



Office of Travel and Tourism Industries

International Visitation to the United States: A Statistical Summary of U.S. Visitation (2011)



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Why is International Travel Important?

- Represents 7% of all exports for the United States.
- Largest services sector export - \$153 billion or 25% of services.
- Third-largest merchandise/services export category.
- Generated a trade surplus of \$43 billion.
- Supported 1.2 million jobs.
- International visitation represents only 4% of travelers, but 17% of traveler spending, payroll, employment and taxes.



INTERNATIONAL
TRADE
ADMINISTRATION

2011 International Visitation Sets New Record to Support the National Export Initiative

2011 was another very good year for the U.S. travel and tourism industry. The United States welcomed 62.7 million international visitors in 2011, a record number of visitors to the United States, and 2.9 million more than the year before. The top inbound markets continued to be Canada and Mexico. Non-resident visits from Canada grew seven percent in 2011, setting a new record. At the same time, visits from Mexico were flat. Five of the top inbound overseas regional markets also posted a record level of visits: South America, Oceania, Middle East, Eastern Europe and Africa, due in part to record level non-resident visits to the United States from Brazil, Australia, and Russia. Visitation from Western Europe grew five percent, led by visits from Germany and France. Visits from South Korea and the People's Republic of China spurred Asia to post a three percent increase for the year.

Annual overseas arrivals (excluding Canada and Mexico) totaled 27.9 mil-

lion in 2011. Overseas travel grew six percent for the year, creating a new record level of overseas visits for the United States. Travel from overseas markets accounted for 45 percent of total arrivals to the United States. Twenty-four of the top 50 overseas markets set new visitation records in 2011.

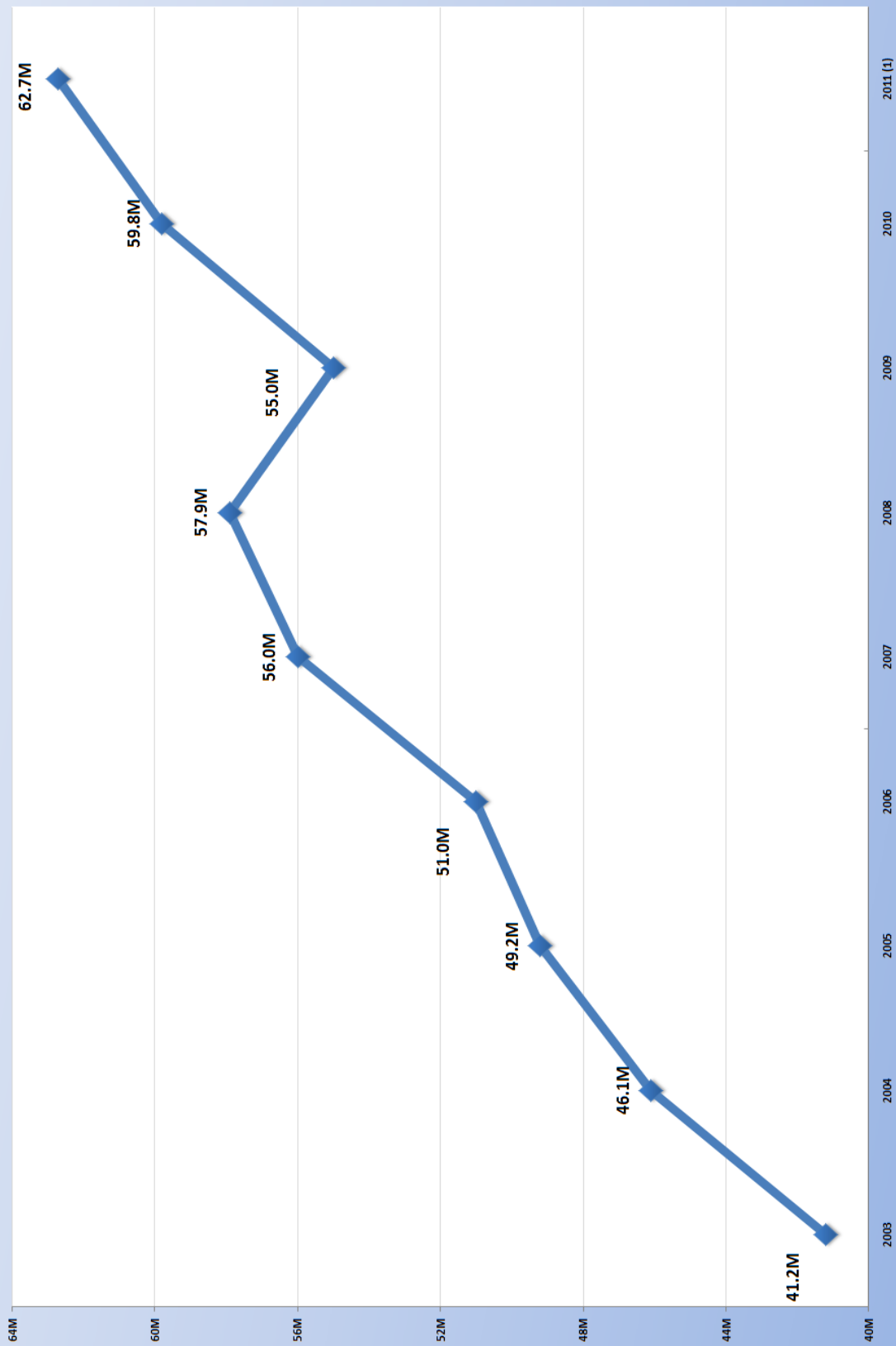


In 2011, 16 of the top 20 inbound visitor markets posted increases, with nine registering double-digit increases. Visits from Mexico and the United Kingdom were flat for the year, while visitation from both Japan and Ireland declined four percent. The top 20 visitor markets accounted for 89 percent of all international arrivals to the United States and, as a group, the number was up four percent compared to 2010.



