



INTERNATIONAL
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Forecast of International Inbound Visitor Arrivals to the United States and New Research at NTTO



Presented by:

David Huether

**National Travel & Tourism Office
International Trade Administration
U.S. Department of Commerce**



Travel Forecast Webinar

Presentation Overview

- Travel and Tourism Leading up to 2020 and the Impact of COVID-19 on Travel and Tourism
- Forecast of International Visitation
- New Research from NTTO



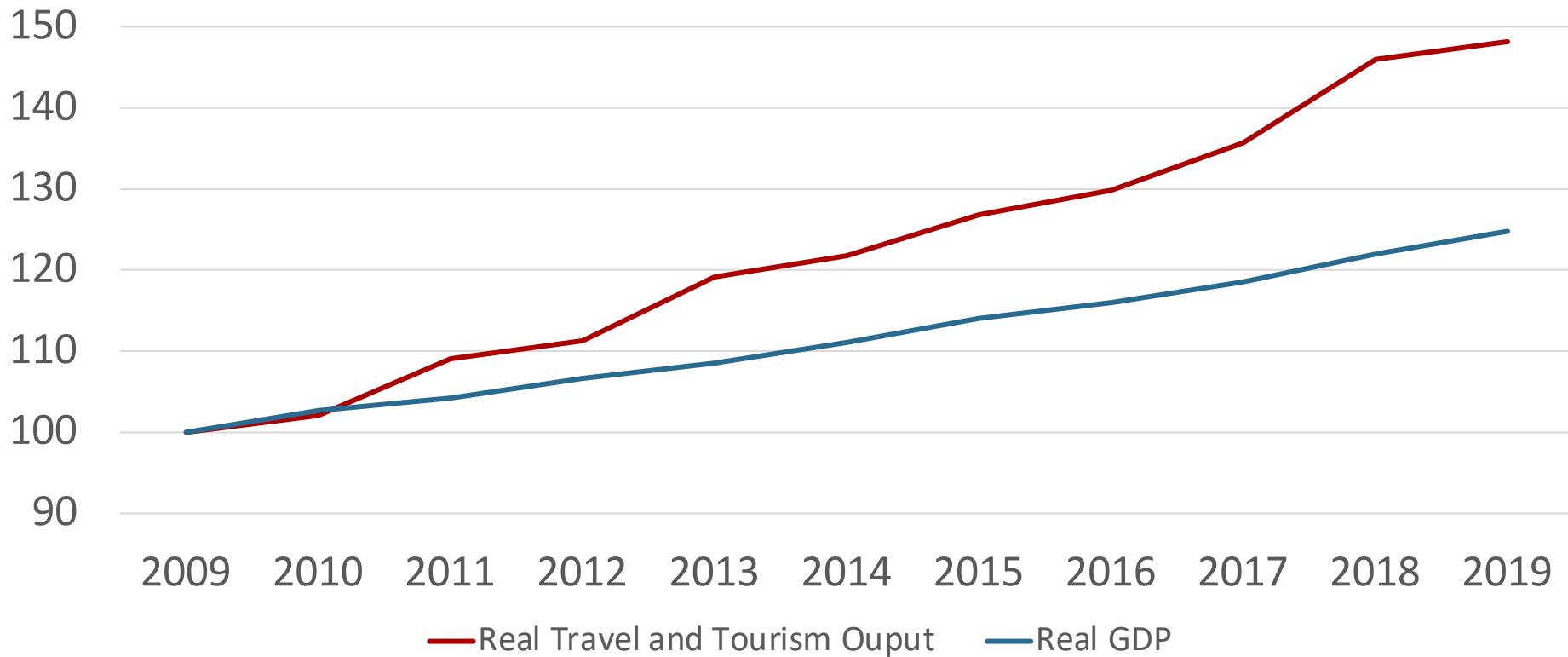
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Travel Forecast Webinar

Travel and Tourism Leading up to 2020 and the Impact of COVID-19 on Travel and Tourism



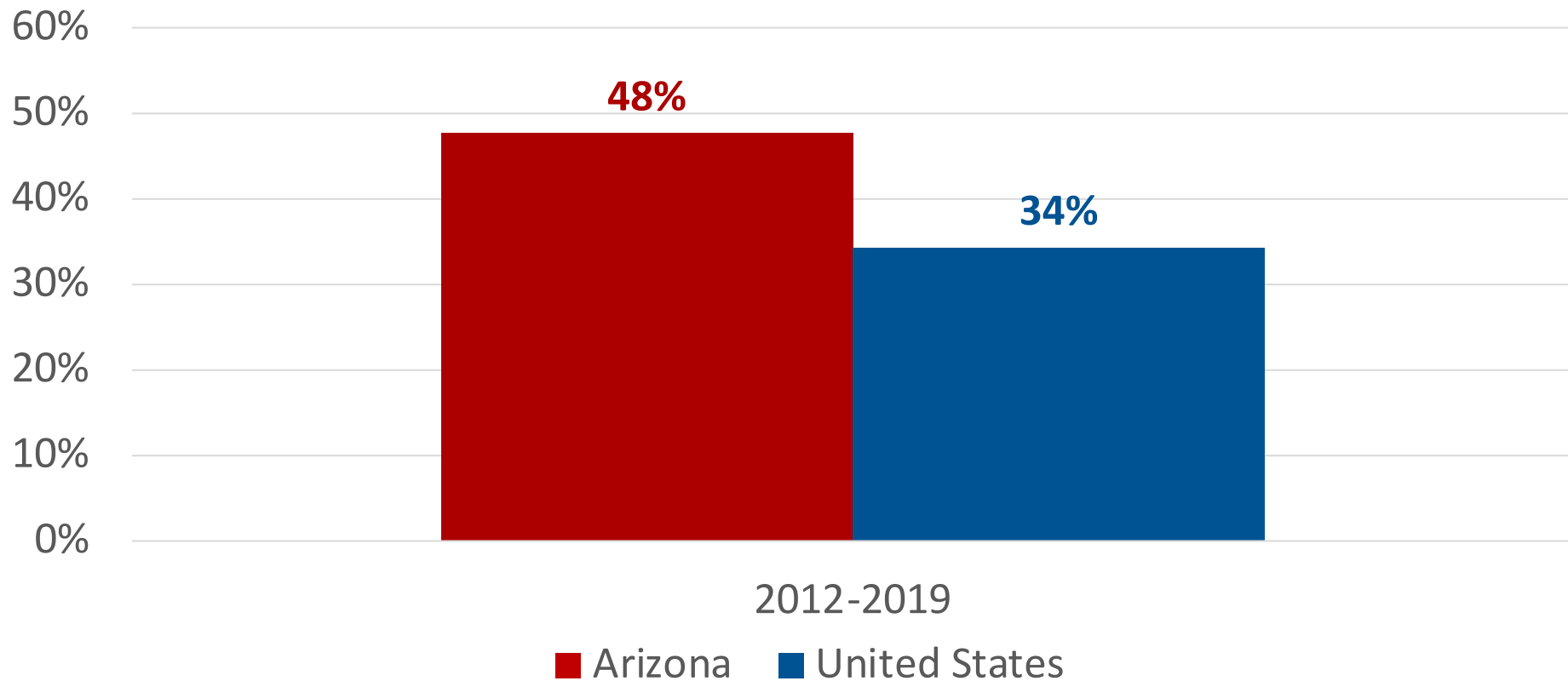
Real Output: **Travel and Tourism** vs **GDP** (Index: 2009=100)



