



Office of Travel and Tourism Industries

# **International Visitation to the United States: A Statistical Summary of U.S. Visitation (2010)**



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## Why is International Travel Important?

- Represents 7% of all exports for the United States.
- Largest services sector export - \$134 billion or 25% of services.
- Third-largest merchandise/services export category.
- Generated a trade surplus of \$32 billion.
- Supported 1.2 million jobs.
- International visitation represents 4% of travelers, but 17% of traveler spending, payroll, employment and taxes.



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

## 2010 International Visitation Sets New Record to Support the National Export Initiative

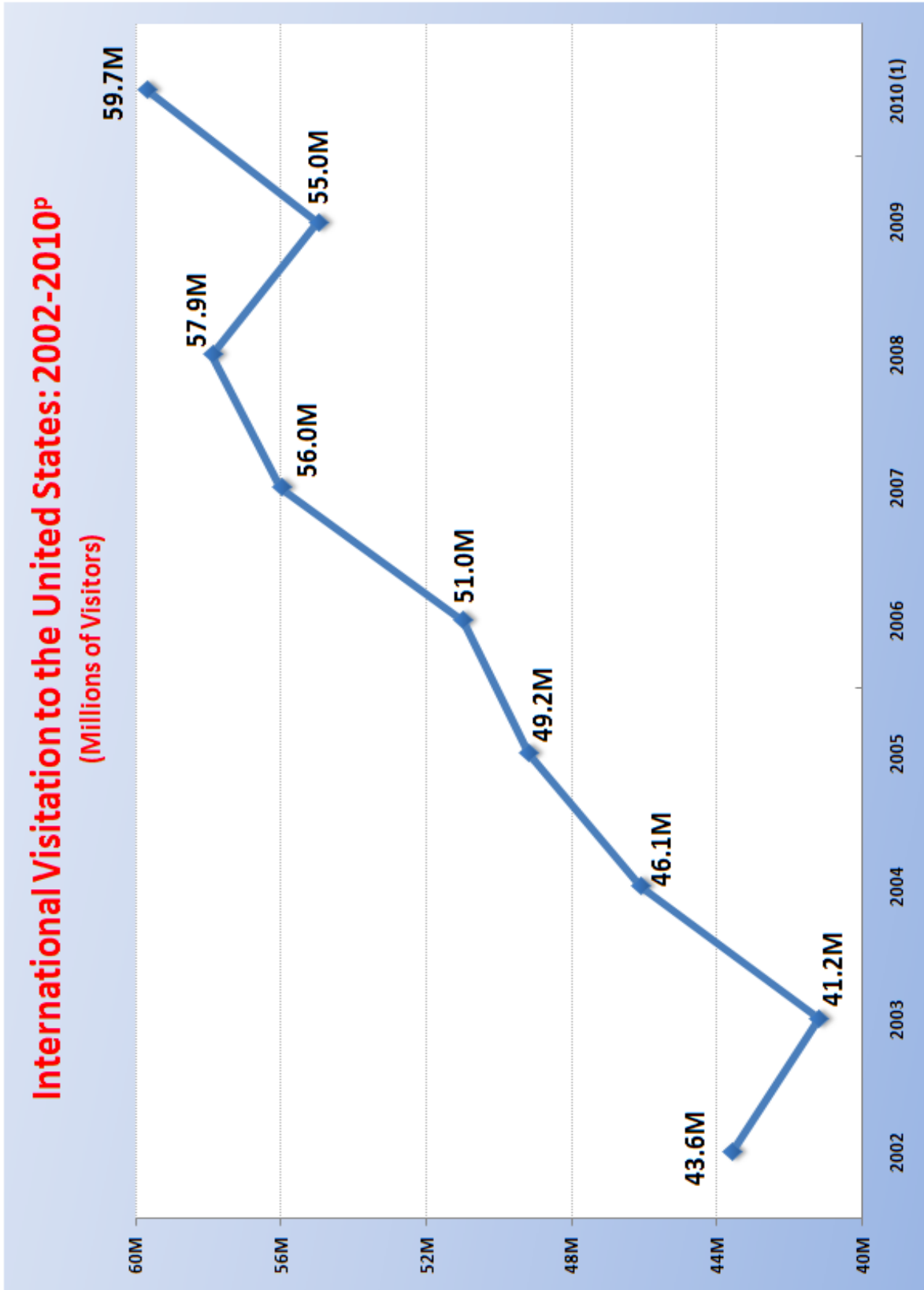
2010 was a very good year for the travel and tourism industry. The United States welcomed 60 million international visitors in 2010, a record level of visitors to the United States, 5 million more than the year before. In 2010, the top inbound markets continued to be Canada and Mexico, both of which were up in arrivals along with eight of the nine overseas regional markets. Asia, South America, Oceania and the Middle East experienced the strongest growth in 2010, due in part to record level non-resident visits to the United States from Brazil, South Korea, Australia, China, India and Colombia. Non-resident visits from Canada, which set a record in 2010, and Mexico were up 11 percent and one percent, respectively. Four regional markets brought in record levels of visitors to the United States in 2010: South America, Oceania, Middle East and Africa.



Annual overseas arrivals (excluding Canada and Mexico) totaled 26.4 million during 2010, up 11 percent from 2009. In 2010, travel from overseas markets accounted for 44 percent of total arrivals to the United States. Overseas travel was up one percent from its peak in 2000, creating a new record level of overseas visits for the United States. Seventeen of the top 50 overseas markets set new visitation records in 2010.

In 2010, 17 of the top 20 inbound visitor markets posted increases, with 13 accounting for double-digit increases. The United Kingdom, Venezuela and Ireland were the only three markets which experienced declines for the year. The top 20 visitor markets accounted for 89 percent of all international arrivals to the United States and as a group it was up nine percent compared to 2009 and grew a hefty 19 percent over its 2000 level.

# International Visitation to the United States



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 2010.

p = Includes preliminary estimates for Canada and Mexico.

