

# FACT SHEET: INTERNATIONAL INBOUND TRAVEL TO THE U.S. (2017)

The United States remains the single largest destination for global long-haul travel\* and the third-largest destination for overall global travel, but our market share has declined considerably since 2015.

1

**Overseas visitations account for half of all international visitations to the United States, with the other half originating from Canada and Mexico.**



76.9 million total international visitors in 2017 -> 5.8 percent of total international travel worldwide, down from 6.5 percent in 2015.

- The U.S. fell from second to third place in 2015, behind France (6.6%) and Spain (6.2%).



38.9 million overseas (long-haul) visitors -> 12.2 percent of the total number of long-haul visitations worldwide, down from 13.8 percent in 2015.

- The U.S. remains the largest long-haul inbound market. France ranks second (5.4%).<sup>1</sup>



2

**Inbound travel grew in 2017, but the U.S. continued to lose market share.**

After declining in 2016, total inbound travel to the U.S. grew by 0.7 percent in 2017 and overseas travel grew by 2.0 percent. Nevertheless, the U.S. continued to lose market share for a second straight year as global travel grew significantly faster.

\*Long-haul travel includes travel between countries located in separate geographical regions (ie. between the U.S. and France) and excludes travel within regions (such as intra-European travel or travel between the U.S and Canada/Mexico).

<sup>1</sup>Travel to France and Spain includes cross-border intra-EU travel, such as travel from neighboring Germany, despite the fact that most EU countries are part of a single economic area with (mostly) border-free travel. When intra-EU travel is excluded, the U.S. is, by far, the single-largest travel international travel destination

Unless otherwise stated, data reflects 2017 values.

VISITATIONS TO THE U.S. 2015-2017					
	Visitations			Percent Change	
	2015	2016	2017	2016	2017
<b>Total</b>	<b>77,773,526</b>	<b>76,407,488</b>	<b>76,941,365</b>	<b>-1.8%</b>	<b>0.7%</b>
<b>Canada</b>	20,699,152	19,287,499	20,212,332	-6.8%	4.8%
<b>Mexico</b>	18,374,224	18,990,585	17,823,509	3.4%	-6.1%
<b>Overseas</b>	38,700,150	38,129,404	38,905,524	-1.5%	2.0%
<b>Global Long-haul Travel</b>	281,418,723	291,677,871	318,920,145	3.6%	9.3%
<b>U.S. Share of Global Long-haul Travel</b>	13.8%	13.1%	12.2%	-0.7 percentage points	-0.9 percentage points

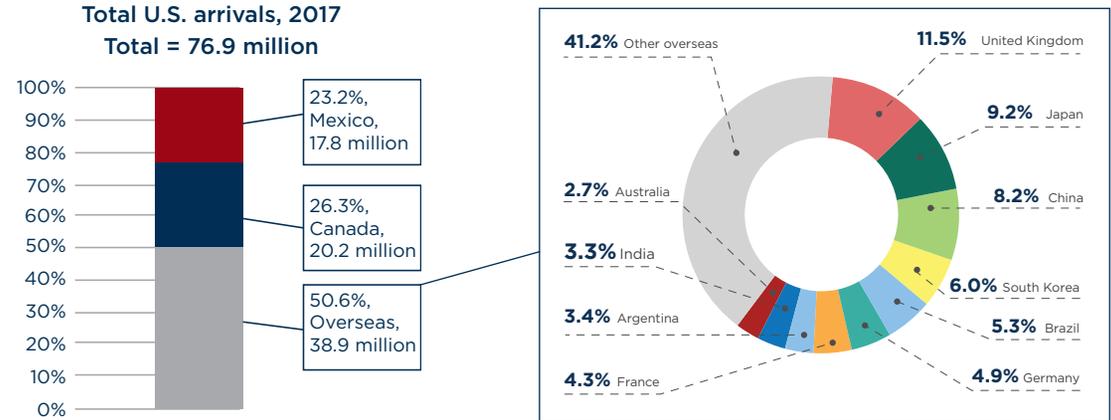
Source: U.S. Department of Commerce and Oxford Economics

# FACT SHEET: INTERNATIONAL INBOUND TRAVEL TO THE U.S. (2017) (Cont.)

3

**The top 10 overseas source markets account for 59 percent of all overseas visitors.**

Most overseas travel to the U.S. originates in relatively few markets. In fact, the top 10 overseas source markets account for 59 percent of all overseas visitors. Though the composition has changed over the years, this high concentration has remained fairly constant and is projected to continue.



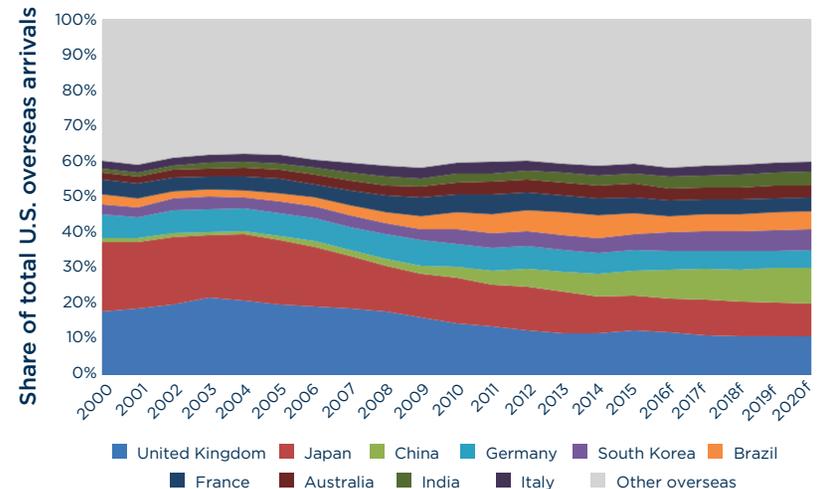
Source: U.S. Travel Association and Oxford Economics

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**China is the most notable source market in terms of “rising up the ranks”: from the 22nd-largest overseas source market in 2000 to the third-largest in 2016, and second-largest (projected) in 2019.**

The United Kingdom and Japan remain the top-two overseas source markets to the U.S., followed by China, which has grown considerably in recent years. Although the United Kingdom and Japan have maintained their status, their dominance has eroded. Together, these two countries’ share of total long-haul travel to the U.S. fell from 38 percent in 2000 to 21 percent in 2017. While this trend is expected to continue, these two markets will remain important sources of inbound travel to the U.S. China, which has been the most notable source market in terms of “rising up the ranks” is projected to be the second-largest overseas inbound market in 2019, trailing only the U.K.

Composition of Overseas Visitations to the U.S., 2000-2020 (forecast)



Source: U.S. Department of Commerce, U.S. Travel Association and Oxford Economics