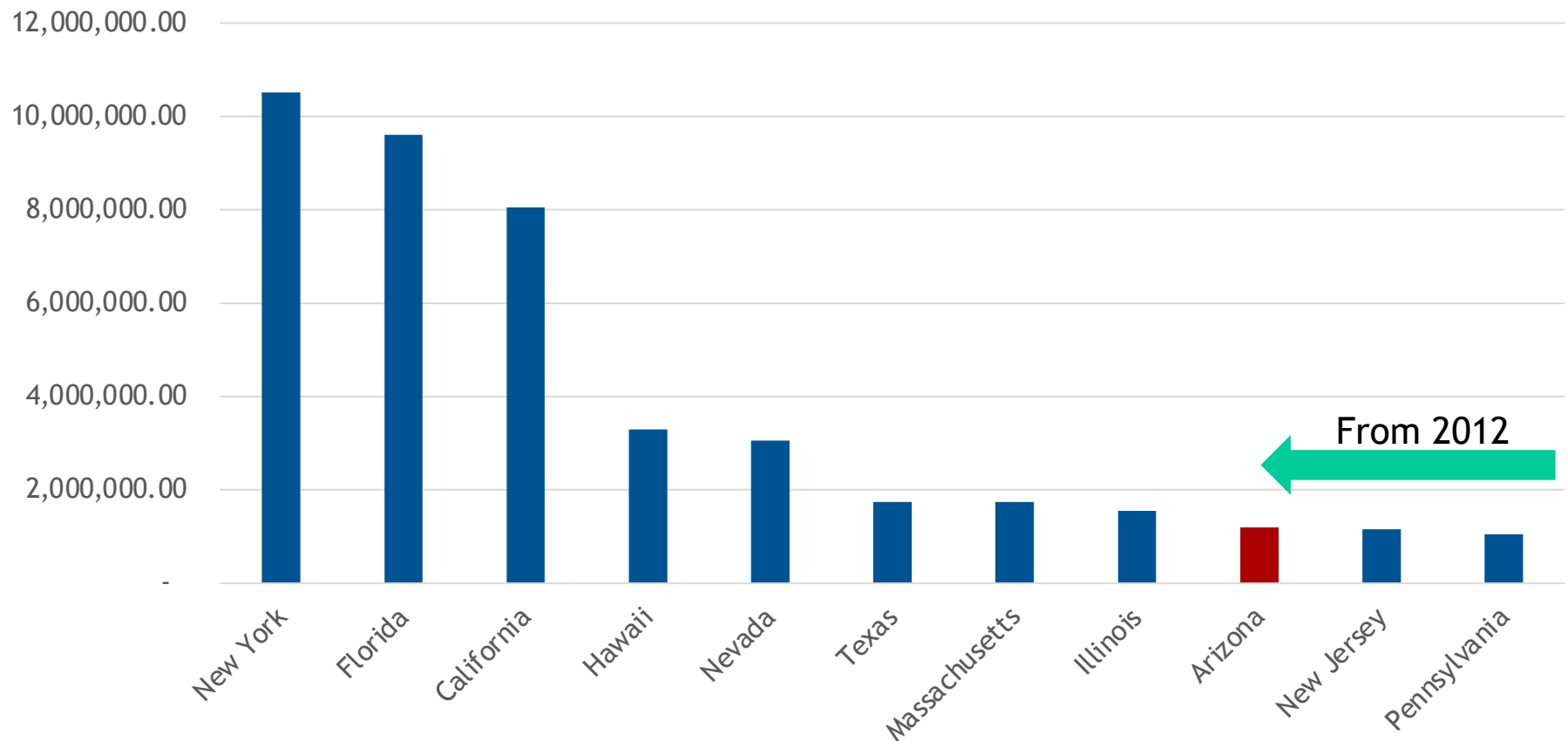
Source: National Travel and Tourism Office from the Bureau of Economic Analysis



Growth in Overseas Visitation to the United States (2012-2019)



Top States Visited in 2019 by Overseas Travelers



Source: National Travel and Tourism Office from the Bureau of Economic Analysis



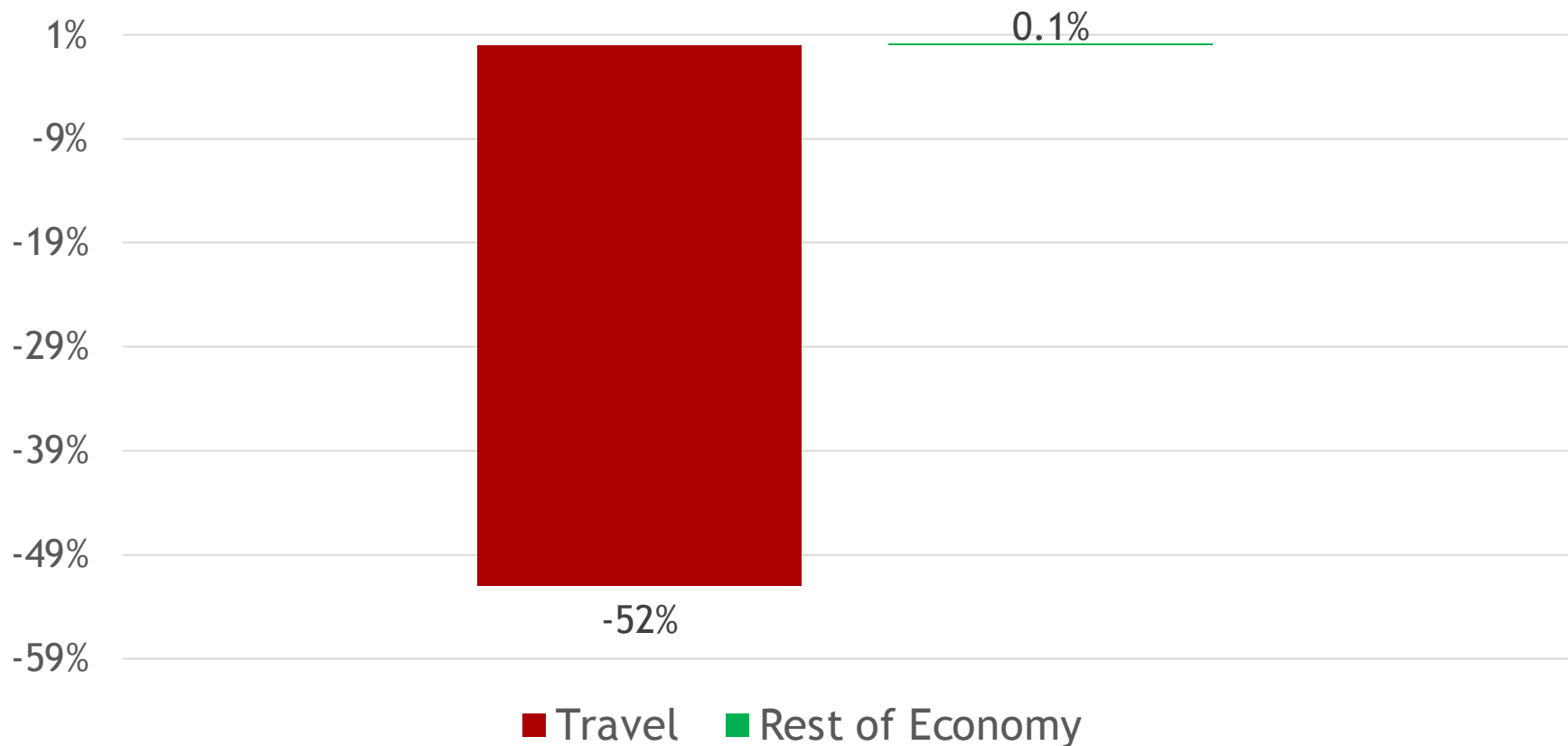
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Impact of COVID-19 on Travel and International Visitation