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# International Visitation to the United States

## International Visitors (Inbound) and U.S. Residents (Outbound) International Travelers to/from the United States 2002 - 2010<sup>p</sup>

International Visitors (Inbound)	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>p</sup>
Total Inbound <sup>(1)</sup> (000s)	43,578	41,218	46,086	49,206	50,977	55,979	57,937	54,962	59,745
% Change	-7%	-5%	12%	7%	4%	10%	3%	-5%	9%
Overseas <sup>(1)(2)</sup>	19,117	18,026	20,322	21,679	21,668	23,892	25,341	23,756	26,363
% Change	-12%	-6%	13%	7%	0%	10%	6%	-6%	11%
Canada <sup>(1)</sup>	13,021	12,666	13,857	14,862	15,992	17,760	18,910	17,977	19,959
% Change	-4%	-3%	9%	7%	8%	11%	6%	-5%	11%
Mexico	11,440	10,526	11,907	12,665	13,317	14,327	13,686	13,229	13,423
% Change	-1%	-8%	13%	6%	5%	8%	-4%	-3%	1%
<b>U.S. Residents (Outbound)</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010<sup>p</sup></b>
Total Outbound (000s)	58,065	56,250	61,809	63,503	63,662	64,028	63,564	61,419	NA
% Change	-2%	-3%	10%	3%	0%	1%	-1%	-3%	
Overseas	23,397	24,452	27,351	28,787	30,148	31,228	30,789	30,300	NA
% Change	-7%	5%	12%	5%	5%	4%	-1%	-2%	
Canada	16,167	14,232	15,088	14,391	13,855	13,375	12,504	11,667	11,746
% Change	4%	-12%	6%	-5%	-4%	-3%	-7%	-7%	1%
Mexico	18,501	17,566	19,370	20,325	19,659	19,425	20,271	19,452	20,014
% Change	-1%	-5%	10%	5%	-3%	-1%	4%	-4%	3%

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

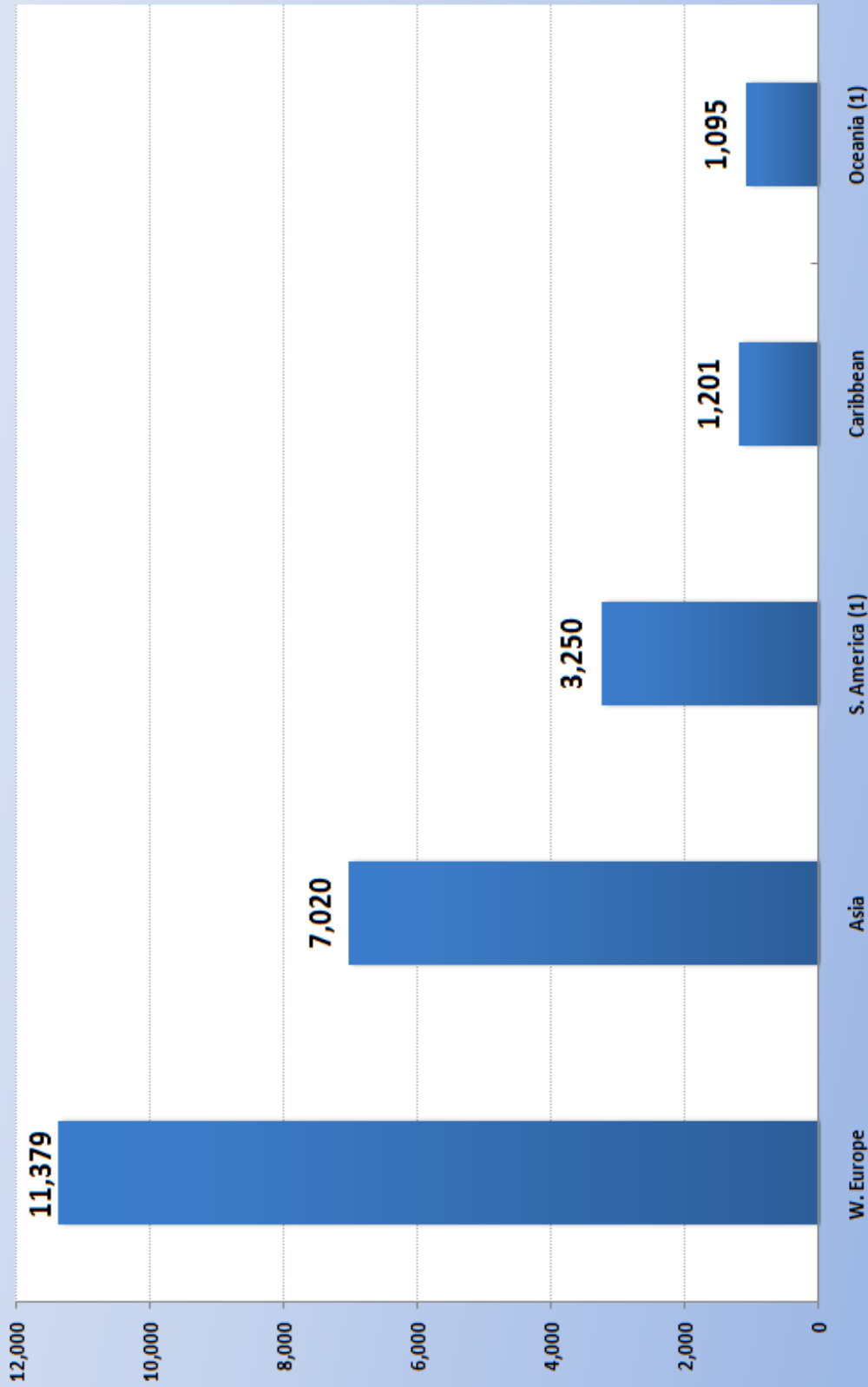
(1) Record level of visits in 2010.

