

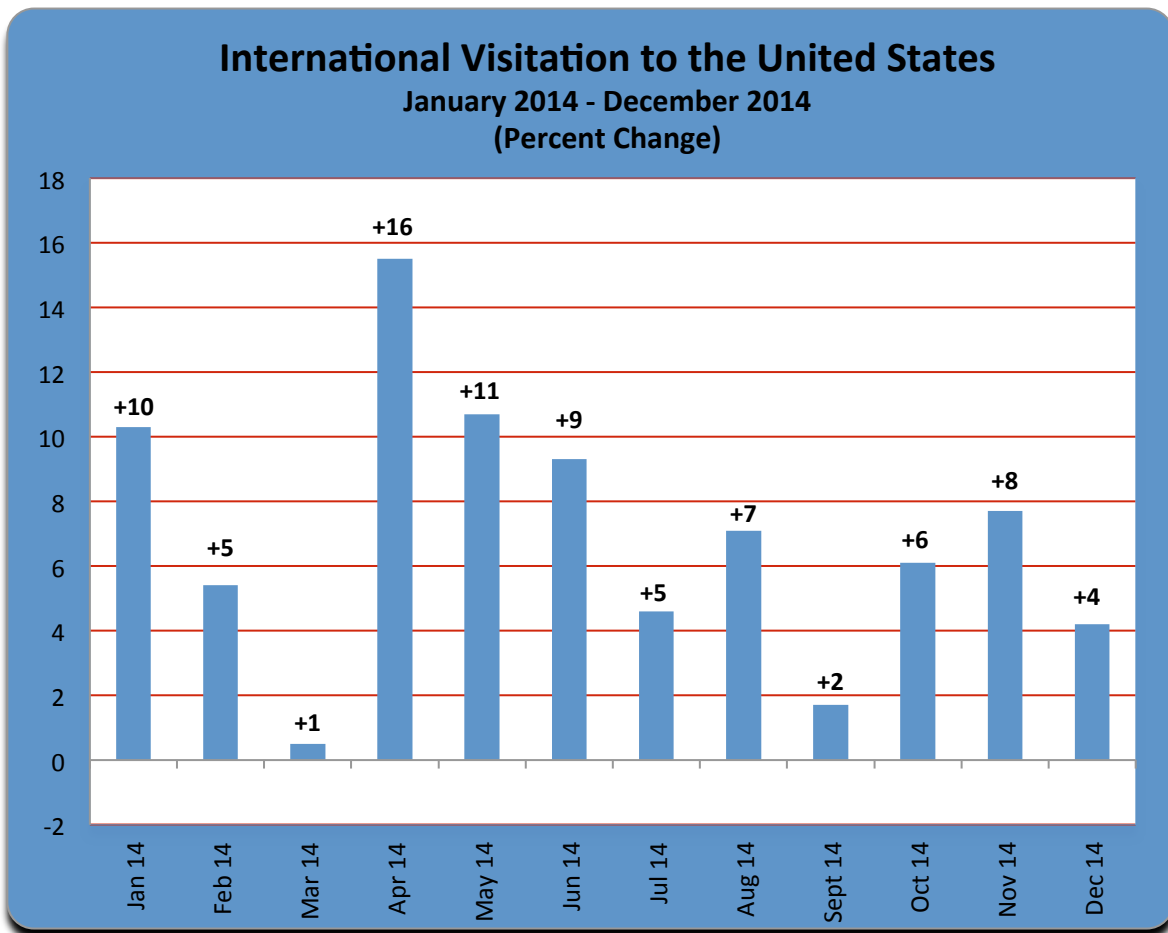


March 6, 2014

**December 2014 International Visits Up Four Percent
2014 Sets New Record with International Visitation Seven Percent Above 2013**

The U.S. Department of Commerce announced that 6.2 million international visitors traveled to the United States in December 2014, a four percent increase over December 2013. December 2014 marks the 12th consecutive month of increases in U.S. visits.