International Visitation to the United States

International Visitation to the United States: 2003-2011⁽¹⁾
(Millions of Visitors)



Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo.

⁽¹⁾ Record level of visits in 2011.

r= Totals revised due to annual revision by Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

International Visitation to the United States

International Visitors (Inbound) and U.S. Residents (Outbound) International Travelers to/from the United States 2003 - 2011^r

International Visitors (Inbound)	2003	2004	2005	2006	2007	2008	2009	2010	2011 ^r
Total Inbound (000s)	41,218	46,085	49,206	50,977	55,978	57,942	54,962	59,796	62,711
% Change	-5%	12%	7%	4%	10%	4%	-5%	9%	5%
Overseas ⁽¹⁾⁽²⁾	18,026	20,322	21,679	21,668	23,892	25,341	23,756	26,363	27,883
% Change	-6%	13%	7%	0%	10%	6%	-6%	11%	6%
Canada ⁽¹⁾	12,666	13,856	14,862	15,992	17,759	18,915	17,977	19,964	21,337
% Change	-3%	9%	7%	8%	11%	7%	-5%	11%	7%
Mexico	10,526	11,907	12,665	13,317	14,327	13,686	13,229	13,469	13,491
% Change	-8%	13%	6%	5%	8%	-4%	-3%	2%	0%
U.S. Residents (Outbound)	2003	2004	2005	2006	2007	2008	2009	2010	2011^r
Total Outbound (000s)	56,250	61,809	63,502	63,663	64,029	63,563	61,419	60,271	58,702
% Change	-3%	10%	3%	0%	1%	-1%	-3%	-2%	-3%
Overseas	24,452	27,351	28,787	30,148	31,228	30,789	30,300	28,507	27,023
% Change	5%	12%	5%	5%	4%	-1%	-2%	-6%	-5%
Canada	14,232	15,088	14,390	13,856	13,376	12,503	11,667	11,749	11,595
% Change	-12%	6%	-5%	-4%	-3%	-7%	-7%	1%	-1%
Mexico	17,566	19,370	20,325	19,659	19,425	20,271	19,452	20,015	20,084
% Change	-5%	10%	5%	-3%	-1%	4%	-4%	3%	0%

Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo.

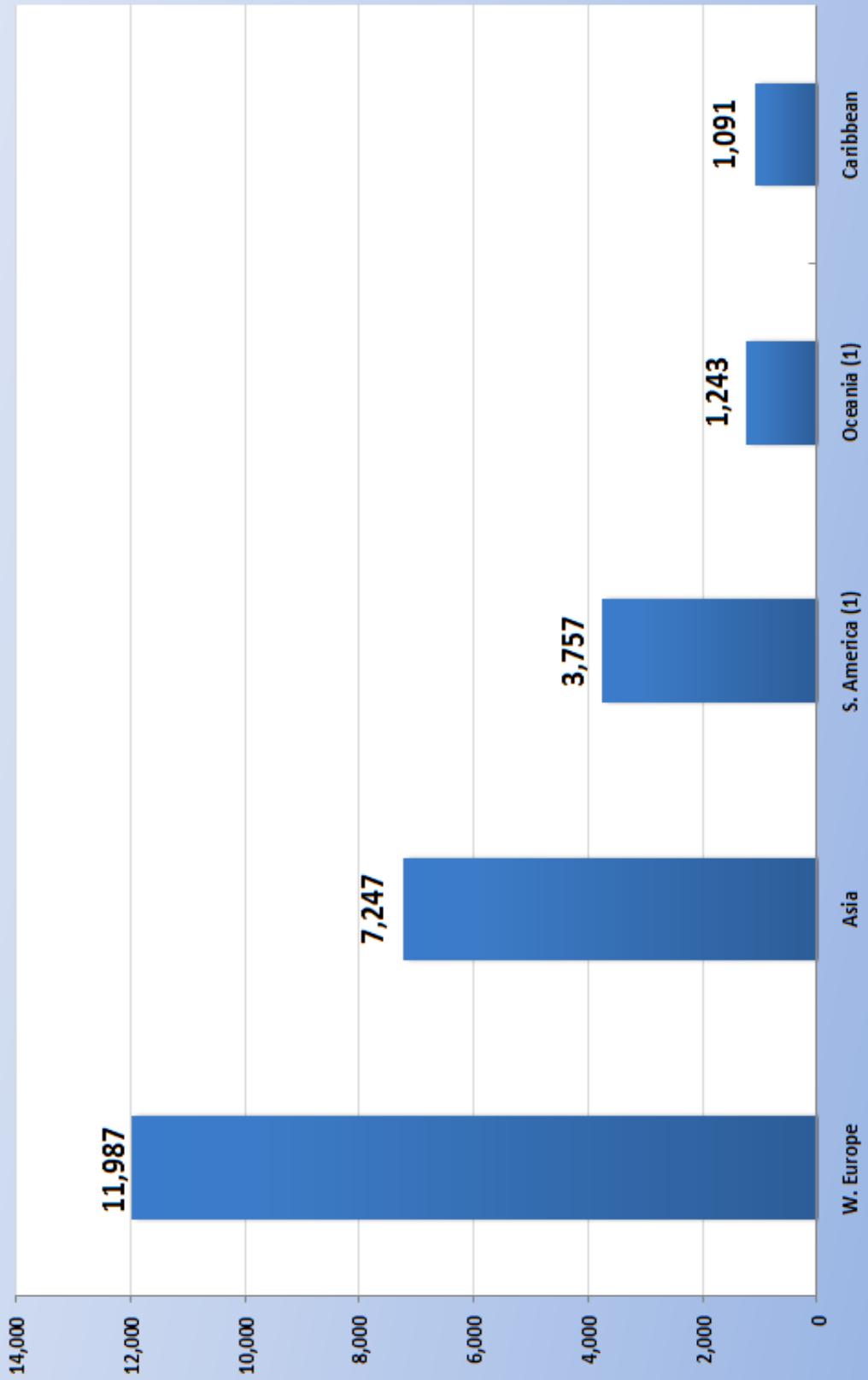
⁽¹⁾ Record level of visits in 2011.