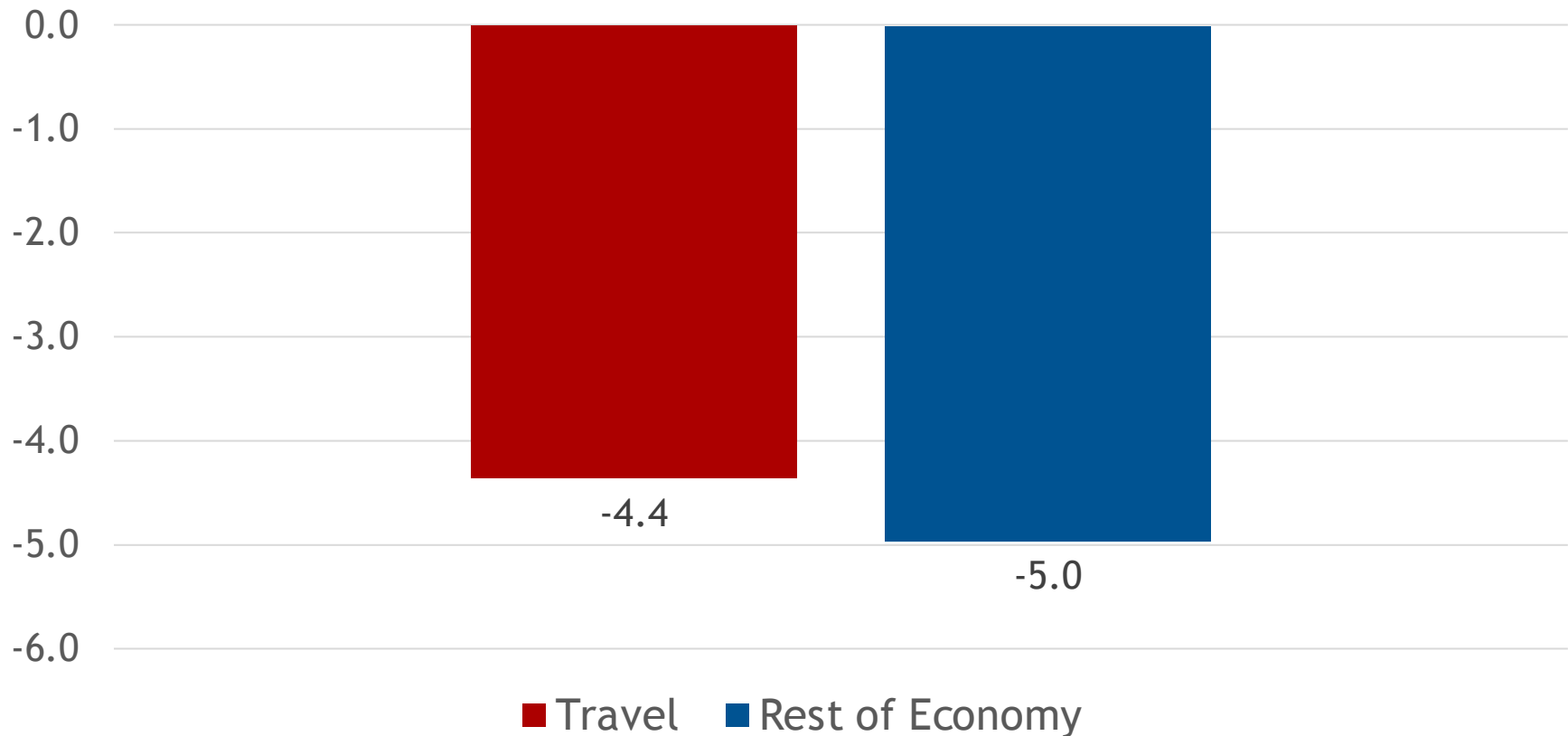


Change in 2020 GDP

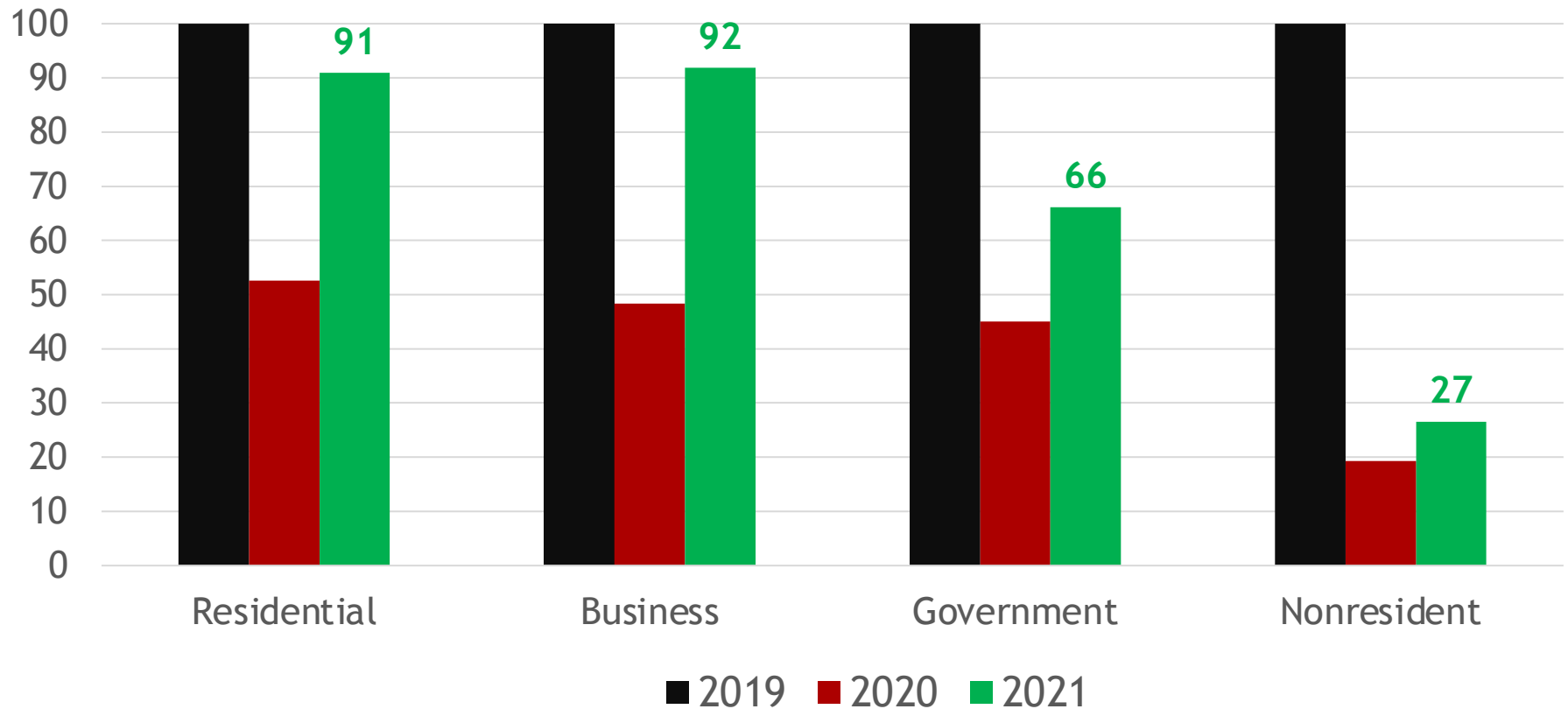




Change in 2020 Employment (Millions)

