day	\$88	\$104	\$103

<i>Avg. Exp. by Category (per visitor):</i>			
Lodging	\$466	\$416	\$724
Shopping, Gifts & Other Purchases	\$352	\$367	\$283
Food, Beverages	\$301	\$310	\$289
Entertainment	\$198	\$228	\$132
Ground Transportation	\$90	\$89	\$119
Air Transportation	\$79	\$76	\$102
Other	\$63	\$50	\$33
Medical Services	\$6	\$4	\$2

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
<i>Trip Expenses Payment Methods:</i>			
Purchases Using Credit Cards	40.5%	38.1%	56.6%
Cash from Home/Travelers Checks	32.7%	35.9%	17.5%
Cash Adv./Withdrawal Using Credit Card	16.2%	15.4%	18.0%
Purchases Using Debit Cards	5.8%	5.8%	4.2%
Cash Adv./Withdrawal Using Debit Card	4.8%	4.9%	3.7%
<i>Travelers Use of Payment Methods*:</i>			
Cash from Home/Travelers Checks	64.6%	69.4%	47.8%
Purchases Using Credit Cards	63.3%	63.8%	72.1%
Cash Adv./Withdrawal Using Credit Card	30.4%	30.3%	33.1%
Purchases Using Debit Cards	12.6%	13.2%	9.0%
Cash Adv./Withdrawal Using Debit Card	11.9%	12.3%	9.8%
<i>Share of Expenses by Payment Methods:</i>			
Purchases Using Credit Cards	44.1%	40.8%	61.6%
Cash from Home/Travelers Checks	29.2%	33.0%	15.2%
Cash Adv./Withdrawal Using Credit Card	13.8%	13.5%	14.2%
Purchases Using Debit Cards	7.3%	7.0%	4.7%
Cash Adv./Withdrawal Using Debit Card	5.7%	5.6%	4.3%
<i>Sex & Age of Traveler:</i>			
Male Adults	53.7%	48.1%	75.7%
Female Adults	46.3%	51.9%	24.3%
Average Age of Male (years)	40.8	39.9	41.1
Average Age of Female (years)	39.5	38.1	37.3

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Total Number of Travelers =	37,589,000	25,636,000	5,413,000
Occupation:			
Mgmt., Business, Science, & Arts	42.8%	40.2%	62.0%
Service Occupations	12.2%	13.4%	10.6%
Sales & Office	11.2%	12.3%	11.5%
Student	10.8%	10.8%	3.3%
Retired	7.6%	7.0%	1.2%
Homemaker	4.4%	4.6%	0.9%
Production, Trans., & Material Moving	4.1%	4.0%	6.4%
Government/Military	3.4%	4.0%	1.4%
Natural Resources, Const., & Maintenance	2.5%	2.8%	2.0%
Other	0.9%	0.9%	0.7%
Annual Household Income:			
Average	\$78,895	\$75,768	\$101,685
Median	\$57,105	\$56,540	\$76,320

(1) Country estimates are only listed if they generated at least 150,000 overseas visitors and have 400 or more Survey respondents

(2) All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94.

*Multiple Response.

**Orlando excluding Sanford.

Business travelers are defined as the respondents who stated that one of the purposes of their trip was business.

Leisure travelers are defined as the respondents who stated one of the purposes of their trip was vacation/holiday.

All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by

37,589,000 (total overseas travelers to the U.S.), 25,636,000 (total leisure-vac. travelers), or 5,413,000 (total business travelers).