(2) "Overseas" excludes Canada and Mexico.

p = Includes preliminary estimates for Canada and Mexico  
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# International Visitation to the United States

## Top Five Overseas Regions for Visitation to the United States in 2010 (Thousands of Visitors)



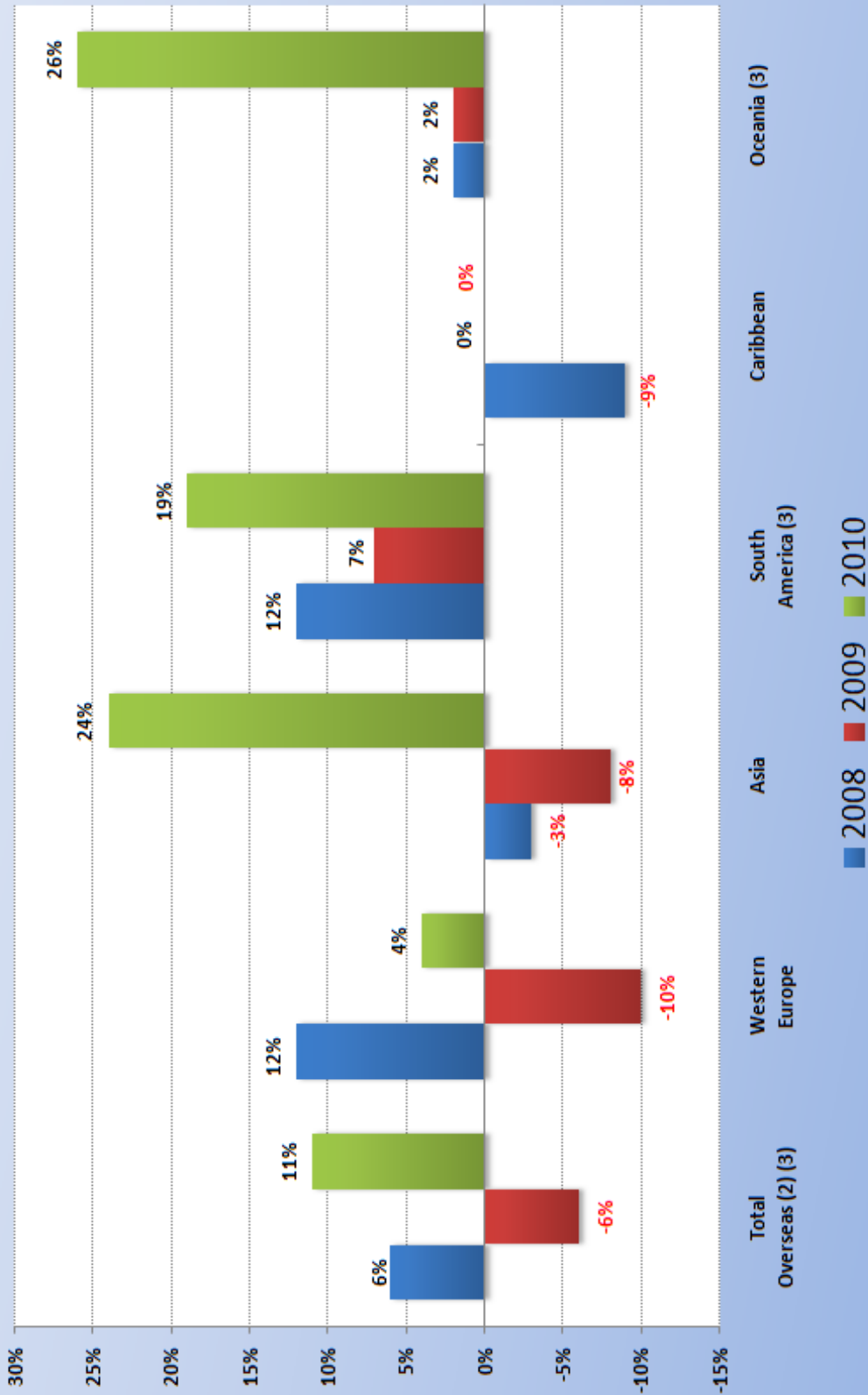
Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

(1) Record level of visits in 2010.

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# International Visitation to the United States

## Top Five Overseas Regions for Visitation to the United States: 3 Year Comparison <sup>(1)</sup>



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 2010

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# International Visitation to the United States

## International Visitors to the U.S. by Region of Residency 2009 vs 2010<sup>p</sup>

Region/Country of Residence	2009	2010 <sup>p</sup>	% Change (2010/2009)
Total Arrivals <sup>(1) (2)</sup>	54,962,184	59,744,616	9%
North America <sup>(2) (3)</sup>	31,206,000	33,382,000	7%
Canada <sup>(2) (4)</sup>	17,977,000	19,959,000	11%
Canada Air <sup>(2) (4)</sup>	6,098,000	6,909,000	13%
Mexico <sup>(4)</sup>	13,229,000	13,423,000	1%
Mexico Air <sup>(5)</sup>	1,511,110	1,674,913	11%
Overseas <sup>(2) (6)</sup>	23,756,184	26,362,616	11%
Western Europe	10,978,668	11,378,767	4%
Asia	5,668,721	7,019,502	24%
South America <sup>(2)</sup>	2,741,535	3,250,298	19%
Caribbean	1,206,068	1,200,740	0%
Oceania <sup>(2)</sup>	871,982	1,095,252	26%
Central America	757,905	760,441	0%
Middle East <sup>(2)</sup>	665,942	735,549	10%
Eastern Europe	571,598	606,422	6%
Africa <sup>(2)</sup>	293,765	315,645	7%

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 2010.
  - (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.
- p = Includes preliminary estimates for Canada and Mexico.