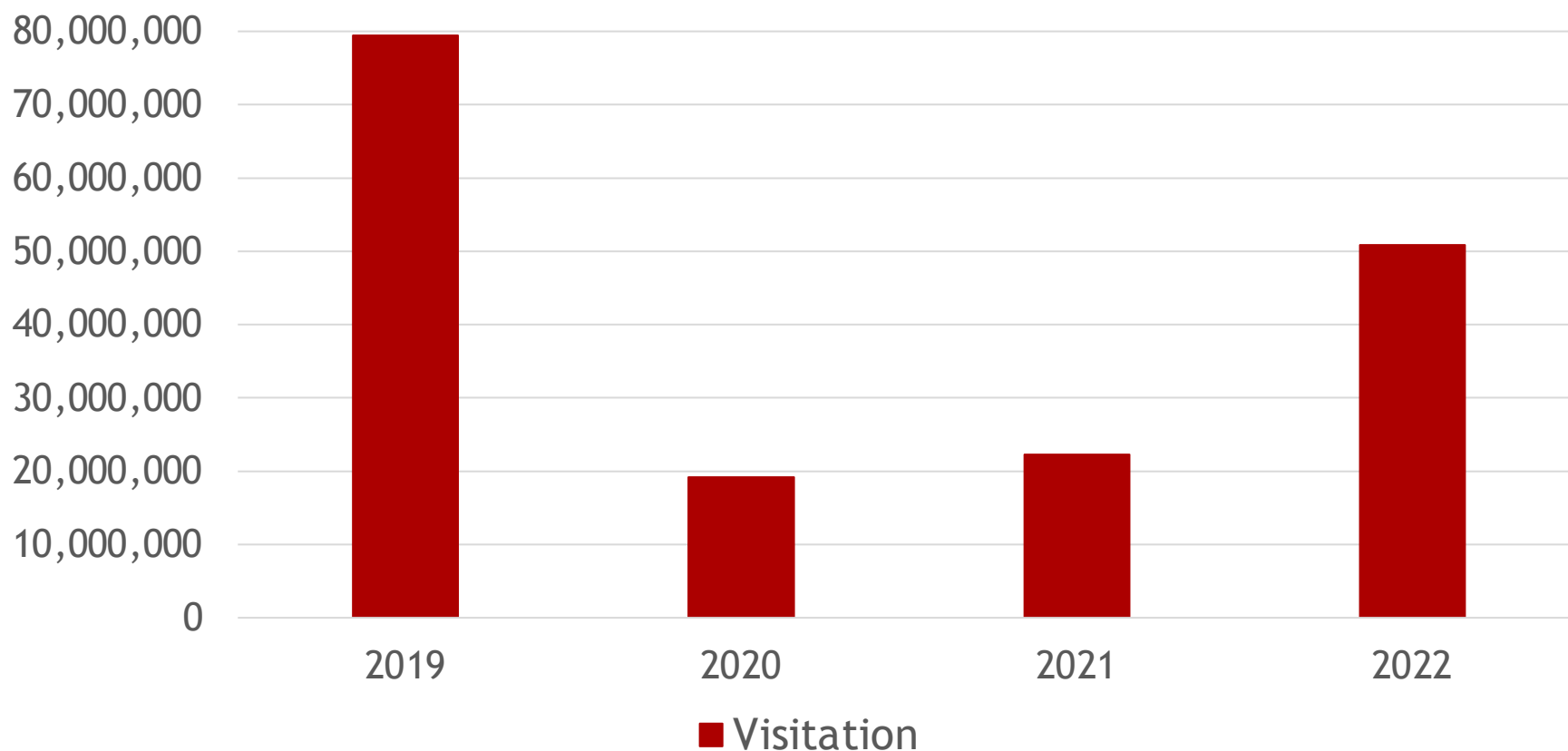


Travel Demand in the United States

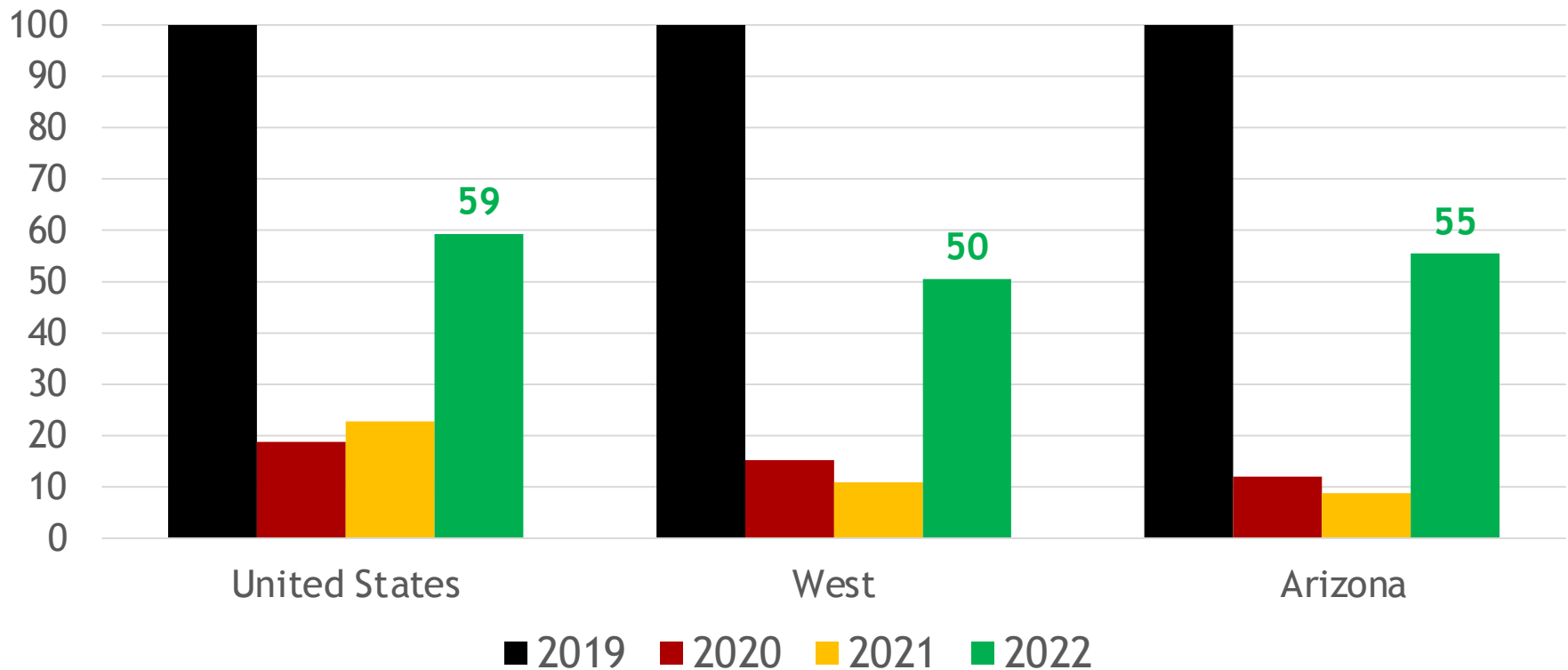




U.S. International Visitor Arrivals



Overseas Visitation to the United States (Index 2019=100)





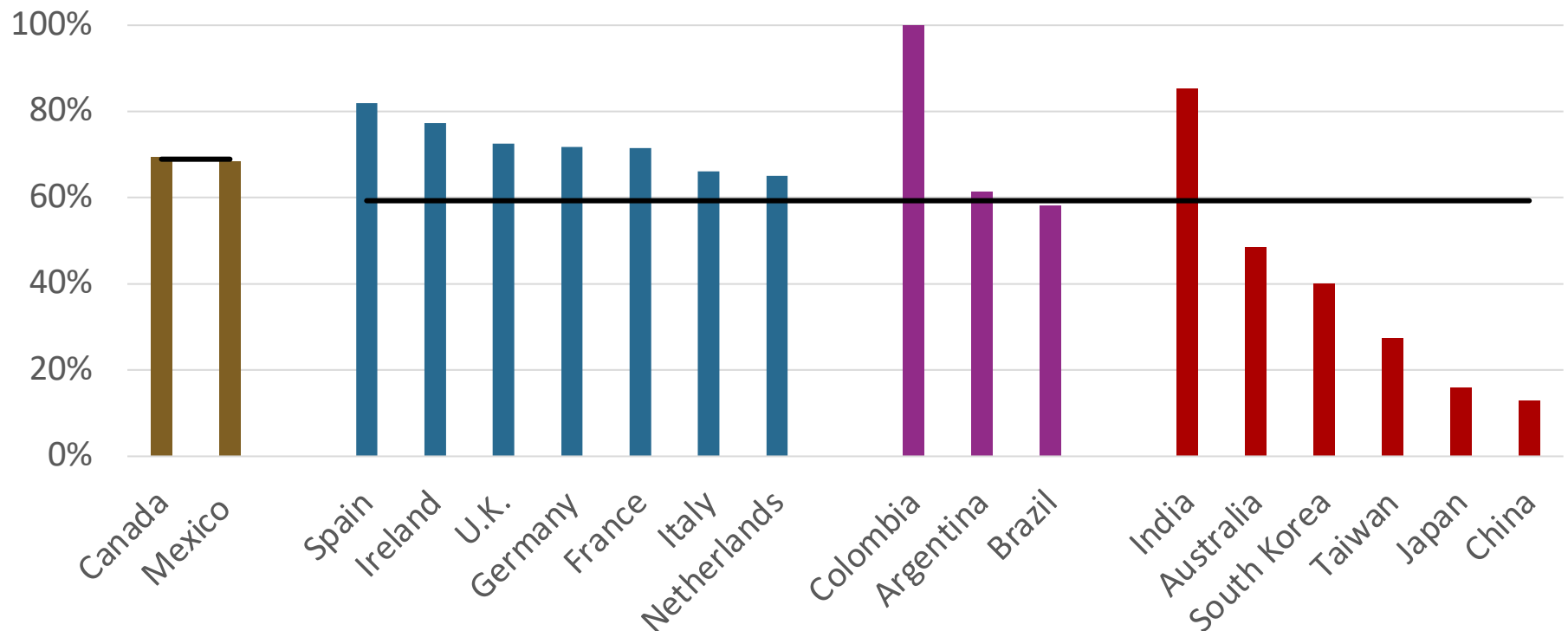
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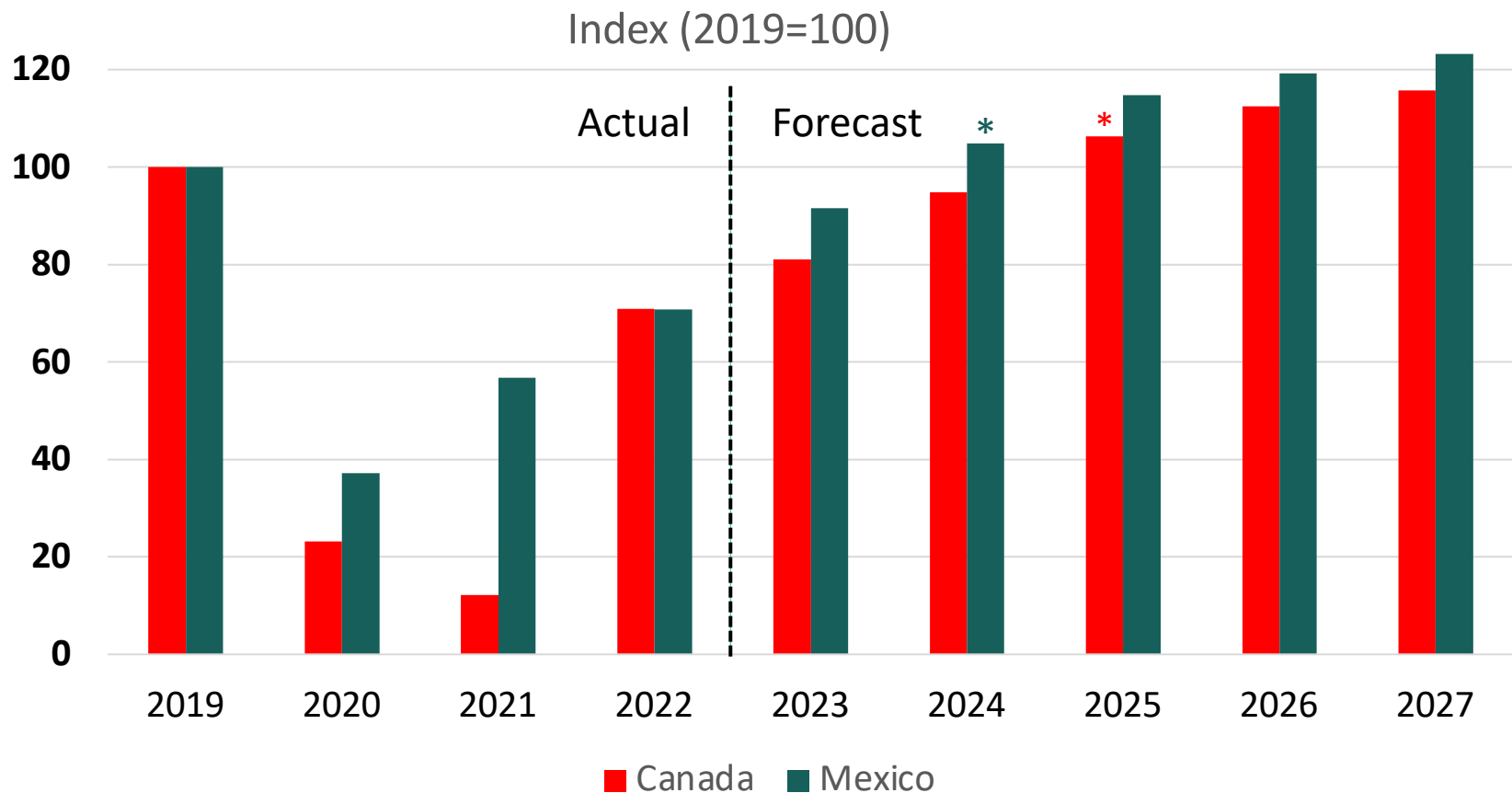
Forecast of International Visitation