In 2014, 74.7 million international visitors traveled to the United States, a record level of visitors to the United States and a seven percent increase over 2013.



HIGHLIGHTS^{(1) (2)}

CANADA

- In December 2014, non-resident visits from **Canada** (1.5 million) were down **seven** percent, with land arrivals (830,000) down **12** percent and air arrivals (657,000) up two percent.
- In 2014, non-resident visits from **Canada** (23.0 million) decreased **two** percent, with land arrivals (14.6 million) down **four** percent and air arrivals (8.2 million) up two percent.

MEXICO

- Overall non-resident visitation from **Mexico** in December 2014 (1.8 million) grew 12 percent, with land arrivals (1.5 million) up 13 percent for the month and air arrivals (284,000) up four percent.
- Traffic in 2014 (17.3 million) increased 19 percent, with land arrivals (15.0 million) up 22 percent compared to a year ago and air arrivals (2.4 million) up six percent.

TOP 20 COUNTRIES

- In December 2014, 16 of the **top 20 countries** posted increases in non-resident visitation to the United States. Non-resident visitation from 10 of the top 20 countries registered double-digit increases.
- Canada (-7), Japan (-12), Venezuela (-26) and Argentina (-14) were the four markets which experienced declines for the year.
- In December 2014, the **top 20 inbound visitor markets** accounted for 87 percent of all international visits to the United States and as a group it was up three percent.

December 2014: 10 of the Top 20 Countries Registered Double-Digit Increases

Country of Residence	% Growth Rate Dec. 2014 vs. Dec. 2013	December 2014 Rank (on Number of Visits)
Mexico	12	1
Brazil	11	5
People's Republic of China excl Hong Kong	20	6
Australia	10	9
Italy	12	12
India	13	14
Sweden	16	15
Spain	15	16
Netherlands	12	18
Dominican Republic	19	20

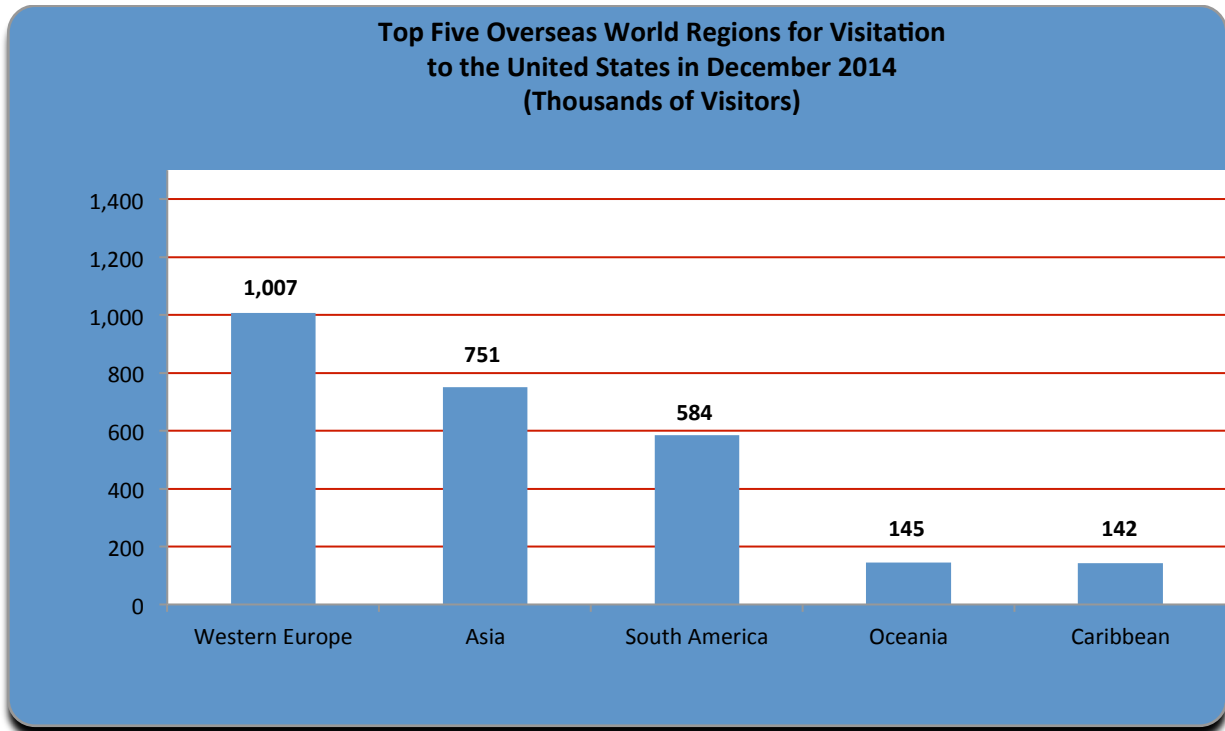
- In 2014, 16 of the **top 20 countries** posted increases in non-resident visitation to the United States, with non-resident visits from eight countries registering double-digit increases.
- Canada (-2), Japan (-4), Argentina (0) and Venezuela (-22) were the four markets which experienced declines for the year.
- In 2014, the **top 20 inbound visitor markets** accounted for 88 percent of all international visits to the United States and as a group were up six percent.