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# International Visitation to the United States

## International Visitors to the U.S. by Region of Residence 2000 vs 2010<sup>p</sup>

Region/Country of Residence	2000	2010 <sup>p</sup>	% Change (2010/2000)
Total Arrivals <sup>(1) (2)</sup>	51,236,701	59,744,616	17%
North America <sup>(2) (3)</sup>	25,262,000	33,382,000	32%
Canada <sup>(2) (4)</sup>	14,666,000	19,959,000	36%
Canada Air <sup>(2) (4)</sup>	5,372,000	6,909,000	29%
Mexico <sup>(4)</sup>	10,596,000	13,423,000	27%
Mexico Air <sup>(5)</sup>	1,736,609	1,674,913	-4%
Overseas <sup>(2) (6)</sup>	25,974,701	26,362,616	1%
Western Europe	11,175,161	11,378,767	2%
Asia	7,554,444	7,019,502	-7%
South America <sup>(2)</sup>	2,941,471	3,250,298	10%
Caribbean	1,331,297	1,200,740	-10%
Oceania <sup>(2)</sup>	731,263	1,095,252	50%
Central America	821,614	760,441	-7%
Middle East <sup>(2)</sup>	702,105	735,549	5%
Eastern Europe	421,959	606,422	44%
Africa <sup>(2)</sup>	295,387	315,645	7%

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 2010.
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# International Visitation to the United States

Top 50 Markets for International Visitors to the United States  
2009 vs 2010<sup>P</sup>

Rank	Region/Country of Residence	2009	2010 <sup>P</sup>	% Change (2010/2009)
	Total Arrivals <sup>(1)(2)</sup>	54,962,184	59,744,616	9%
	North America <sup>(2)(3)</sup>	31,206,000	33,382,000	7%
1	Canada <sup>(2)(4)</sup>	17,977,000	19,959,000	11%
	Canada Air <sup>(2)(4)</sup>	6,098,000	6,909,000	13%
2	Mexico <sup>(4)</sup>	13,229,000	13,423,000	1%
	Mexico Air <sup>(5)</sup>	1,511,110	1,674,913	11%
	Overseas <sup>(2)(6)</sup>	23,756,184	26,362,616	11%
3	United Kingdom	3,899,167	3,850,864	-1%
4	Japan	2,918,268	3,386,076	16%
5	Germany	1,686,825	1,726,193	2%
6	France <sup>(2)</sup>	1,204,490	1,342,207	11%
7	Brazil <sup>(2)</sup>	892,611	1,197,866	34%
8	South Korea <sup>(2)</sup>	743,846	1,107,518	49%
9	Australia <sup>(2)</sup>	723,576	904,247	25%
10	Italy <sup>(2)</sup>	753,310	838,225	11%
11	People's Republic of China <sup>(2)</sup>	524,817	801,738	53%
12	India <sup>(2)</sup>	549,474	650,935	18%
13	Spain	596,766	639,654	7%
14	Netherlands	547,790	570,179	4%
15	Colombia <sup>(2)</sup>	424,526	494,739	17%
16	Venezuela	507,185	491,604	-3%
17	Argentina	356,428	436,192	22%
18	Switzerland	355,727	390,591	10%
19	Sweden	324,417	371,853	15%
20	Ireland	411,203	360,492	-12%
21	Israel	308,213	306,914	0%
22	Taiwan	239,545	291,107	22%
23	Denmark <sup>(2)</sup>	245,623	258,788	5%
24	Belgium	245,710	254,892	4%
25	Bahamas	224,812	243,204	8%

...Continued

# International Visitation to the United States

## Top 50 Markets for International Visitors to the United States 2009 vs 2010<sup>p</sup>

Rank	Region/Country of Residence	2009	2010 <sup>p</sup>	% Change (2010/2009)
26	Dominican Republic	227,948	239,972	5%
27	Norway <sup>(2)</sup>	193,318	221,145	14%
28	Ecuador <sup>(2)</sup>	168,432	195,546	16%
29	Guatemala	189,455	188,218	-1%
30	Jamaica	185,526	178,791	-4%
31	Philippines	171,680	177,525	3%
32	New Zealand <sup>(2)</sup>	131,012	174,619	33%
33	Russia <sup>(2)</sup>	142,650	174,511	22%
34	Peru	160,474	173,269	8%
35	Austria	162,569	168,403	4%
36	Costa Rica	157,471	165,594	5%
37	Chile	126,609	146,736	16%
38	Singapore	107,400	139,319	30%
39	Trinidad and Tobago	141,406	136,628	-3%
40	Hong Kong	116,023	131,712	14%
41	Panama <sup>(2)</sup>	109,968	118,976	8%
42	Honduras	115,405	115,616	0%
43	Turkey <sup>(2)</sup>	94,302	115,237	22%
44	Poland	115,327	114,702	-1%
45	El Salvador	123,185	112,346	-9%
46	Finland	114,364	111,840	-2%
47	Portugal <sup>(2)</sup>	74,457	93,584	26%
48	Saudi Arabia	62,030	89,409	44%
49	Haiti	80,572	87,334	8%
50	South Africa	78,934	80,174	2%

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 2010.

(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.

p = Includes preliminary estimates for Canada and Mexico.

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# International Visitation to the United States

Top 50 Markets for International Visitors to the United States  
2000 vs 2010<sup>P</sup>