⁽²⁾ "Overseas" excludes Canada and Mexico.

^r Totals revised due to annual revision by Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

International Visitation to the United States

Top Five Overseas Regions for Visitation to the United States in 2011 (Thousands of Visitors)

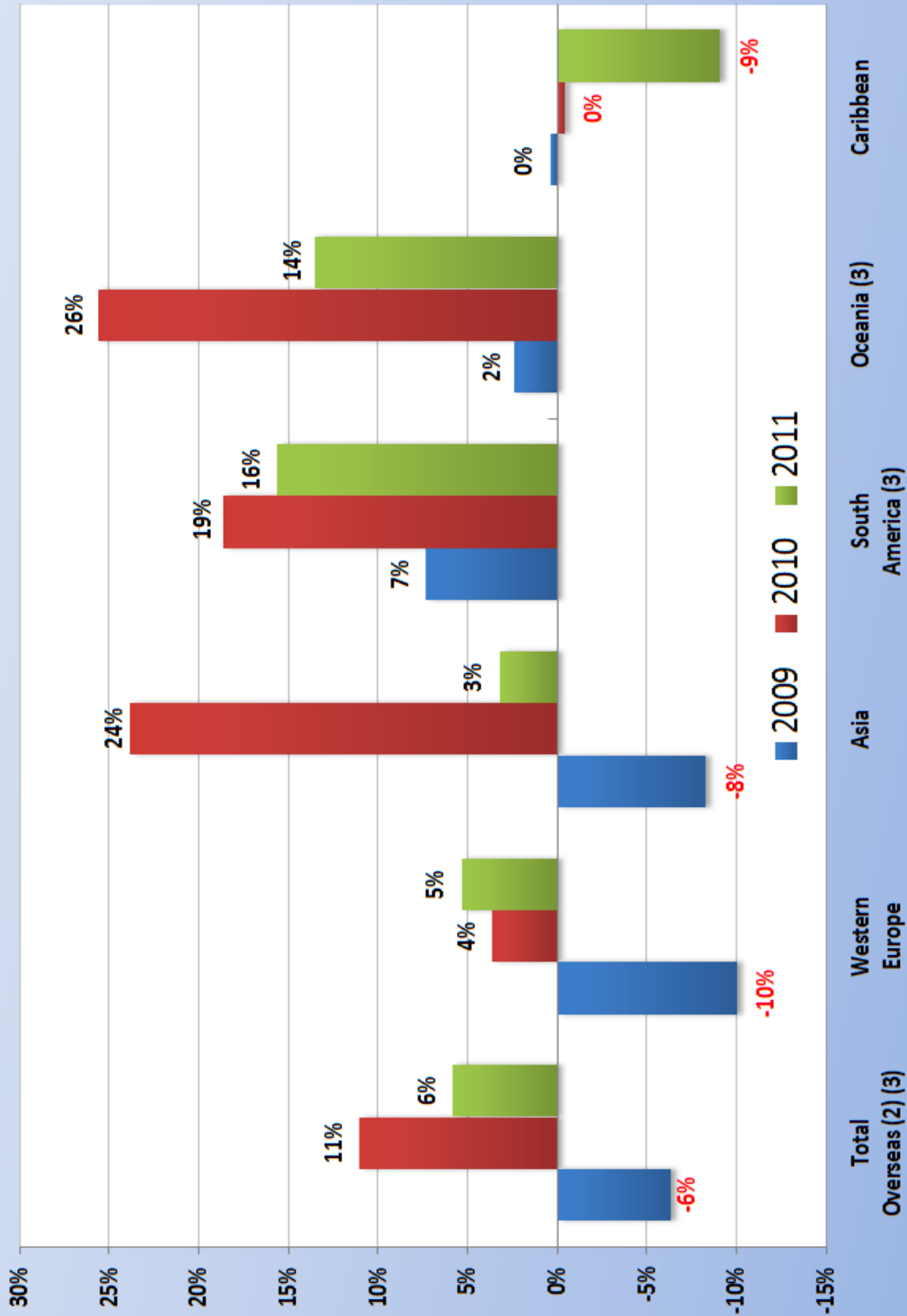


Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

⁽¹⁾ Record level of visits in 2011.