Forecast of Visitor Arrivals: The Starting Point

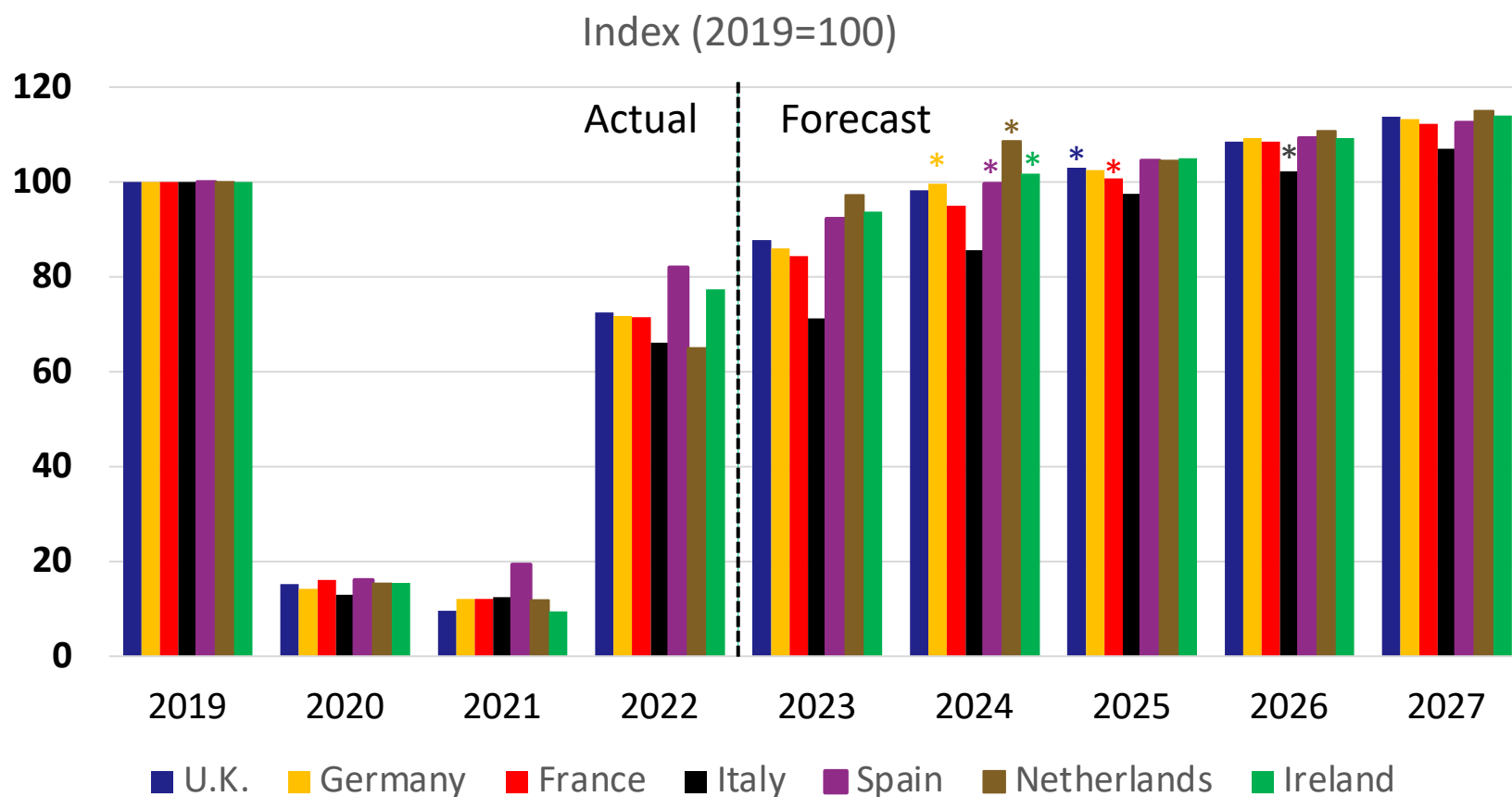
Top Inbound Markets: 2022 (Share of 2019)



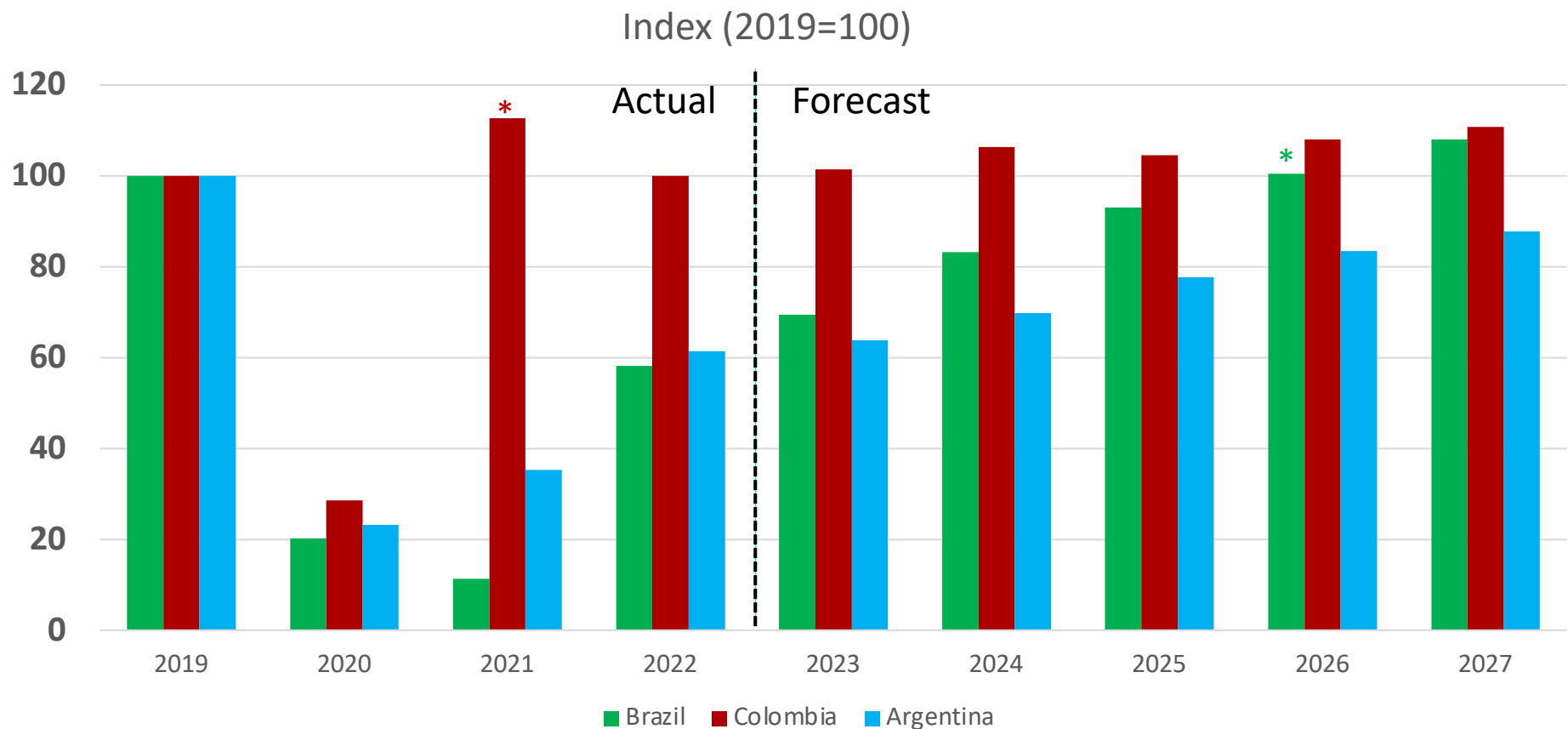
Forecast: Visitor Arrivals from North America