Rank	Region/Country of Residence	2000	2010 <sup>P</sup>	% Change (2010/2000)
	Total Arrivals <sup>(1) (2)</sup>	51,236,701	59,744,616	17%
	North America <sup>(2) (3)</sup>	25,262,000	33,382,000	32%
1	Canada <sup>(2) (4)</sup>	14,666,000	19,959,000	36%
	Canada Air <sup>(2) (4)</sup>	5,372,000	6,909,000	29%
2	Mexico <sup>(4)</sup>	10,596,000	13,423,000	27%
	Mexico Air <sup>(5)</sup>	1,736,609	1,674,913	-4%
	Overseas <sup>(2) (6)</sup>	25,974,701	26,362,616	1%
3	United Kingdom	4,703,008	3,850,864	-18%
4	Japan	5,061,377	3,386,076	-33%
5	Germany	1,786,045	1,726,193	-3%
6	France <sup>(2)</sup>	1,087,087	1,342,207	23%
7	Brazil <sup>(2)</sup>	737,245	1,197,866	62%
8	South Korea <sup>(2)</sup>	661,844	1,107,518	67%
9	Australia <sup>(2)</sup>	539,559	904,247	68%
10	Italy <sup>(2)</sup>	612,357	838,225	37%
11	People's Republic of China <sup>(2)</sup>	249,441	801,738	221%
12	India <sup>(2)</sup>	274,202	650,935	137%
13	Spain	361,177	639,654	77%
14	Netherlands	553,297	570,179	3%
15	Colombia <sup>(2)</sup>	417,065	494,739	19%
16	Venezuela	576,663	491,604	-15%
17	Argentina	533,936	436,192	-18%
18	Switzerland	395,031	390,591	-1%
19	Sweden	321,881	371,853	16%
20	Ireland	285,697	360,492	26%
21	Israel	325,199	306,914	-6%
22	Taiwan	457,302	291,107	-36%
23	Denmark <sup>(2)</sup>	149,211	258,788	73%
24	Belgium	249,957	254,892	2%
25	Bahamas	293,911	243,204	-17%

...Continued

# International Visitation to the United States

## Top 50 Markets for International Visitors to the United States 2000 vs 2010<sup>p</sup>

Rank	Region/Country of Residence	2000	2010 <sup>p</sup>	% Change (2010/2000)
26	Dominican Republic	197,298	239,972	22%
27	Norway <sup>(2)</sup>	147,540	221,145	50%
28	Ecuador <sup>(2)</sup>	129,938	195,546	50%
29	Guatemala	185,677	188,218	1%
30	Jamaica	242,903	178,791	-26%
31	Philippines	168,053	177,525	6%
32	New Zealand <sup>(2)</sup>	172,012	174,619	2%
33	Russia <sup>(2)</sup>	76,739	174,511	127%
34	Peru	192,062	173,269	-10%
35	Austria	175,533	168,403	-4%
36	Costa Rica	176,056	165,594	-6%
37	Chile	192,361	146,736	-24%
38	Singapore	136,439	139,319	2%
39	Trinidad and Tobago	137,689	136,628	-1%
40	Hong Kong	203,300	131,712	-35%
41	Panama <sup>(2)</sup>	107,349	118,976	11%
42	Honduras	90,714	115,616	27%
43	Turkey <sup>(2)</sup>	106,427	115,237	8%
44	Poland	116,277	114,702	-1%
45	El Salvador	184,574	112,346	-39%
46	Finland	93,649	111,840	19%
47	Portugal <sup>(2)</sup>	86,333	93,584	8%
48	Saudi Arabia	75,320	89,409	19%
49	Haiti	72,190	87,334	21%
50	South Africa	116,113	80,174	-31%

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 2010.

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

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

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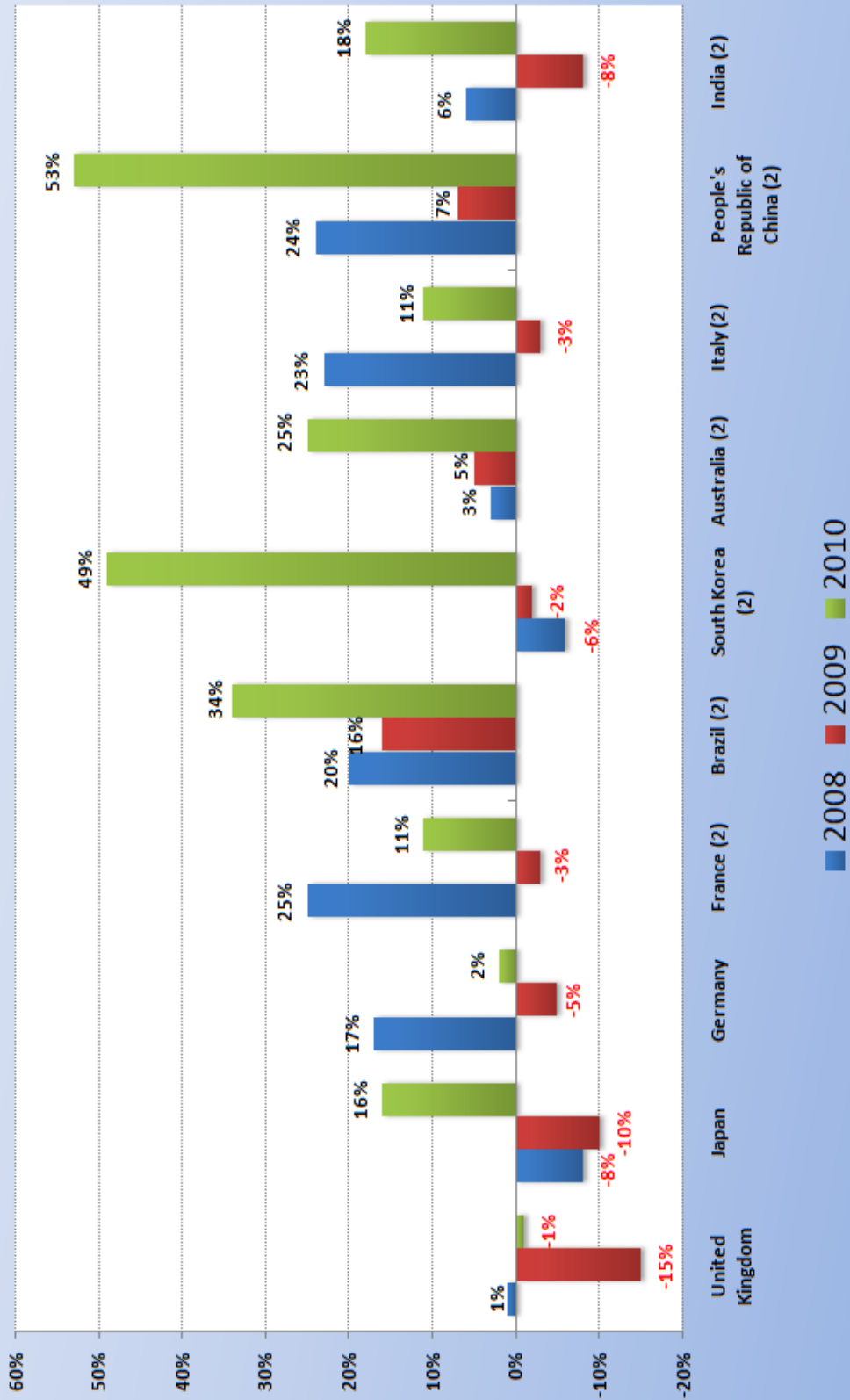
(6) "Overseas" excludes Canada and Mexico.