International Visitation to the United States

Top Five Overseas Regions for Visitation to the United States: 3 Year Comparison ⁽¹⁾



Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

⁽¹⁾ The percent change was calculated by comparing the yearly data to the previous year's data.

⁽²⁾ "Overseas" excludes Canada and Mexico.

⁽³⁾ Record level of visits in 2011

International Visitation to the United States

International Visitors to the U.S. by Region of Residence 2010 vs 2011^r

Region/Country of Residence	2010	2011 ^r	% Change (2011/2010)
Total Arrivals ^{(1) (2)}	59,795,616	62,711,157	5%
North America ^{(2) (3)}	33,443,000	34,828,000	4%
Canada ^{(2) (4)}	19,964,000	21,337,000	7%
Canada Air ^{(2) (4)}	6,910,000	7,467,000	8%
Mexico ⁽⁴⁾	13,469,000	13,491,000	0%
Mexico Air ⁽⁵⁾	1,674,913	1,949,712	16%
Overseas ^{(2) (6)}	26,362,616	27,883,157	6%
Western Europe	11,378,767	11,986,795	5%
Asia	7,019,502	7,246,776	3%
South America ⁽²⁾	3,250,298	3,756,689	16%
Caribbean	1,200,740	1,091,419	-9%
Oceania ⁽²⁾	1,095,252	1,243,433	14%
Central America	760,441	747,168	-2%
Middle East ⁽²⁾	735,549	810,688	10%
Eastern Europe ⁽²⁾	606,422	673,105	11%
Africa ⁽²⁾	315,645	327,084	4%

Sources: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

⁽¹⁾ "Total Arrivals" is the sum of Canada, Mexico and all Overseas.

⁽²⁾ Record level of visits in 2011.

⁽³⁾ "North America" includes Canada and Mexico only.

⁽⁴⁾ Figures based on respective governments' survey data, therefore, rounded to the nearest thousand.

⁽⁵⁾ "Mexico Air" data based on U.S. Department of Homeland Security I-94 form.

⁽⁶⁾ "Overseas" excludes Canada and Mexico.

^r = Totals revised due to annual revision by Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).



International Visitation to the United States

Top 50 Markets for International Visitors to the United States
2010 vs 2011^r

Rank	Region/Country of Residence	2010	2011 ^r	% Change (2011/2010)
	Total Arrivals ^{(1) (2)}	59,795,616	62,711,157	5%
	North America ^{(2) (3)}	33,443,000	34,828,000	4%
1	Canada ^{(2) (4)}	19,964,000	21,337,000	7%
	Canada Air ^{(2) (4)}	6,910,000	7,467,000	8%
2	Mexico ⁽⁴⁾	13,469,000	13,491,000	0%
	Mexico Air ⁽⁵⁾	1,674,913	1,949,712	16%
	Overseas ^{(2) (6)}	26,362,616	27,883,157	6%
3	United Kingdom	3,850,864	3,835,300	0%
4	Japan	3,386,076	3,249,569	-4%
5	Germany	1,726,193	1,823,797	6%
6	Brazil ⁽²⁾	1,197,866	1,508,279	26%
7	France ⁽²⁾	1,342,207	1,504,182	12%
8	South Korea ⁽²⁾	1,107,518	1,145,216	3%
9	People's Republic of China ⁽²⁾	801,738	1,089,405	36%
10	Australia ⁽²⁾	904,247	1,037,852	15%
11	Italy ⁽²⁾	838,225	891,571	6%
12	Spain ⁽²⁾	639,654	700,183	9%
13	India ⁽²⁾	650,935	663,465	2%
14	Netherlands	570,179	601,013	5%
15	Venezuela	491,604	561,080	14%
16	Argentina	436,192	512,258	17%
17	Colombia ⁽²⁾	494,739	496,814	0%
18	Switzerland ⁽²⁾	390,591	476,502	22%
19	Sweden ⁽²⁾	371,853	438,972	18%
20	Ireland	360,492	346,879	-4%
21	Israel	306,914	302,673	-1%
22	Taiwan	291,107	290,313	0%
23	Denmark ⁽²⁾	258,788	274,420	6%
24	Belgium	254,892	259,490	2%
25	Norway ⁽²⁾	221,145	249,167	13%

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International Visitation to the United States