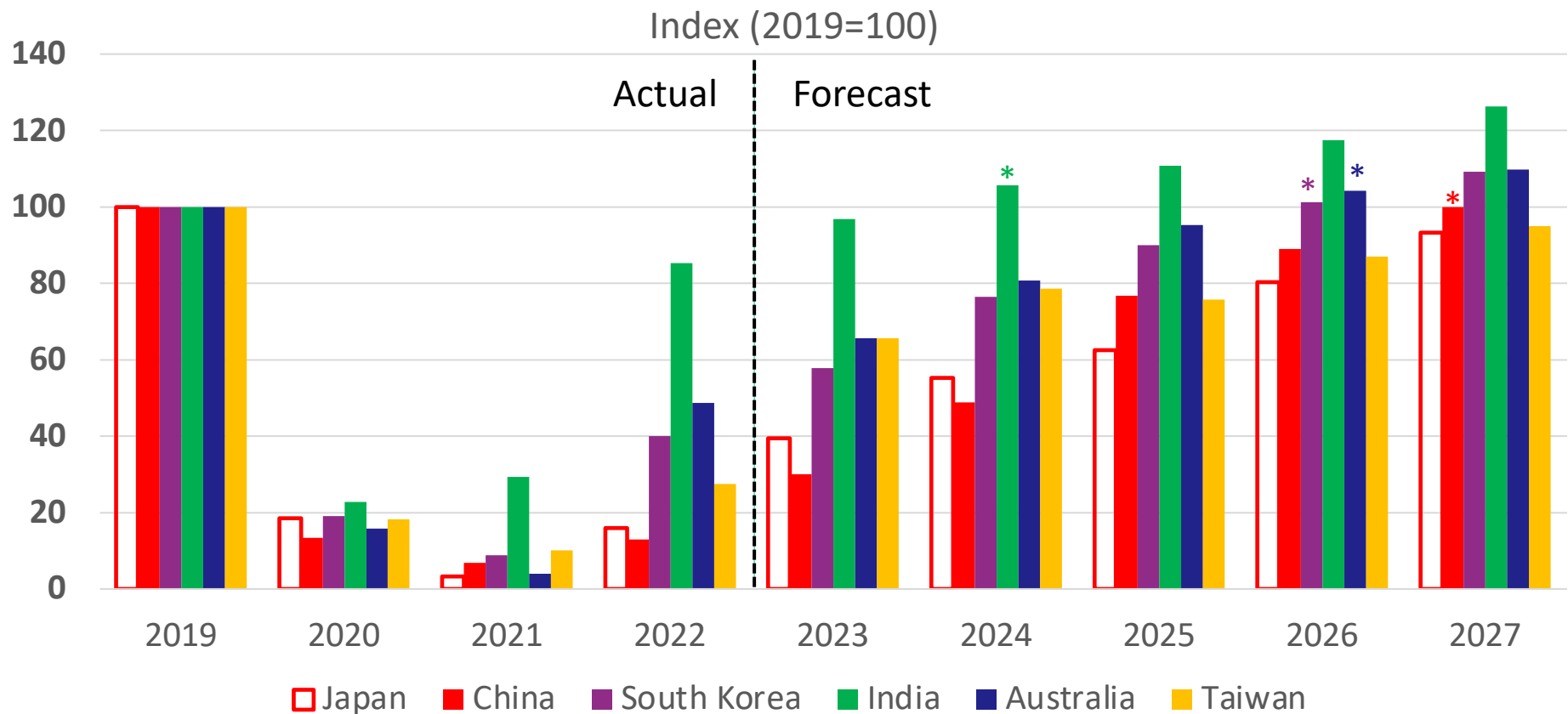
Forecast: Visitor Arrivals from Europe



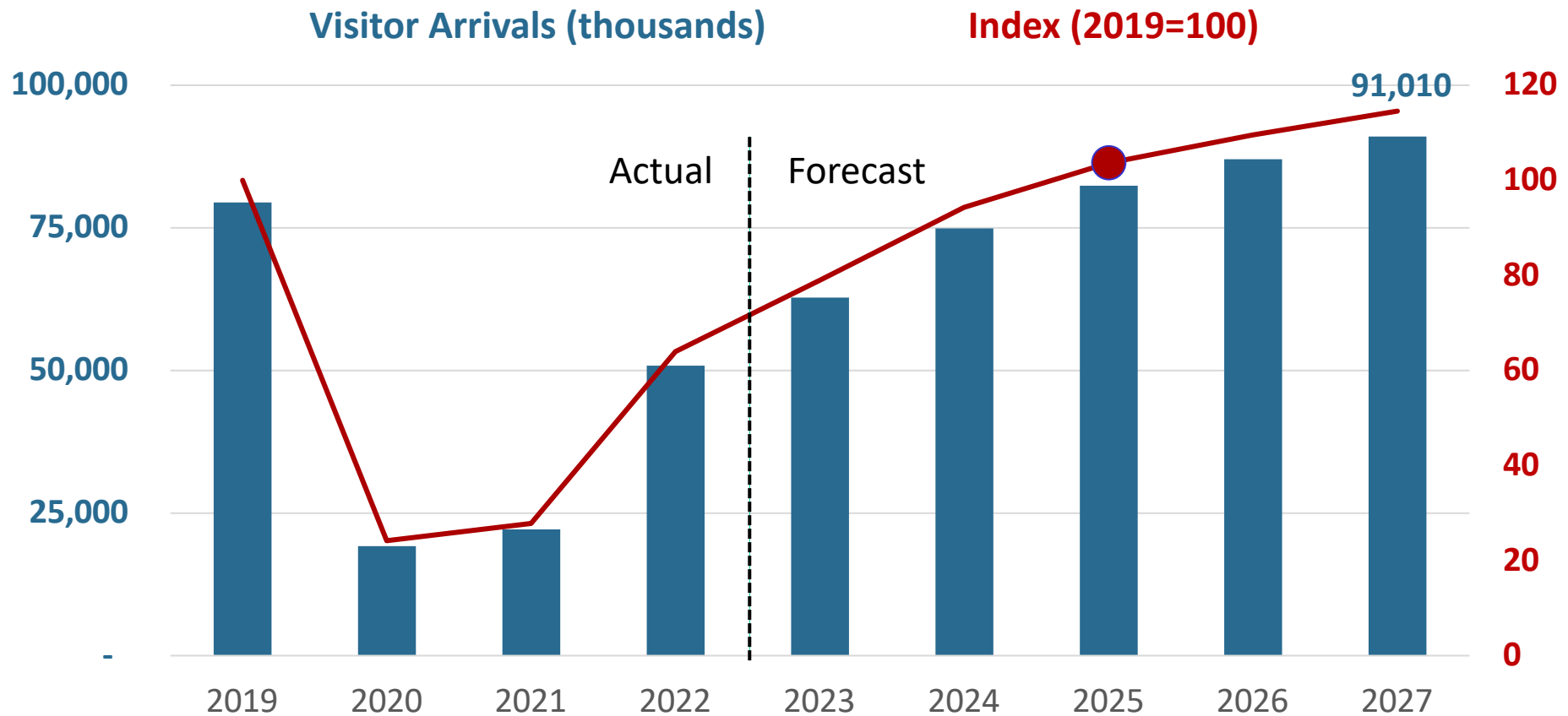
Forecast: Visitor Arrivals from South America



Forecast: Visitor Arrivals from Asia & Oceania



Forecast: Total Visitor Arrivals



Trade.gov/travel-and-tourism-research

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The National Travel and Tourism Office (NTTO) functions as the U.S. federal tourism office. A core responsibility is to collect, analyze, and disseminate international travel and tourism statistics. As a result, NTTO is charged with managing, improving, and expanding the system to fully account and report the impact of travel and tourism in the United States.

[Contact the Research team.](#)

For updates and news on the Travel Industry, explore our [TI News Page](#).

Highlighted Data Visualization

NEW U.S. States and Cities Visited Monitor

Interested in a customizable visual summary of U.S. states and cities visited by overseas travelers in 2021 (with comparisons to 2020)? Please visit:

[TOP U.S. STATES & CITIES VISITED MONITOR](#)



Statistics and Research Programs

FACT SHEETS AND REPORTS	NTTO VISUAL DATA TOOLS	NON-RESIDENT INBOUND TRAVEL (VOLUME DATA)	FORECAST OF INT'L VISITORS	U.S. OUTBOUND TRAVEL (VOLUME DATA)	SURVEY OF INT'L AIR TRAVELERS (SIAT)	MARKET AND SECTOR PROFILES	SPENDING AND BALANCE OF PAYMENTS	TRAVEL & TOURISM SATELLITE ACCOUNT (TTSA)
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Forecast of International Visitors to the United States

The National Travel and Tourism Office (NTTO) prepares an annual forecast of visitor volumes from top international source markets.