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# International Visitation to the United States

## Top 10 Overseas Markets for International Visitors 3 Year Comparison<sup>1</sup>



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 2010.

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# International Visitation to the United States

International Visitors to United States: Country of Residency  
Historical Arrivals 2002 - 2010<sup>P</sup> (Top 50 Origin Countries)

Rank	Country of Residence	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>P</sup>
	Total Visitation <sup>(1)</sup>	43,578,707	41,218,213	46,086,257	49,205,528	50,977,290	55,979,277	57,937,451	54,962,184	59,744,616
1	Canada <sup>(1)</sup>	13,021,000	12,666,000	13,857,000	14,862,000	15,992,000	17,760,000	18,910,000	17,977,000	19,959,000
2	Mexico	11,440,000	10,526,000	11,907,000	12,665,000	13,317,000	14,327,000	13,686,000	13,229,000	13,423,000
3	United Kingdom	3,816,736	3,936,112	4,302,737	4,344,957	4,176,211	4,497,858	4,564,895	3,899,167	3,850,864
4	Japan	3,627,264	3,169,682	3,747,620	3,883,906	3,672,584	3,531,489	3,249,578	2,918,268	3,386,076
5	Germany	1,189,856	1,180,212	1,319,904	1,415,530	1,385,520	1,524,151	1,782,299	1,686,825	1,726,193
6	France <sup>(1)</sup>	734,260	688,887	775,274	878,648	789,815	997,506	1,243,942	1,204,490	1,342,207
7	Brazil <sup>(1)</sup>	405,094	348,945	384,734	485,373	525,271	639,431	769,232	892,611	1,197,866
8	South Korea <sup>(1)</sup>	638,697	617,573	626,595	705,093	757,721	806,175	759,394	743,846	1,107,518
9	Australia <sup>(1)</sup>	407,130	405,698	519,955	581,773	603,275	669,536	689,927	723,576	904,247
10	Italy <sup>(1)</sup>	406,160	408,633	470,805	545,546	532,829	634,152	779,463	753,310	838,225
11	People's Republic of China <sup>(1)</sup>	225,565	157,326	202,544	270,272	320,450	397,405	492,958	524,817	801,738
12	India <sup>(1)</sup>	257,271	272,161	308,845	344,926	406,845	567,045	598,971	549,474	650,935
13	Spain	269,520	284,031	333,432	385,640	424,224	516,471	658,333	596,766	639,654
14	Netherlands	384,367	373,690	424,872	448,650	446,785	506,852	607,802	547,790	570,179
15	Colombia <sup>(1)</sup>	321,439	280,259	295,371	325,398	348,388	389,752	419,268	424,526	494,739
16	Venezuela	395,913	284,423	330,285	340,315	369,037	458,678	507,153	507,185	491,604
17	Argentina	164,658	150,719	167,726	188,865	212,096	266,971	318,144	356,428	436,192
18	Switzerland	253,940	230,042	243,186	256,730	270,571	296,369	341,955	355,727	390,591
19	Sweden	204,156	211,386	254,258	290,530	285,994	337,474	397,017	324,417	371,853
20	Ireland	259,687	254,320	345,119	383,400	414,423	491,055	531,198	411,203	360,492
21	Israel	263,097	249,034	275,373	284,310	283,889	313,077	332,257	308,213	306,914
22	Taiwan	288,032	238,999	297,684	318,886	300,382	311,020	294,893	239,545	291,107
23	Denmark <sup>(1)</sup>	118,716	125,435	150,839	174,581	185,337	217,593	256,604	245,623	258,788
24	Belgium	159,052	151,069	175,997	191,596	188,311	216,579	265,383	245,710	254,892
25	Bahamas	262,469	253,229	265,681	237,140	243,300	256,433	180,914	224,812	243,204

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# International Visitation to the United States

## International Visitors to United States: Country of Residency Historical Arrivals 2002 - 2010<sup>p</sup> (Top 50 Origin Countries)