YTD December 2014: 8 of the Top 20 Countries Registered Double-Digit Increases

Country of Residence	% Growth Rate 2014 vs. 2013	2014 Rank (on Number of Visits)
Mexico ⁽³⁾	19	2
Brazil ⁽³⁾	10	5
People's Republic of China excl Hong Kong ⁽³⁾	21	6
India ⁽³⁾	12	11
Italy ⁽³⁾	11	12
Colombia ⁽³⁾	18	13
Spain ⁽³⁾	13	14
Sweden ⁽³⁾	14	18

YTD December 2014: 12 of the Top 20 Countries Set Record Visits to the U.S.

Country of Residence	2014 Visitation Total (000)	Year of Previous Record
Mexico	17,334	2007
Brazil	2,264	2013
People's Republic of China excl Hong Kong	2,188	2013
France	1,625	2013
South Korea	1,450	2013
Australia	1,276	2013
India	962	2013
Italy	934	2011
Colombia	881	2013
Netherlands	616	2013
Sweden	543	2013
Switzerland	487	2012



OVERSEAS VISITATION (excluding Canada and Mexico)

- Non-resident visits from **overseas** countries totaled 3.0 million in December 2014, up six percent over December 2013. For the month, visits from overseas markets accounted for 48 percent of total arrivals to the United States.
- In 2014, non-resident visits from **overseas**⁽³⁾ countries (34.4 million) were up seven percent and accounted for 46 percent of total arrivals to the United States.

All World Regional⁽⁴⁾ Markets Set Visitation Records in 2014

World Region	2014 Visitation Total (000)	Year of Previous Record
Western Europe	12,784	2008
Asia	9,641	2013
South America	5,481	2013
Oceania	1,555	2013
Caribbean	1,339	2000
Middle East	1,225	2013
Eastern Europe	947	2013
Central America	933	2013
Africa	513	2013

- Non-resident visits from **Western Europe** (1.0 million) increased eight percent in December 2014. In 2014, non-resident visits (12.8 million) increased six percent.
- In December 2014, non-resident visits from **Western Europe** accounted for 34 percent of all overseas visitors. In 2014, non-resident visits accounted for 37 percent of overseas visitors.
 - Non-resident visits from 19 out of the 20 **Western European** markets were up for the month. Greece recorded the only decline. All markets were up for the year.
 - Five (Italy, Sweden, Spain, the Netherlands and Ireland) of the top 10 markets registered double-digit increases in December 2014.
 - In 2014, three of the top 10 markets registered increases: Italy, Spain and Sweden.
 - Non-resident visits from the **United Kingdom** accounted for 31 percent of all non-resident visits from **Western Europe** in December 2014. For 2014, non-resident visits from the **United Kingdom** accounted for 31 percent of all non-resident visits from **Western Europe**.