[2023 International Visitor Forecast](#)



New Research at NTTO

- Congressional Report on Impact of COVID-19 Pandemic on the Travel and Tourism Industry
- Survey of International Air Travelers (SIAT)
 - Quarterly
 - National Report Posted on NTTO Website
- Characteristics of Canada Ground Visitation (investigating Mexico ground)
- Research Catalog (*digital coming soon*)
- Data Visualization

New Research at NTTO: Catalog

The Travel and Tourism Satellite Account (TTSA) Program measures the relative size and importance of the travel and tourism industry, along with its contribution to gross domestic product (GDP). The TTSA measures direct and indirect travel output, demand, direct and indirect employment, compensation, inflation, and GDP. Annual TTSA statistics are provided through:



- Excel Files: Annual TTSA Data Sheets (1998 to present)

The Travel Forecast Program. NTTO prepares an annual 5-year forecast of visitor volumes from top international source markets. Included in the forecast are visitor volume, annual percent change, and visitor volume as a share of 2019 visitation. Travel Forecast is provided through:

- PDF Report

Data Visualization. NTTO has developed data visualization tools, which are referred to as "Monitors." Most are dedicated to a particular NTTO research program that can be accessed either on the program's landing page or from the "NTTO MONITORS-INTERACTIVE DATA

TOOLS" card under Statistics and Programs on NTTO's Research home page. Current Monitors include:

- NTTO Travel Industry Monitor tracks the overall state of the travel industry.
- I-94 Visitor Arrivals Monitor (ICOR), I-94 Visitor Arrivals Monitor (ICOC) provide statistics and insights on international visitation to the United States at the international, overseas, and top world region levels.
- SIAT Inbound Survey Monitor enables users to interactively analyze the characteristics of overseas visitors from world regions and countries to the United States at the national, state, and Metropolitan Statistical Area (MSA) level.
- SIAT Outbound Survey Monitor enables users to interactively analyze the characteristics of U.S. visitors at the national, state, and MSA level to world regions and countries.
- I-92/APIS U.S. International Air Passenger Monitor enables users to analyze international air passenger enplanements to and from the United States at the country, city, and airport level.



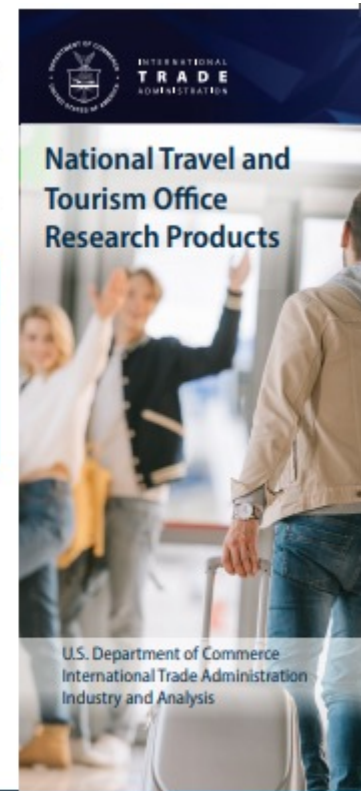
- Monthly Travel Trade Monitor is a visual summary of monthly U.S. travel and tourism-related exports, imports, and the balance of trade.
- U.S. States & Cities Visited Monitor visualizes overseas visitation to 45 U.S. states and territories and 91 U.S. cities-MSA. Data include visitor volume, market share, volume % change, and volume # change for each reported state, territory, and city-MSA.

Reports and Fact Sheets

- Fast Facts
- International Visitation to the U.S.
- Balance of Trade
- Travel and Tourism Exports
- Travel and Trade by Category
- TTSA Fact Sheet



trade.gov/travel-and-tourism-research



National Travel and Tourism Office Research Products

U.S. Department of Commerce
International Trade Administration
Industry and Analysis



New Research at NTTO: Data Visualization

Statistics and Research Programs

FACT SHEETS AND REPORTS	NTTO VISUAL DATA TOOLS	NON-U.S. INBOUND TRAVEL (VOLUME DATA)	FORECAST OF INT'L VISITORS	U.S. OUTBOUND TRAVEL (VOLUME DATA)	SURVEY OF INT'L AIR TRAVELERS (SIAT)	MARKET AND SECTOR PROFILES	SPENDING AND BALANCE OF PAYMENTS	TRAVEL & TOURISM SATELLITE ACCOUNT (TTSA)
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NTTO TRAVEL INDUSTRY MONITOR

I-94 VISITOR ARRIVALS MONITOR (COR)

I-94 VISITOR ARRIVALS MONITOR (COC)

U.S. STATES & CITIES VISITED MONITOR

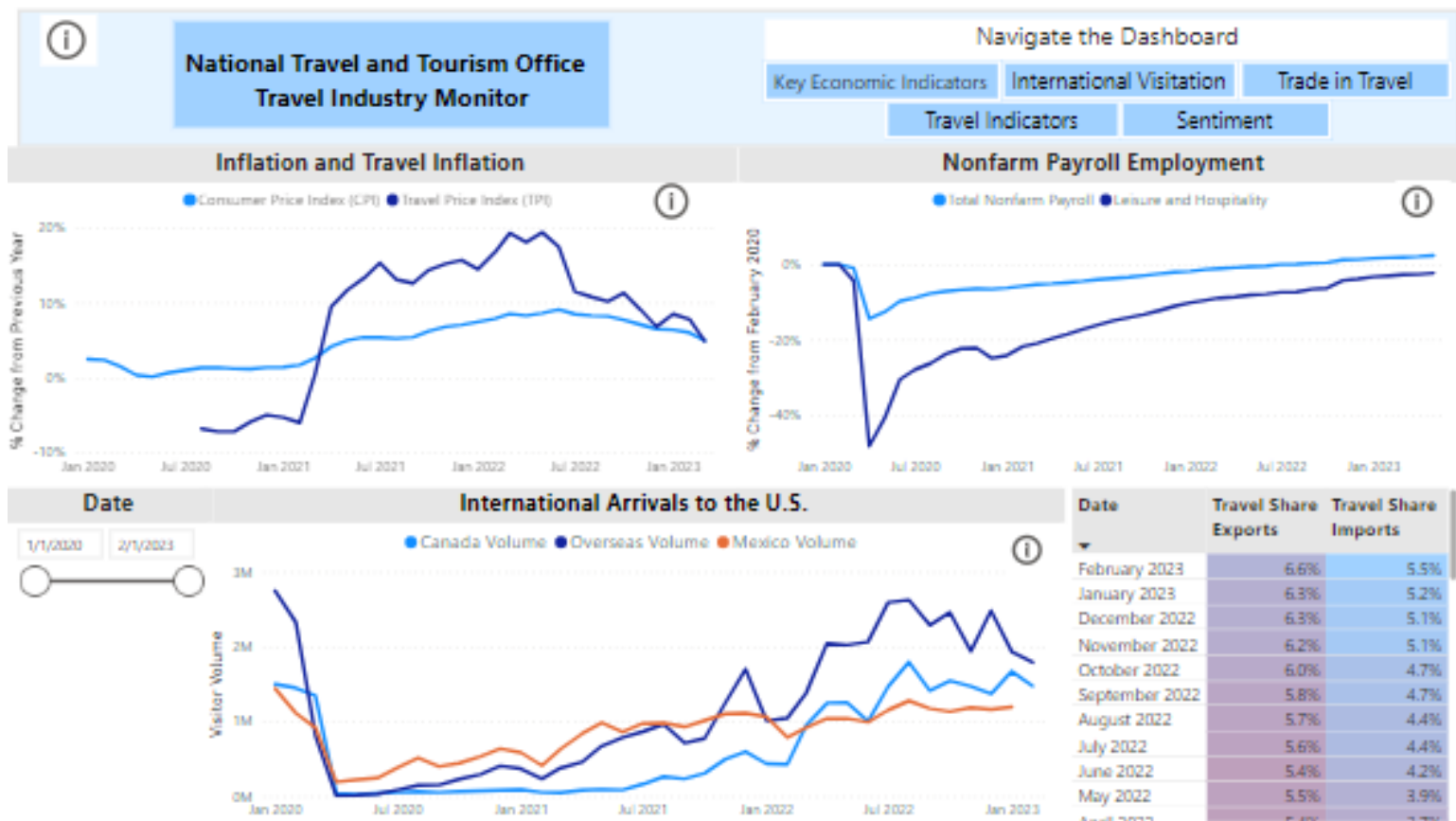
I-92 INTERNATIONAL AIR PASSENGER TRAFFIC MONITOR

