

	A	B	C	D	E	F	G	H	I	J	K
1	<b>U.S. Citizens on Leisure/Visiting Friends or Relatives Travel Profile</b>										
2	Visitation from U.S.										
3											
4	<b>TRENDS IN VISITATION</b> (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
6	U.S. Visitation on Leisure/VFR Travel		25,876	23,889	22,321	23,229	23,850	25,455	27,608	30,323	4,447
7	% Change		0	-8	-7	4	3	7	8	10	17
8											
9	<b>TRENDS IN PAYMENTS</b> (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016	Change 2016 / 2009
11	Total Travel & Tourism Imports <sup>1</sup>		-	-	-	-	-	-	-	-	-
12	Travel (all purposes including education)		-	-	-	-	-	-	-	-	-
13	Of which: Education Related		-	-	-	-	-	-	-	-	-
14	Of which: Other Business/Personal Travel		-	-	-	-	-	-	-	-	-
15	Passenger Air Transportation		-	-	-	-	-	-	-	-	-
16	Change (%) in Total Imports		-	-	-	-	-	-	-	-	-
17											
18	<b>VISITATION TO DESTINATIONS</b> <sup>3</sup>		Market Share 2015 (percent)	Volume 2015 (000s)	Market Share 2016 (percent)	Volume 2016 (000s)					
19											
20	<b>EUROPE</b>		34.7	9,580	35.8	10,856					
21	United Kingdom		8.9	2,457	9.2	2,790					
22	Italy		6.7	1,850	6.7	2,032					
23	France		7.5	2,071	6.5	1,971					
24	Germany		5.0	1,380	5.4	1,637					
25	Spain		4.0	1,104	4.2	1,274					
26	Ireland		2.6	718	2.9	879					
27	Netherlands		2.5	690	2.7	819					
28	Switzerland		1.8	497	1.8	546					
29	Greece		1.4	387	1.6	485					
30	Austria		1.4	387	1.5	455					
31	Czech Republic		1.1	304	1.2	364					
32	Iceland		**	**	1.0	303					
33	Hungary		1.1	304	**	**					
34	<b>CARIBBEAN</b>		26.5	7,316	24.8	7,520					
35	Dominican Rep.		9.6	2,650	8.4	2,547					
36	Jamaica		5.2	1,436	4.5	1,365					
37	Bahamas		3.8	1,049	3.2	970					
38	Aruba		**	**	2.3	697					
39	<b>ASIA</b>		17.2	4,749	17.9	5,428					
40	Vietnam		1.1	304	**	**					
41	India		3.4	939	3.4	1,031					
42	P. R. of China		2.9	801	3.0	910					
43	Japan		2.4	663	2.6	788					
44	Philippines		2.5	690	2.6	788					
45	Thailand		1.4	387	1.7	515					
46	R. of China Taiwan		1.6	442	1.4	425					
47	Korea, South		1.3	359	1.2	364					
48	<b>CENTRAL AMERICA</b>		7.6	2,098	7.7	2,335					
49	Costa Rica		**	**	3.3	1,001					
50	<b>SOUTH AMERICA</b>		7.1	1,960	7.1	2,153					
51	Colombia		2.0	552	2.1	637					
52	Peru		1.5	414	1.6	485					
53	Brazil		1.1	304	1.2	364					
54	<b>MIDDLE EAST</b>		5.3	1,463	4.7	1,425					
55	United Arab Emirates		1.2	331	0.9	273					
56	Turkey		1.4	387	**	**					
57	<b>AFRICA</b>		2.6	718	2.5	758					
58	Morocco		0.5	138	**	**					
59	South Africa		0.7	193	**	**					
60	<b>OCEANIA</b>		2.0	552	2.0	606					
61	Australia		**	**	1.3	394					
62											