Top 50 Markets for International Visitors to the United States 2010 vs 2011^r

Rank	Region/Country of Residence	2010	2011 ^r	% Change (2011/2010)
26	Dominican Republic	239,972	230,188	-4%
27	Bahamas	243,204	222,741	-8%
28	Russia ⁽²⁾	174,511	221,888	27%
29	Ecuador ⁽²⁾	195,546	210,910	8%
30	New Zealand ⁽²⁾	174,619	188,974	8%
31	Guatemala	188,218	183,671	-2%
32	Austria	168,403	179,482	7%
33	Peru	173,269	171,870	-1%
34	Chile	146,736	171,459	17%
35	Costa Rica	165,594	168,722	2%
36	Philippines	177,525	166,829	-6%
37	Singapore ⁽²⁾	139,319	159,302	14%
38	Jamaica	178,791	159,235	-11%
39	Trinidad and Tobago	136,628	132,931	-3%
40	Saudi Arabia ⁽²⁾	89,409	132,920	49%
41	Hong Kong	131,712	128,512	-2%
42	Turkey ⁽²⁾	115,237	122,022	6%
43	Finland ⁽²⁾	111,840	121,059	8%
44	Honduras ⁽²⁾	115,616	119,671	4%
45	Panama ⁽²⁾	118,976	119,542	0%
46	Poland	114,702	111,158	-3%
47	El Salvador	112,346	97,967	-13%
48	Portugal ⁽²⁾	93,584	96,434	3%
49	South Africa	80,174	86,597	8%
50	Nigeria ⁽²⁾	79,427	82,945	4%

Sources: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

⁽¹⁾ "Total Arrivals" is the sum of Canada, Mexico and all Overseas.

⁽²⁾ Record level of visits in 2011.

⁽³⁾ "North America" includes Canada and Mexico only.

⁽⁴⁾ Figures based on respective governments' survey data, therefore, rounded to the nearest thousand.

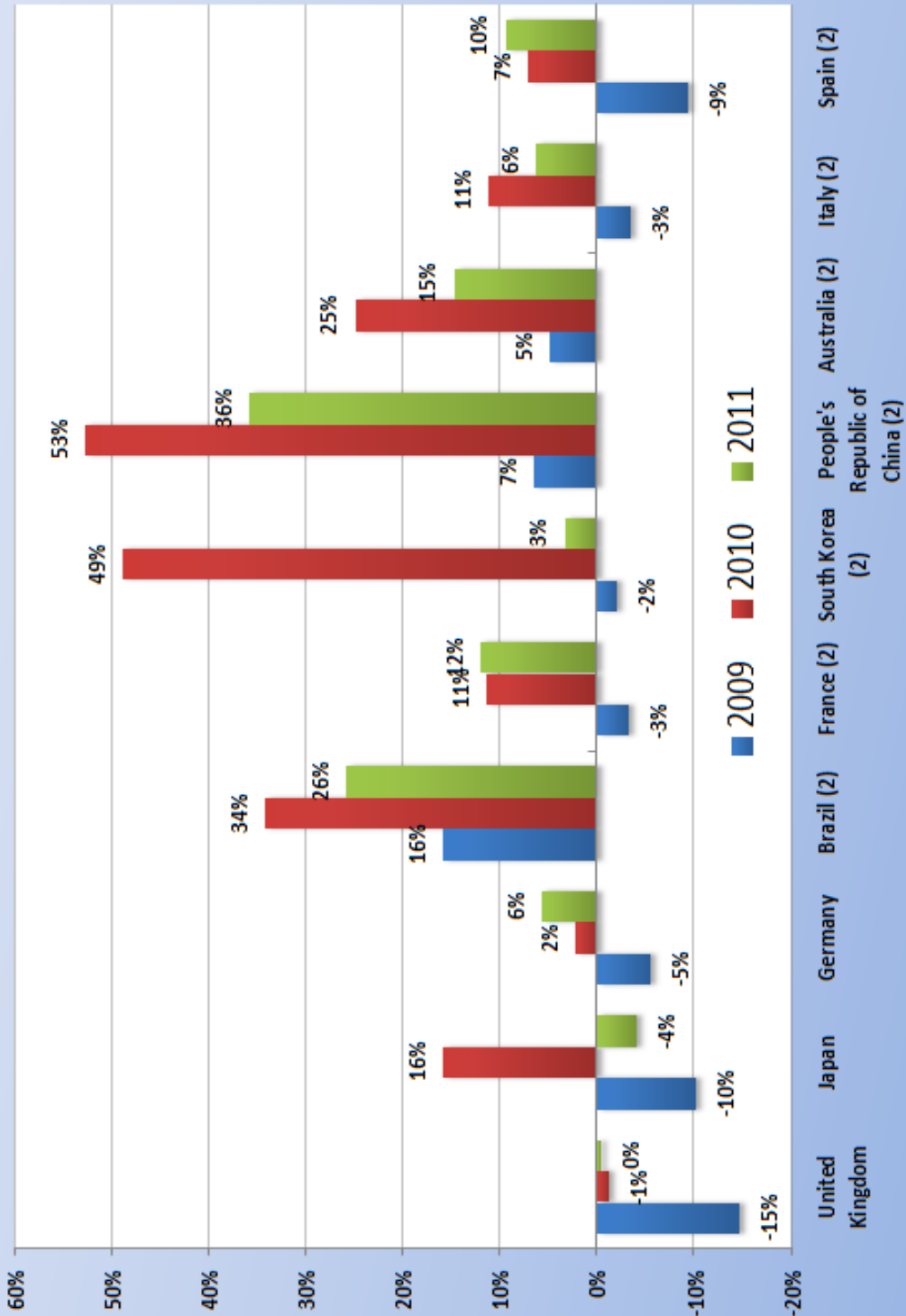
⁽⁵⁾ "Mexico Air" data based on U.S. Department of Homeland Security I-94 form.

⁽⁶⁾ "Overseas" excludes Canada and Mexico.