Rank	Country of Residence	2002	2003	2004	2005	2006	2007	2008	2009	2010 <sup>p</sup>
26	Dominican Republic	171,568	153,586	153,019	180,048	221,449	236,622	263,452	226,184	239,972
27	Norway <sup>(1)</sup>	112,593	113,233	130,400	139,043	145,359	172,882	213,983	193,318	221,145
28	Ecuador <sup>(1)</sup>	139,094	119,737	133,046	143,073	147,173	155,328	152,112	168,432	195,546
29	Guatemala	162,367	151,891	161,983	170,076	173,793	201,286	188,177	189,455	188,218
30	Jamaica	183,903	159,484	163,059	175,351	204,912	221,521	204,982	185,526	178,791
31	Philippines	173,203	134,338	143,962	153,821	153,887	171,829	179,820	171,680	177,525
32	New Zealand <sup>(1)</sup>	109,580	107,214	127,394	139,780	138,486	147,735	145,325	131,012	174,619
33	Russia <sup>(1)</sup>	64,228	62,330	72,419	84,780	94,681	114,850	142,998	142,650	174,511
34	Peru	164,482	154,324	151,409	151,823	133,398	148,967	162,883	160,474	173,269
35	Austria	97,930	99,924	112,950	117,688	117,191	131,339	158,764	162,569	168,403
36	Costa Rica	124,993	112,880	127,112	133,820	130,702	160,444	165,257	157,471	165,594
37	Chile	115,359	95,389	101,171	101,550	110,143	123,152	130,813	126,609	146,736
38	Singapore	97,259	87,525	106,527	115,939	122,995	135,209	141,474	107,400	139,319
39	Trinidad & Tobago	118,336	111,820	121,158	128,392	133,906	143,009	147,613	141,406	136,628
40	Hong Kong	135,409	114,112	123,335	135,108	137,278	142,419	139,359	116,023	131,712
41	Panama <sup>(1)</sup>	75,495	72,413	76,032	78,855	81,358	87,329	102,832	109,968	118,976
42	Honduras	85,322	82,099	85,506	89,718	92,445	111,059	116,902	115,405	115,616
43	Turkey <sup>(1)</sup>	78,662	75,227	76,404	84,434	90,122	95,568	107,572	94,302	115,237
44	Poland	108,707	107,892	123,003	134,430	137,588	138,525	146,887	115,327	114,702
45	El Salvador	197,159	177,240	181,209	164,492	153,835	159,783	136,494	123,185	112,346
46	Finland	64,860	67,761	78,612	89,125	87,904	96,173	118,448	114,364	111,840
47	Portugal <sup>(1)</sup>	56,012	54,572	60,930	68,111	71,406	80,611	89,158	74,457	93,584
48	Saudi Arabia	25,588	18,727	18,573	25,119	31,511	38,938	48,590	62,030	89,409
49	Haiti	59,444	59,756	60,521	63,970	58,918	83,837	91,748	80,572	87,334
50	South Africa	73,910	72,029	78,433	89,102	89,017	93,719	93,692	78,934	80,174

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

(1) Record level of visits in 2010.

p = Includes preliminary estimates for Canada and Mexico.

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# International Visitation to the United States

Visitation to the United States: Pleasure Travel<sup>1</sup> vs. Business Travel  
From Top Overseas Countries Sending Pleasure Travelers to the United States  
January - December 2010

Country of Residence	Percent Change Pleasure Travelers	Pleasure Arrivals Rank	Percent Change Business Travelers	Total Arrivals	Percent Change Total Arrivals	Total Overseas Arrivals Rank	Pleasure Travel Percent of Total	Business Travel Percent of Total
United Kingdom	-3	1	14	3,850,864	-1	1	85.6%	14.1%
Japan	15	2	28	3,386,076	16	2	89.2%	9.7%
Germany	-1	3	21	1,726,193	2	3	80.1%	19.0%
France	11	4	17	1,342,207	11	4	84.9%	14.1%
Brazil	36	5	27	1,197,866	34	5	86.4%	12.0%
South Korea	61	6	26	1,107,518	49	6	73.6%	15.3%
Australia	25	7	28	904,247	25	7	86.0%	13.5%
Italy	11	8	15	838,225	11	8	85.9%	13.1%
Spain	6	9	20	639,654	7	11	87.6%	10.9%
Netherlands	2	10	12	570,179	4	12	80.5%	19.0%
Venezuela	-4	11	-5	491,604	-3	14	88.1%	9.7%
Colombia	19	12	5	494,739	17	13	85.4%	12.7%
India	19	13	25	650,935	19	10	63.5%	26.3%
People's Republic of China (EXCL HK)	67	14	40	801,738	53	9	50.0%	29.9%
Argentina	24	15	16	436,192	22	15	86.6%	12.8%
Ireland	-14	16	8	360,492	-12	18	88.7%	10.9%
Switzerland	10	17	11	390,591	10	16	81.3%	17.1%
Sweden	15	18	16	371,853	15	17	81.0%	17.4%
Israel	-2	19	4	306,914	0	19	77.7%	21.3%
Bahamas	9	20	-10	243,204	8	23	93.4%	3.8%
Total Overseas <sup>(2)</sup> Non-Resident Visits	10		16	26,362,616	11		81.6%	15.3%