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1	<b>U.S. Citizens on Leisure/Visiting Friends or Relatives Travel Profile</b>										
2	Visitation from U.S.										
3											
63	<b>SELECTED TRAVELER CHARACTERISTICS (by percentage point change)</b>										
64	<b>Information Sources Used to Plan Trip</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
65		Airline	52.6	53.9	1.3						
66		Online Travel Agency	34.5	35.3	0.8						
67		Personal Recommendation	22.3	23.6	1.3						
68		Travel Agency Office	17.1	17.0	-0.1						
69		Travel Guides	7.7	7.9	0.2						
70		Tour Operator/Travel Club	8.2	7.9	-0.3						
71		Corporate Travel Department	4.3	4.0	-0.3						
72		National/State/City Travel Office	4.0	4.0	0.0						
73		Other	6.4	5.7	-0.7						
74											
75	<b>Main Purpose of Trip</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
76		Vacation/Holiday	62.6	63.2	0.6						
77		Visit Friends/Relatives	31.9	31.6	-0.3						
78		Education	1.7	1.8	0.1						
79		Business	1.6	1.4	-0.2						
80		Convention/Conference/Trade Show	1.1	1.1	0.0						
81		Religion/Pilgrimage	0.7	0.5	-0.2						
82		Health Treatment	0.2	0.2	0.0						
83		Other	0.2	0.2	0.0						
84											
85	<b>Purpose of Trip</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
86		Vacation/Holiday	75.7	76.3	0.6						
87		Visit Friends/Relatives	44.5	44.1	-0.4						
88		Education	4.3	4.1	-0.2						
89		Business	3.3	3.0	-0.3						
90		Convention/Conference/Trade Show	2.0	1.7	-0.3						
91		Religion/Pilgrimage	1.8	1.7	-0.1						
92		Health Treatment	0.8	0.8	0.0						
93		Other	0.5	0.4	-0.1						
94											
95	NET PURPOSES OF TRIP:										
96		LEISURE & VFR	100.0	100.0	0.0						
97		BUSINESS & CONVENTION	4.9	4.5	-0.4						
98											
99	<b>Transportation Types Used in Other Countries:</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
100		Air Travel between Non U.S. Cities	64.1	62.6	-1.5						
101		Auto, Company or Private	38.8	39.7	0.9						
102		Taxicab/Limousine	28.7	28.0	-0.7						
103		City Subway/Tram/Bus	20.2	21.6	1.4						
104		Bus between Cities	20.8	20.5	-0.3						
105		Railroad between Cities	14.7	14.7	0.0						
106		Rented Auto	12.5	12.6	0.1						
107		Ride-sharing Services	n.a.	7.9	n.a.						
108		Cruise Ship/River Boat 1+ Nights	5.9	6.6	0.7						
109		Ferry/River Taxi/Srt Scenic Cruise	7.1	6.4	-0.7						
110		Rented Bicycle/Motorcycle/Moped	2.7	2.6	-0.1						
111		Motor Home/Camper	0.5	0.5	0.0						
112											

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1	<b>U.S. Citizens on Leisure/Visiting Friends or Relatives Travel Profile</b>										
2	<b>Visitation from U.S.</b>										
3											
113	<b>Activity Participation in Other Countries</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
114		Sightseeing	82.3	82.7	0.4						
115		Shopping	76.9	76.3	-0.6						
116		Small Towns/Countryside	44.5	46.3	1.8						
117		Historical Locations	41.1	41.1	0.0						
118		Experience Fine Dining	41.6	40.0	-1.6						
119		Guided Tours	39.3	39.9	0.6						
120		Art Galleries/Museums	33.3	33.8	0.5						
121		Cultural/Ethnic Heritage Sites	32.7	33.6	0.9						
122		National Parks/Monuments	31.5	31.2	-0.3						
123		Nightclubbing	24.9	24.7	-0.2						
124		Water Sports	23.2	21.7	-1.5						
125		Concert/Play/Musical	13.6	12.7	-0.9						
126		Amusement/Theme Parks	10.1	10.3	0.2						
127		Casino/Gamble	10.1	9.0	-1.1						
128		Camping/Hiking	8.4	8.7	0.3						
129		Environ./Eco. Excursions	8.0	8.6	0.6						
130		Sporting Event	6.1	6.3	0.2						
131		Hunting/Fishing	4.0	3.6	-0.4						
132		Golfing/Tennis	3.8	3.1	-0.7						
133		Snow Sports	1.2	1.1	-0.1						
134		Other	0.4	0.8	0.4						
135											
136	<b>SELECTED TRAVELER CHARACTERISTICS</b>		<b>2015 (Percent)</b>	<b>2016 (Percent)</b>	<b>% Point Change <sup>2</sup> (Points)</b>						
137		Advance Trip Decision Time (mean days)	108.1	110.6	2.5						
138		Advance Trip Decision Time (median days)	90	90	0.0						
139		Prepaid Package	14.0	12.5	-1.5						
140		First International Trip Outside the U.S.	6.9	7.2	0.3						
141		Length of Stay Outside the U.S. (mean nights)	15.9	16.1	0.2						
142		Length of Stay Outside the U.S. (median nights)	10	10	0.0						
143		Number of Countries Visited (% 1 country)	82.1	82.3	0.2						
144		Average Number of Countries Visited	1.3	1.3	0.0						
145		Hotel/Motel (% 1+ nights)	61.1	63.2	2.1						
146		Average # of Nights in Hotel/Motel	8.7	8.9	0.2						
147		Travel Party Size (mean # of persons)	1.6	1.7	0.1						
148		Gender: % Male (among adults)	46.1	46.2	0.1						
149		Household Income (mean average)	\$ 122,107	\$ 119,779	-\$2,328						
150		Household Income (median average)	\$ 100,000	\$ 100,000	\$						
151		Average Age: Female	44.1	44.7	0.6						
152		Average Age: Male	45.4	45.3	-0.1						
153											
154	<b>Residence of U.S. Travelers <sup>4</sup></b>		<b>Market Share 2015 (percent)</b>	<b>Volume 2015 (000s)</b>	<b>Market Share 2016 (percent)</b>	<b>Volume 2016 (000s)</b>					
155											
156	<b>REGIONS</b>										
157		SOUTH ATLANTIC	23.1	6,378	23.7	7,187					
158		MIDDLE ATLANTIC	21.1	5,825	21.2	6,429					
159		PACIFIC	14.4	3,976	17.2	5,216					
160		EAST NORTH CENTRAL	10.1	2,788	9.8	2,972					
161		WEST SOUTH CENTRAL	11.1	3,065	9.1	2,759					
162		NEW ENGLAND	7.1	1,960	6.3	1,910					
163		MOUNTAIN	5.3	1,463	5.9	1,789					
164		WEST NORTH CENTRAL	4.3	1,187	3.7	1,122					
165		EAST SOUTH CENTRAL	2.5	690	2.4	728					