^r = Totals revised due to annual revision by Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

International Visitation to the United States

Top 10 Overseas Markets for International Visitors 3 Year Comparison¹



Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

(1) The percent change was calculated by comparing the yearly data to the previous year's data.

(2) Record level of visits in 2011.

International Visitation to the United States

International Visitors to United States: Country of Residency
Historical Arrivals 2003 - 2011^r (Top 50 Origin Countries)

Rank	Country of Residence	2003	2004	2005	2006	2007	2008	2009	2010	2011 ^r
	Total Visitation ⁽¹⁾	41,218,213	46,085,257	49,205,528	50,977,290	55,978,277	57,942,451	54,962,184	59,795,616	62,711,157
1	Canada ⁽¹⁾	12,666,000	13,856,000	14,862,000	15,992,000	17,759,000	18,915,000	17,977,000	19,964,000	21,337,000
2	Mexico	10,526,000	11,907,000	12,665,000	13,317,000	14,327,000	13,686,000	13,229,000	13,469,000	13,491,000
3	United Kingdom	3,936,112	4,302,737	4,344,957	4,176,211	4,497,858	4,564,895	3,899,167	3,850,864	3,835,300
4	Japan	3,169,682	3,747,620	3,883,906	3,672,584	3,531,489	3,249,578	2,918,268	3,386,076	3,249,569
5	Germany	1,180,212	1,319,904	1,415,530	1,385,520	1,524,151	1,782,299	1,686,825	1,726,193	1,823,797
6	Brazil ⁽¹⁾	348,945	384,734	485,373	525,271	639,431	769,232	892,611	1,197,866	1,508,279
7	France ⁽¹⁾	688,887	775,274	878,648	789,815	997,506	1,243,942	1,204,490	1,342,207	1,504,182
8	South Korea ⁽¹⁾	617,573	626,595	705,093	757,721	806,175	759,394	743,846	1,107,518	1,145,216
9	China ⁽¹⁾	157,326	202,544	270,272	320,450	397,405	492,958	524,817	801,738	1,089,405
10	Australia ⁽¹⁾	405,698	519,955	581,773	603,275	669,536	689,927	723,576	904,247	1,037,852
11	Italy ⁽¹⁾	408,633	470,805	545,546	532,829	634,152	779,463	753,310	838,225	891,571
12	Spain ⁽¹⁾	284,031	333,432	385,640	424,224	516,471	658,333	596,766	639,654	700,183
13	India ⁽¹⁾	272,161	308,845	344,926	406,845	567,045	598,971	549,474	650,935	663,465
14	Netherlands	373,690	424,872	448,650	446,785	506,852	607,802	547,790	570,179	601,013
15	Venezuela	284,423	330,285	340,315	369,037	458,678	507,153	507,185	491,604	561,080
16	Argentina	150,719	167,726	188,865	212,096	266,971	318,144	356,428	436,192	512,258
17	Colombia ⁽¹⁾	280,259	295,371	325,398	348,388	389,752	419,268	424,526	494,739	496,814
18	Switzerland ⁽¹⁾	230,042	243,186	256,730	270,571	296,369	341,955	355,727	390,591	476,502
19	Sweden ⁽¹⁾	211,386	254,258	290,530	285,994	337,474	397,017	324,417	371,853	438,972
20	Ireland	254,320	345,119	383,400	414,423	491,055	531,198	411,203	360,492	346,879
21	Israel	249,034	275,373	284,310	283,889	313,077	332,257	308,213	306,914	302,673
22	Taiwan	238,999	297,684	318,886	300,382	311,020	294,893	239,545	291,107	290,313
23	Denmark ⁽¹⁾	125,435	150,839	174,581	185,337	217,593	256,604	245,623	258,788	274,420
24	Belgium	151,069	175,997	191,596	188,311	216,579	265,383	245,710	254,892	259,490
25	Norway ⁽¹⁾	113,233	130,400	139,043	145,359	172,882	213,983	193,318	221,145	249,167

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International Visitation to the United States

International Visitors to United States: Country of Residency Historical Arrivals 2003 - 2011^r (Top 50 Origin Countries)