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

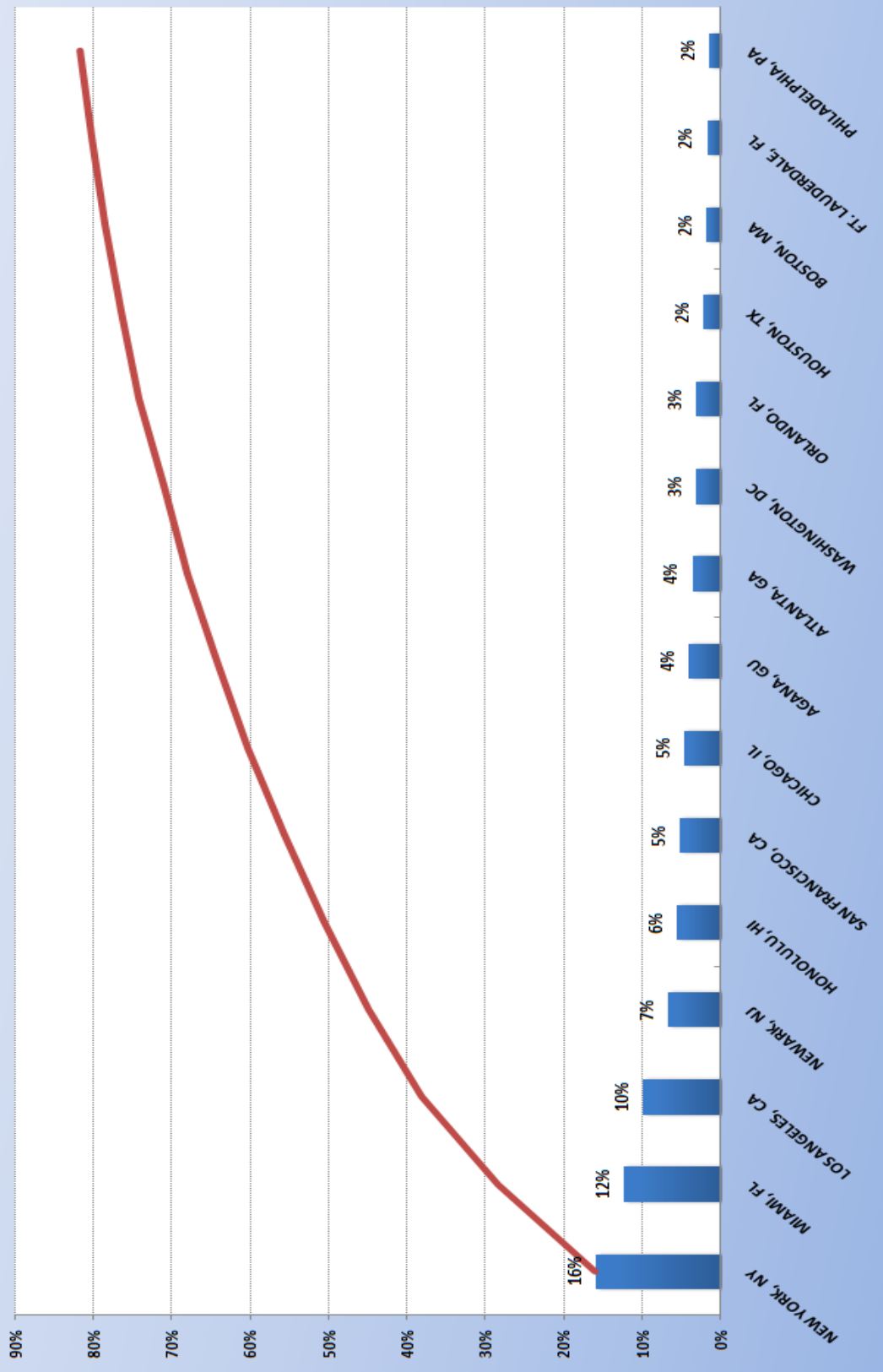
(1) The monthly figures on all travelers from each country to the United States represent mainly business, pleasure and student travelers. For some countries, there is a significant difference in the rate of change by the type of visa. The table above shows these differences for the top 15 overseas tourist-generating countries, specifically the change in pleasure travel versus business travel.

(2) "Overseas" excludes Canada and Mexico.

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# International Visitation to the United States

**Overseas Passengers Handled at the Top 15 U.S. Airports  
Cumulative Market Share 2010**



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.

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# International Visitation to the United States

## Top 15 Ports-of-Entry for Overseas<sup>1</sup> Visitors to the United States 2009 vs. 2010

Rank	PORTS <sup>2</sup>	2009 Total Overseas	2010 Total Overseas	% Change 2010/2009	2010 Market Share	Cumulative Market Share
--	Grand Total	23,756,184	26,362,616	11%	100.0%	--
1	New York, NY	4,011,310	4,207,877	5%	16.0%	16.0%
2	Miami, FL	3,136,189	3,277,227	4%	12.4%	28.4%
3	Los Angeles, CA	2,194,780	2,593,090	18%	9.8%	38.2%
4	Newark, NJ	1,688,467	1,784,598	6%	6.8%	45.0%
5	Honolulu, HI	1,292,461	1,455,430	13%	5.5%	50.5%
6	San Francisco, CA	1,230,389	1,364,996	11%	5.2%	55.7%
7	Chicago, IL	1,132,921	1,206,958	7%	4.6%	60.3%
8	Agana, GU	929,407	1,064,790	15%	4.0%	64.3%
9	Atlanta, GA	989,376	952,665	-4%	3.6%	67.9%
10	Washington, DC	820,026	837,961	2%	3.2%	71.1%
11	Orlando, FL	791,894	836,963	6%	3.2%	74.3%
12	Houston, TX	551,912	599,710	9%	2.3%	76.6%
13	Boston, MA	502,624	496,701	-1%	1.9%	78.4%
14	Ft. Lauderdale, FL	386,555	458,306	19%	1.7%	80.2%
15	Philadelphia, PA	448,020	400,438	-11%	1.5%	81.7%

Source: U.S. Department of Commerce, ITA, Manufacturing & Services, 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.

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# International Visitation to the United States

## Top 15 Ports-of-Entry for Overseas<sup>1</sup> Visitors to the United States 2000 vs. 2010

Rank	PORTS <sup>2</sup>	2000 Total Overseas	2010 Total Overseas	% Change 2010/2000	2010 Market Share	Cumulative Market Share
--	Grand Total	25,974,701	26,362,616	1%	100.0%	--
1	New York, NY	3,644,887	4,207,877	15%	16.0%	16.0%
2	Miami, FL	3,817,855	3,277,227	-14%	12.4%	28.4%
3	Los Angeles, CA	3,007,595	2,593,090	-14%	9.8%	38.2%
4	Newark, NJ	1,688,211	1,784,598	6%	6.8%	45.0%
5	Honolulu, HI	1,982,847	1,455,430	-27%	5.5%	50.5%
6	San Francisco, CA	1,456,964	1,364,996	-6%	5.2%	55.7%
7	Chicago, IL	1,457,984	1,206,958	-17%	4.6%	60.3%
8	Agana, GU	1,206,042	1,064,790	-12%	4.0%	64.3%
9	Atlanta, GA	849,645	952,665	12%	3.6%	67.9%
10	Washington, DC	780,479	837,961	7%	3.2%	71.1%
11	Orlando, FL	830,829	836,963	1%	3.2%	74.3%
12	Houston, TX	501,945	599,710	19%	2.3%	76.6%
13	Boston, MA	573,502	496,701	-13%	1.9%	78.4%
14	Ft. Lauderdale, FL	196,060	458,306	134%	1.7%	80.2%
15	Philadelphia, PA	75,959	400,438	427%	1.5%	81.7%

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

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# 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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