Top European Markets (Sort on YTD 2014)

Country of Residence	Monthly % Change Dec. 2014 vs. Dec. 2013	% Change 2014 vs. 2013
United Kingdom	9	4
Germany	7	3
France	0	8
Italy	12	11
Spain	15	13
Netherlands	12	5
Sweden	16	14
Switzerland	1	3
Ireland	10	8
Norway	9	9
Denmark	13	13

- Non-resident visits from **Eastern Europe** dropped **five** percent in December 2014 but increased 10 percent in 2014.
 - **Russia** accounted for 36 percent of all non-resident visits from **Eastern Europe** for the month and 36 percent of all non-resident visits in 2014.

Top East European Market (Sort on YTD 2014)

Country of Residence	Monthly % Change Dec. 2014 vs. Dec. 2013	% Change 2014 vs. 2013
Russia	-24	2

- Non-resident visits from **Asia** increased two percent in December 2014 and grew six percent in 2014.
 - **Japan** accounted for 37 percent of all non-resident visits from **Asia** for the month and 37 percent of non-resident visits from **Asia** in 2014.

Top Asian Markets (Sort on YTD 2014)

Country of Residence	Monthly % Change Dec. 2014 vs. Dec. 2013	% Change 2014 vs. 2013
Japan	-12	-4
People’s Republic of China (excl Hong Kong)	20	21
South Korea	9	7
India	13	12

- Non-resident visitation from the **Middle East** increased 15 percent in December 2014 and was up 16 percent for the year.

Top Middle Eastern Markets (Sort on YTD 2014)

Country of Residence	Monthly % Change Dec. 2014 vs. Dec. 2013	% Change 2014 vs. 2013
Israel	11	7
Saudi Arabia	28	25
Turkey	15	8

- Non-resident visitation from **Africa** grew 12 percent in December 2014 and increased 17 percent in 2014.
- Non-resident visits from **Oceania** were up 12 percent in December 2014 and grew nine percent in 2014.
 - **Australia** accounted for 85 percent of all non-resident visits from **Oceania** for the month and 82 percent for the year.

Top Oceania Markets (Sort on YTD 2014)

Country of Residence	Monthly % Change Dec. 2014 vs. Dec. 2013	% Change 2014 vs. 2013
Australia	10	6
New Zealand	24	25

- Non-resident visits from **South America** increased three percent in December 2014 and grew seven percent in 2014.
 - **Brazil**, the top non-resident visitation market from **South America**, accounted for 45 percent of non-resident visits from the region in December 2014. **Brazil** was 41 percent of non-resident visits from **South America** in 2014.

Top South American Markets (Sort on YTD 2014)

Country of Residence	Monthly % Change Dec. 2014 vs. Dec. 2013	% Change 2014 vs. 2013
Brazil	11	10
Colombia	9	18
Argentina	-14	0
Venezuela	-26	-22

- Non-resident visits from **Central America** were up eight percent in December 2014 and grew 12 percent in 2014.
- Non-resident visits from the **Caribbean** increased 15 percent in December 2014 and were up 16 percent in 2014.

Top Caribbean Markets (Sort on YTD 2014)

Country of Residence	Monthly % Change Dec. 2014 vs. Dec. 2013	% Change 2014 vs. 2013
Dominican Republic	19	14
Bahamas	13	6

To access the 2014 monthly arrivals data for **Canada, Mexico, Top 20 Countries and Overseas**, please visit <<http://travel.trade.gov/view/m-2014-I-001/index.html>>.