Rank	Country of Residence	2003	2004	2005	2006	2007	2008	2009	2010	2011 ^r
26	Dominican Republic	153,586	153,019	180,048	221,449	236,622	263,452	226,184	239,972	230,188
27	Bahamas	253,229	265,681	237,140	243,300	256,433	180,914	224,812	243,204	222,741
28	Russia ⁽¹⁾	62,330	72,419	84,780	94,681	114,850	142,998	142,650	174,511	221,888
29	Ecuador ⁽¹⁾	119,737	133,046	143,073	147,173	155,328	152,112	168,432	195,546	210,910
30	New Zealand ⁽¹⁾	107,214	127,394	139,780	138,486	147,735	145,325	131,012	174,619	188,974
31	Guatemala	151,891	161,983	170,076	173,793	201,286	188,177	189,455	188,218	183,671
32	Austria	99,924	112,950	117,688	117,191	131,339	158,764	162,569	168,403	179,482
33	Peru	154,324	151,409	151,823	133,398	148,967	162,883	160,474	173,269	171,870
34	Chile	95,389	101,171	101,550	110,143	123,152	130,813	126,609	146,736	171,459
35	Costa Rica	112,880	127,112	133,820	130,702	160,444	165,257	157,471	165,594	168,722
36	Philippines	134,338	143,962	153,821	153,887	171,829	179,820	171,680	177,525	166,829
37	Singapore ⁽¹⁾	87,525	106,527	115,939	122,995	135,209	141,474	107,400	139,319	159,302
38	Jamaica	159,484	163,059	175,351	204,912	221,521	204,982	185,526	178,791	159,235
39	Trinidad & Tobago	111,820	121,158	128,392	133,906	143,009	147,613	141,406	136,628	132,931
40	Saudi Arabia ⁽¹⁾	18,727	18,573	25,119	31,511	38,938	48,590	62,030	89,409	132,920
41	Hong Kong	114,112	123,335	135,108	137,278	142,419	139,359	116,023	131,712	128,512
42	Turkey ⁽¹⁾	75,227	76,404	84,434	90,122	95,568	107,572	94,302	115,237	122,022
43	Finland ⁽¹⁾	67,761	78,612	89,125	87,904	96,173	118,448	114,364	111,840	121,059
44	Honduras ⁽¹⁾	82,099	85,506	89,718	92,445	111,059	116,902	115,405	115,616	119,671
45	Panama ⁽¹⁾	72,413	76,032	78,855	81,358	87,329	102,832	109,968	118,976	119,542
46	Poland	107,892	123,003	134,430	137,588	138,525	146,887	115,327	114,702	111,158
47	El Salvador	177,240	181,209	164,492	153,835	159,783	136,494	123,185	112,346	97,967
48	Portugal ⁽¹⁾	54,572	60,930	68,111	71,406	80,611	89,158	74,457	93,584	96,434
49	South Africa	72,029	78,433	89,102	89,017	93,719	93,692	78,934	80,174	86,597
50	Nigeria ⁽¹⁾	46,938	45,606	47,397	44,999	52,996	72,669	68,505	79,427	82,945

Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada (Canada) and Banco de Mexico/Secretaria de Turismo (Mexico).

⁽¹⁾ Record level of visits in 2011.

^r = Totals revised due to annual revision by Statistics Canada and Banco de Mexico/Secretaria de Turismo (Mexico).

International Visitation to the United States

Visitation to the United States: Pleasure Travel¹ vs. Business Travel
From Top Overseas Countries Sending Pleasure Travelers to the United States
January - December 2011

Country of Residence	Percent Change Pleasure Travelers	Pleasure Arrivals Rank	Percent Change Business Travelers	Total Arrivals	Percent Change Total Arrivals	Total Overseas Arrivals Rank	Business Travel Percent of Total	Pleasure Travel Percent of Total
United Kingdom	-2	1	11	3,835,300	0	1	15.7%	84.0%
Japan	-5	2	5	3,249,569	-4	2	10.6%	88.4%
Germany	4	3	13	1,823,797	6	3	20.3%	78.9%
Brazil	29	4	7	1,508,279	26	4	10.2%	88.3%
France	12	5	12	1,504,182	12	5	14.1%	85.1%
Australia	16	6	8	1,037,852	15	8	12.7%	86.9%
South Korea	7	7	1	1,145,216	3	6	15.0%	75.8%
Italy	5	8	14	891,571	6	9	14.0%	85.0%
People's Republic of China (EXCL HK)	54	9	13	1,089,405	36	7	24.8%	56.5%
Spain	9	10	12	700,183	10	10	11.1%	87.5%
Venezuela	17	11	-9	561,080	14	13	7.8%	90.1%
Netherlands	3	12	14	601,013	5	12	20.6%	78.9%
Argentina	21	13	-6	512,258	17	14	10.3%	89.2%
India	7	14	-7	663,465	2	11	24.1%	66.9%
Colombia	2	15	-11	496,814	0	15	11.3%	86.9%
Switzerland	26	16	5	476,502	22	16	14.7%	84.0%
Sweden	19	17	16	438,972	18	17	17.2%	81.4%
Ireland	-6	18	16	346,879	-4	18	13.1%	86.6%
Israel	0	19	-6	302,673	-1	19	20.2%	78.9%
Denmark	5	20	14	274,420	6	21	18.7%	80.7%
Total Overseas ⁽²⁾ Non-Resident Visits	6		5	27,883,157	6		15.2%	81.8%