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1	<b>U.S. Citizens on Leisure/Visiting Friends or Relatives Travel Profile</b>										
2	<b>Visitation from U.S.</b>										
3											
166	<b>STATES</b>										
167	California		11.1	3,065	13.9	4,215					
168	Florida		7.7	2,126	8.8	2,668					
169	New York		10.2	2,816	7.7	2,335					
170	Pennsylvania		5.5	1,518	7.7	2,335					
171	Texas		9.1	2,512	7.6	2,305					
172	New Jersey		5.4	1,491	5.7	1,728					
173	Illinois		2.7	745	3.5	1,061					
174	Massachusetts		4.0	1,104	3.5	1,061					
175	Virginia		3.4	939	3.3	1,001					
176	Maryland		3.2	883	3.1	940					
177	Georgia		3.3	911	3.0	910					
178	North Carolina		2.9	801	2.8	849					
179	Michigan		2.8	773	2.5	758					
180	Washington		2.1	580	2.2	667					
181	Colorado		1.8	497	2.1	637					
182	Ohio		2.2	607	1.8	546					
183	Arizona		**	**	1.5	455					
184	Connecticut		1.5	414	1.4	425					
185	Minnesota		1.5	414	1.3	394					
186	<b>CITIES</b>										
187	New York City		7.8	2,153	6.3	1,910					
188	Los Angeles		3.2	883	4.7	1,425					
189	Philadelphia		2.8	773	4.4	1,334					
190	Washington, D.C.		3.0	828	2.8	849					
191	Houston		3.0	828	2.8	849					
192	Miami		2.2	607	2.8	849					
193	Chicago		2.1	580	2.7	819					
194	Atlanta		2.5	690	2.2	667					
195	Dallas		2.5	690	1.9	576					
196	Ft. Lauderdale		1.5	414	1.7	515					
197	Seattle		1.4	387	1.6	485					
198	Boston		1.6	442	1.5	455					
199	Anaheim		**	**	1.4	425					
200	Edison-New Brunswick		1.5	414	1.4	425					
201	San Diego		**	**	1.4	425					
202	San Francisco		1.0	276	1.2	364					
203	Oakland		**	**	1.0	303					
204	San Jose		**	**	1.0	303					
205	Minn./St. Paul		1.2	331	0.9	273					
206	Nassau		1.1	304	**	**					

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1	<b>U.S. Citizens on Leisure/Visiting Friends or Relatives Travel Profile</b>										
2	<b>Visitation from U.S.</b>										
3											
207	<b>Notes:</b>										
208	(1)	Total Travel & Tourism Imports = <u>travel payments</u> (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) + <u>passenger fare payments</u> (fares paid to foreign air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).									
209											
210	(2)	Percentage-point and percentage changes are based on non-rounded data.									
211											
212	(3)	Only country and world region destinations having a sample size of 400 or more are displayed.									
213											
214	(4)	Only U.S. origin areas having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported origins may have a higher proportion of total than those reported.									
215											
216	(r)	Revised travel payments estimates from BEA.									
217											
218	(n.a.)	Not available in 2015, which also means comparisons cannot be provided.									
219											
220	(-)	No estimate available.									
221											
222	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
223											
224	Note:	This profile shows only a portion of the 40 travel characteristics data reported on international travel from the U.S.									
225											
226	Interested in data for your destination?: NTTO sells custom reports. To learn more, go to:										
227	<a href="http://travel.trade.gov/research/programs/ifs/customized.html">http://travel.trade.gov/research/programs/ifs/customized.html</a>										
228											
229	Source: U.S. Department of Commerce, ITA, National Travel and Tourism Office; Bureau of Economic Analysis										
230											
231	Publication Date: December 2017										
232											