BUSINESS TRAVEL vs. PLEASURE TRAVEL: YTD December 2014

To access the rates of change for the top 20 overseas arrival markets comparing business, pleasure and total travel to the United States, visit <<http://travel.trade.gov/view/m-2014-I-001/index.html>>.

TOP PORTS: YTD December 2014

In 2014, overseas visits (excluding Canada and Mexico) grew seven percent. At the same time, visitation through the top 15 ports of entry accounted for 83 percent of all overseas visits—slightly below last year.

The top three ports (New York/JFK, Miami and Los Angeles) accounted for 41 percent of all overseas arrivals—nearly one percentage point above last year. Thirteen of the top 15 ports recorded increases in arrivals in 2014. Four of these ports recorded double-digit increases.

In 2014, Orlando, up five percent, moved into eighth position pushing Agana, Guam down to ninth position. And with arrivals through Ft. Lauderdale increasing 40 percent, that port moved into 14th position above Dallas.

To access top port activity, go to the National Travel and Tourism Office (NTTO) monthly arrivals page <<http://travel.trade.gov/view/m-2014-I-001/index.html>> and scroll down the page until you see the yellow title bar entitled “Top Airports for Overseas Non-Resident Arrivals to the U.S.” Click on the Excel file to view the monthly port figures.

Arrivals to the United States by port-of-entry are tracked on a monthly basis. The U.S. Department of Commerce has arrivals data on more than 40 U.S. ports-of-entry from all world regions and 44 countries, with a brief analysis presented on the top 15 ports for overseas arrivals in 2014.

NATIONAL TRAVEL AND TOURISM STRATEGY

In 2012, a Task Force on Travel Competitiveness, chaired by the Secretary of Commerce and the Secretary of the Interior, developed the National Travel and Tourism Strategy to promote domestic and international opportunities throughout the United States and increase the U.S. market share of worldwide travel. The Tourism Policy Council, chaired by the Department of Commerce, is leading the implementation of the National Strategy through inter-agency working groups, including a Research Working Group chaired by the National Travel and Tourism Office. The I-94 Program supports the National Strategy’s call for expanded metrics on international travel to the United States. I-94 automation further supports this initiative as it greatly improves the measurement of international visitation data to the United States. To learn more about the National Strategy, you are encouraged to visit <<http://travel.trade.gov/pdf/national-travel-and-tourism-strategy.pdf>>. For more information on I-94 automation, please visit <www.cbp.gov>.

SOURCE

The monthly *Summary of International Travel to the United States* report has approximately 30 tables that provide data on monthly and year-to-date arrivals to the United States. The report provides data on approximately 90 countries each month and more than 40 ports of entry.

Numerous breakouts are provided by world region and country for the port tables as well. To find out more about this program, please go to:

<<http://travel.trade.gov/research/programs/i94/index.html>>.

If you would like to subscribe to the monthly international arrivals reports, please go to:

<<http://travel.trade.gov/research/programs/i94/index.html>>.

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⁽¹⁾ Throughout this report, percent changes posted for international visitation to the United States for December 2014 were calculated by comparing data in December 2014 to data in December 2013. Also, percent changes posted for year to date 2014 were calculated by comparing data for January–December 2014 to data for January–December 2013.

⁽²⁾ The U.S. Department of Commerce complies with the UN World Tourism Organization (UNWTO) standard definition and class of international travelers when reporting monthly and annual arrivals data. This standard excludes all day-trippers from any of the counts/estimates, including those from Canada and Mexico. At the same time, international visitor spending data includes day-trippers. Also, the National Travel and Tourism Office (NTTO) has included non-immigrant visa types ‘E’ treaty trader or investor and ‘I’ representatives of foreign information media into the counts to more accurately reflect business visitation.

⁽³⁾ Record level of non-resident visits to the United States in 2013.

⁽⁴⁾ The nine major overseas regions are Western Europe, Eastern Europe, Asia, the Middle East, Africa, Oceania, South America, Central America and the Caribbean