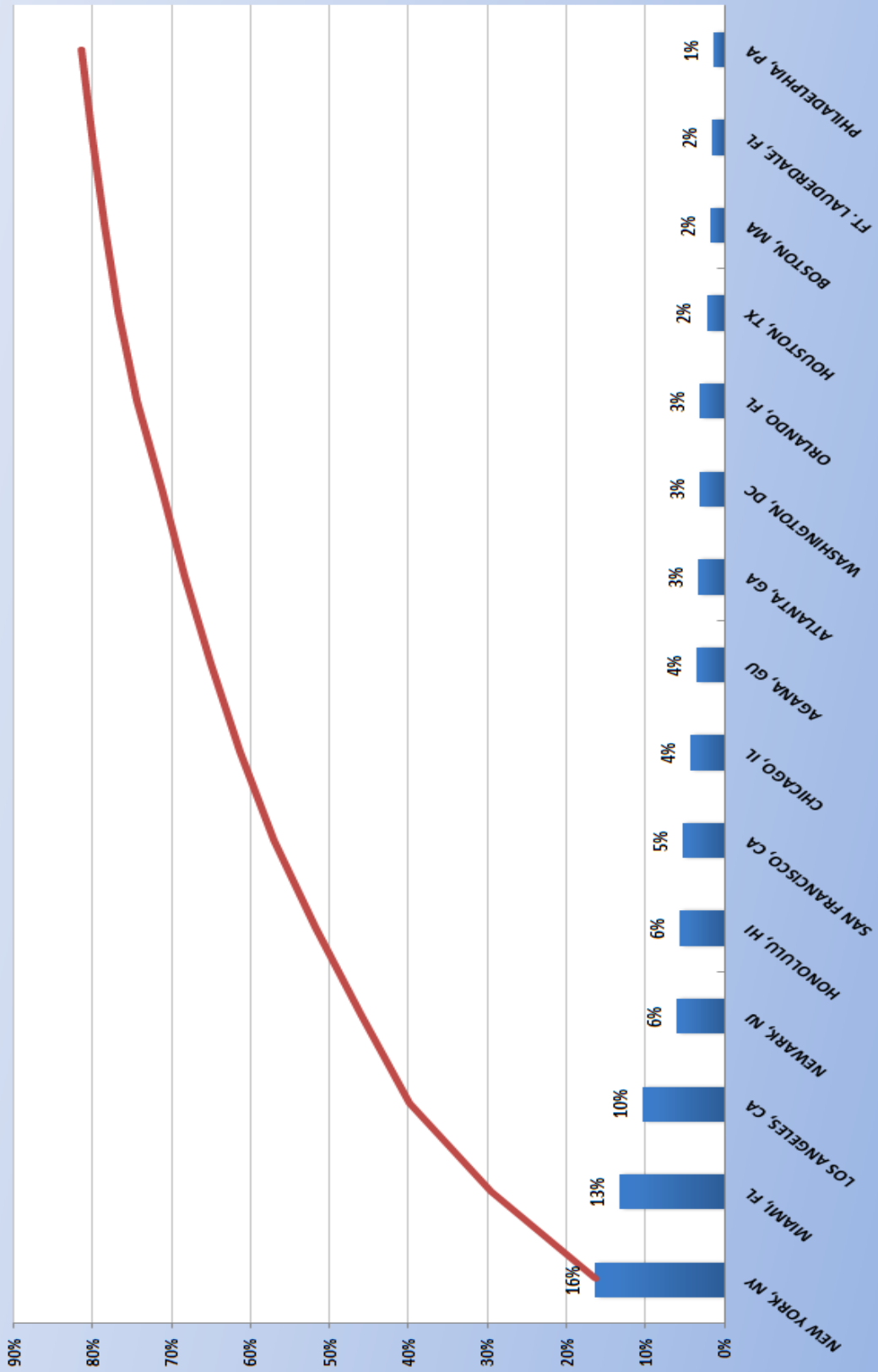
Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

⁽¹⁾The monthly figures on all travelers from each country to the United States represent mainly business, pleasure and student travelers. For some countries, there is a significant difference in the rate of change by the type of visa. The table above shows these differences for the top 20 overseas tourist-generating countries, specifically the change in pleasure travel versus business travel.

⁽²⁾ "Overseas" excludes Canada and Mexico.

International Visitation to the United States

Overseas Visitors Handled at the Top 15 U.S. Airports: Cumulative Market Share 2011



Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

The data presented in this graph is from a report containing 29 tables of international arrivals data. Forty ports of entry are tracked each month by world region and selected countries.

International Visitation to the United States

Top 15 Ports-of-Entry for Overseas¹ Visitors to the United States 2010 vs. 2011

Rank	PORTS ²	2010 Total Overseas	2011 Total Overseas	% Change 2011/2010	2011 Market Share	Cumulative Market Share
--	Grand Total	26,362,616	27,883,157	6%	100.0%	--
1	New York, NY	4,207,877	4,562,166	8%	16.4%	16.4%
2	Miami, FL	3,277,227	3,674,560	12%	13.2%	29.5%
3	Los Angeles, CA	2,593,090	2,907,304	12%	10.4%	40.0%
4	Newark, NJ	1,784,598	1,672,973	-6%	6.0%	46.0%
5	Honolulu, HI	1,455,430	1,605,192	10%	5.8%	51.7%
6	San Francisco, CA	1,364,996	1,471,264	8%	5.3%	57.0%
7	Chicago, IL	1,206,958	1,221,011	1%	4.4%	61.4%
8	Agana, GU	1,064,790	992,665	-7%	3.6%	64.9%
9	Atlanta, GA	952,665	931,089	-2%	3.3%	68.3%
10	Washington, DC	837,961	853,136	2%	3.1%	71.3%
11	Orlando, FL	836,963	851,535	2%	3.1%	74.4%
12	Houston, TX	599,710	627,448	5%	2.3%	76.6%
13	Boston, MA	496,701	510,889	3%	1.8%	78.5%
14	Detroit, MI	363,711	429,131	18%	1.5%	80.0%
15	Dallas, TX	350,075	403,400	15%	1.4%	81.5%

Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

⁽¹⁾ "Overseas" excludes Canada and Mexico.

⁽²⁾ This is one column from a report containing 29 tables of international arrivals data.
Forty ports of entry are tracked each month by world region and select countries.

Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://www.tinet.ita.doc.gov/research/monthly/arrivals/index.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports, and Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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