MONTHLY TRAVEL TRADE MONITOR

SIAT INBOUND SURVEY MONITOR

SIAT OUTBOUND SURVEY MONITOR

New Research at NTTO: Travel Industry Monitor





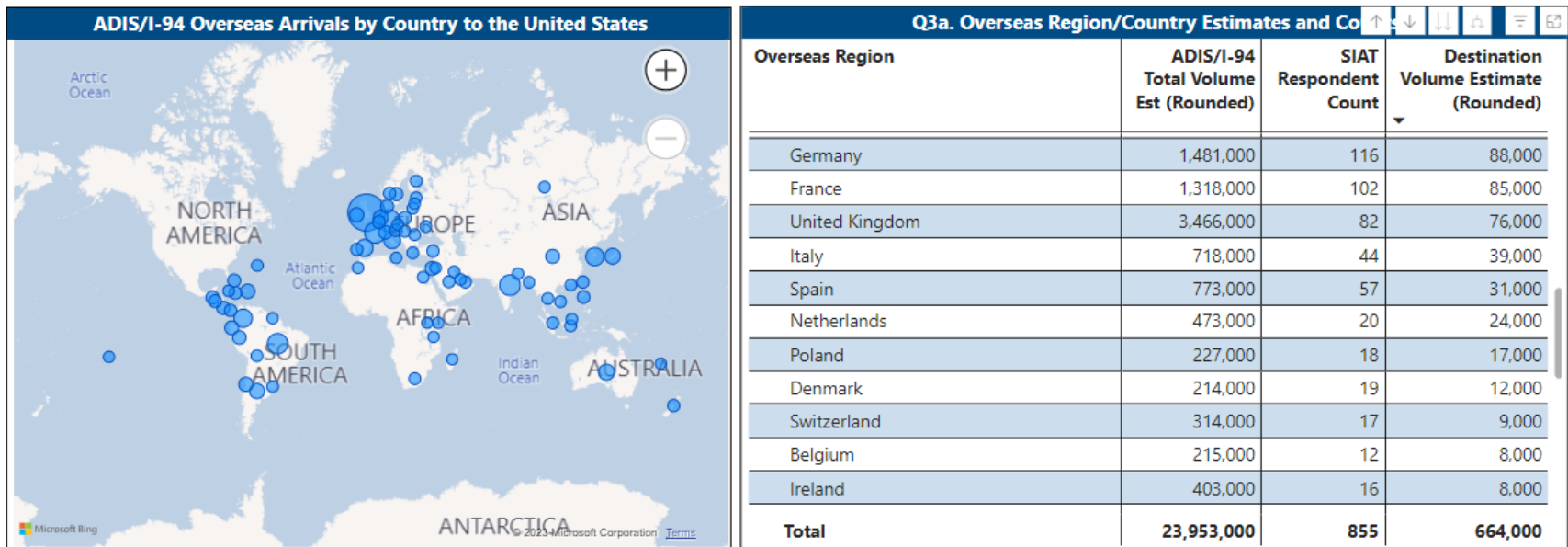
New Research at NTTO: SIAT Inbound Monitor

Total Visitor Estimate to Destination
664,000

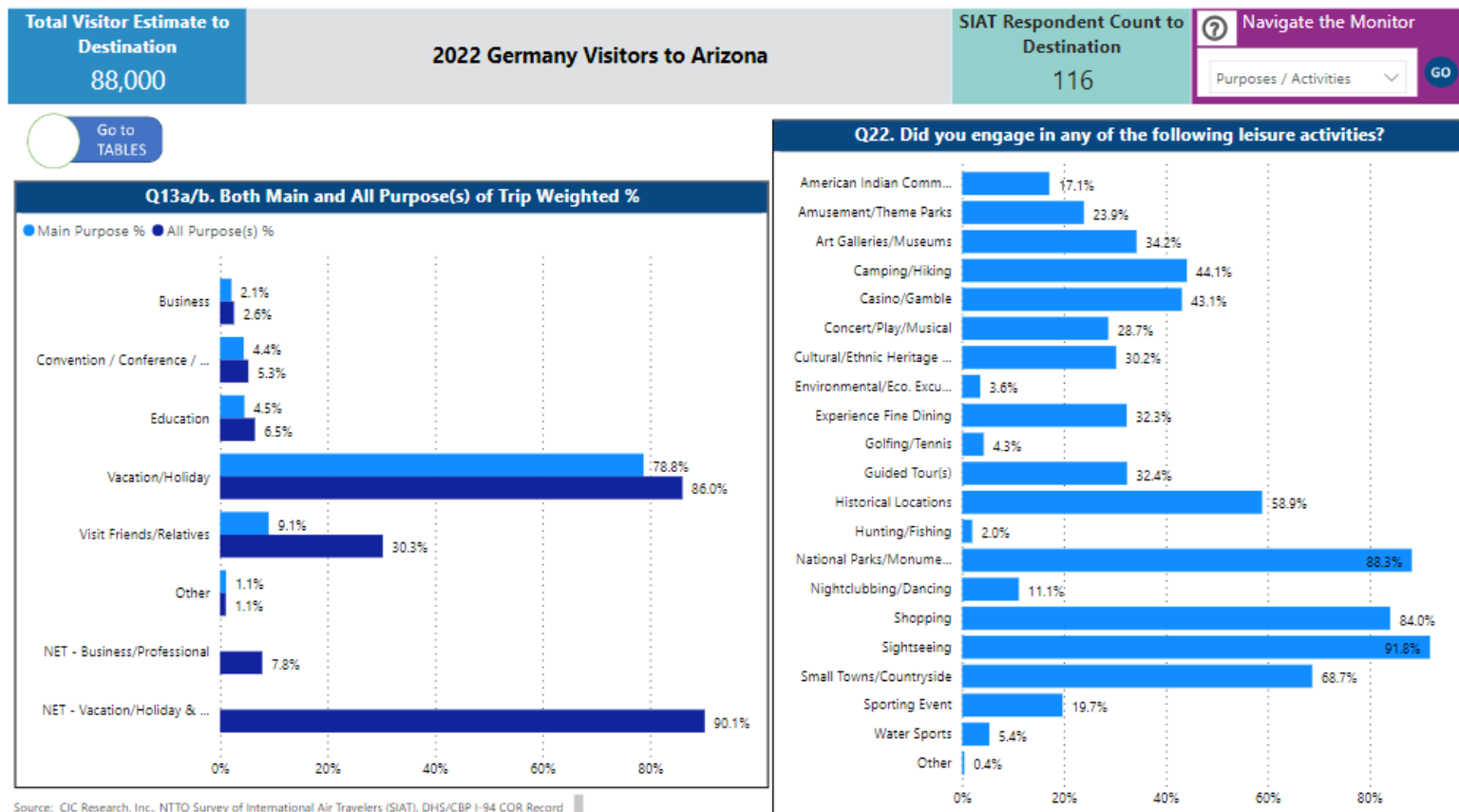
2022 All Overseas Visitors to Arizona

SIAT Respondent Count to Destination
855

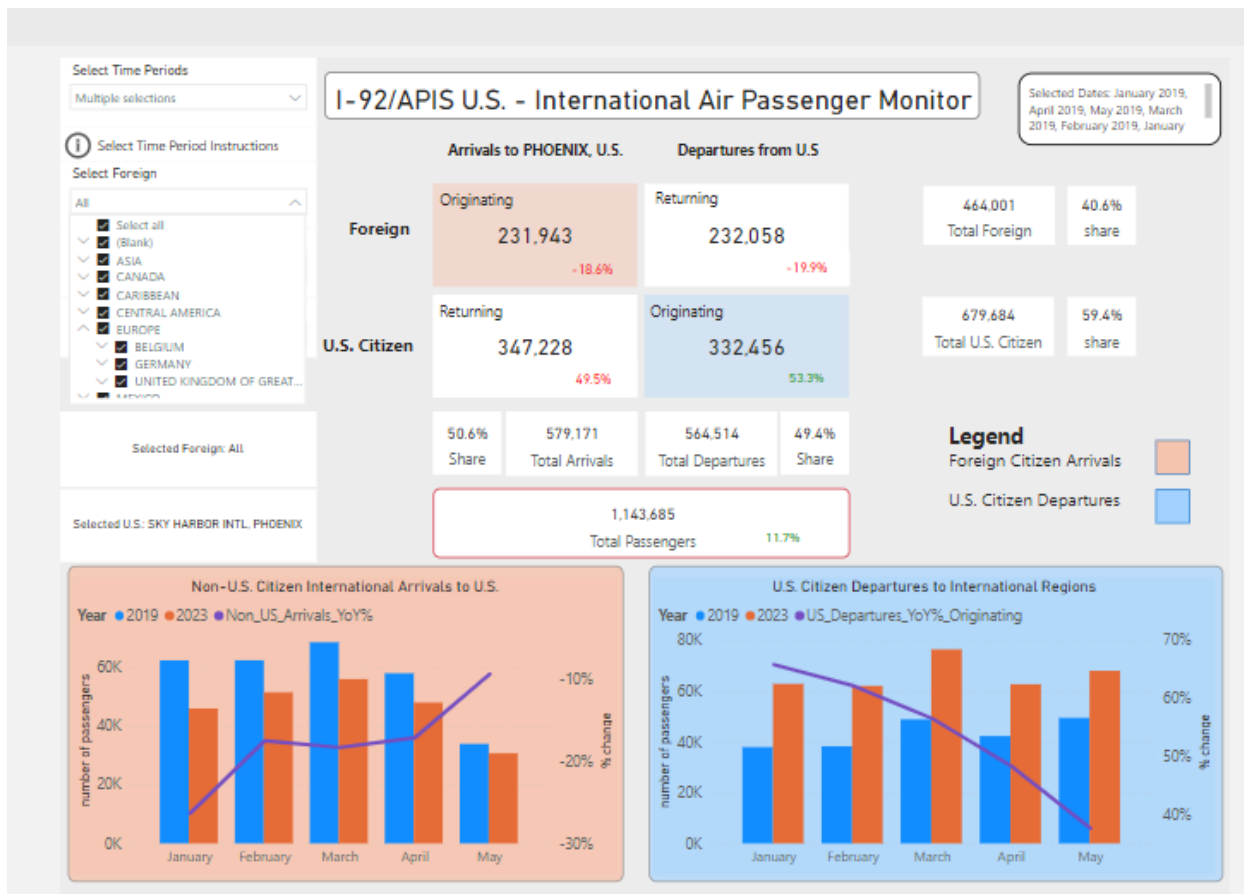
Navigate the Monitor
 GO



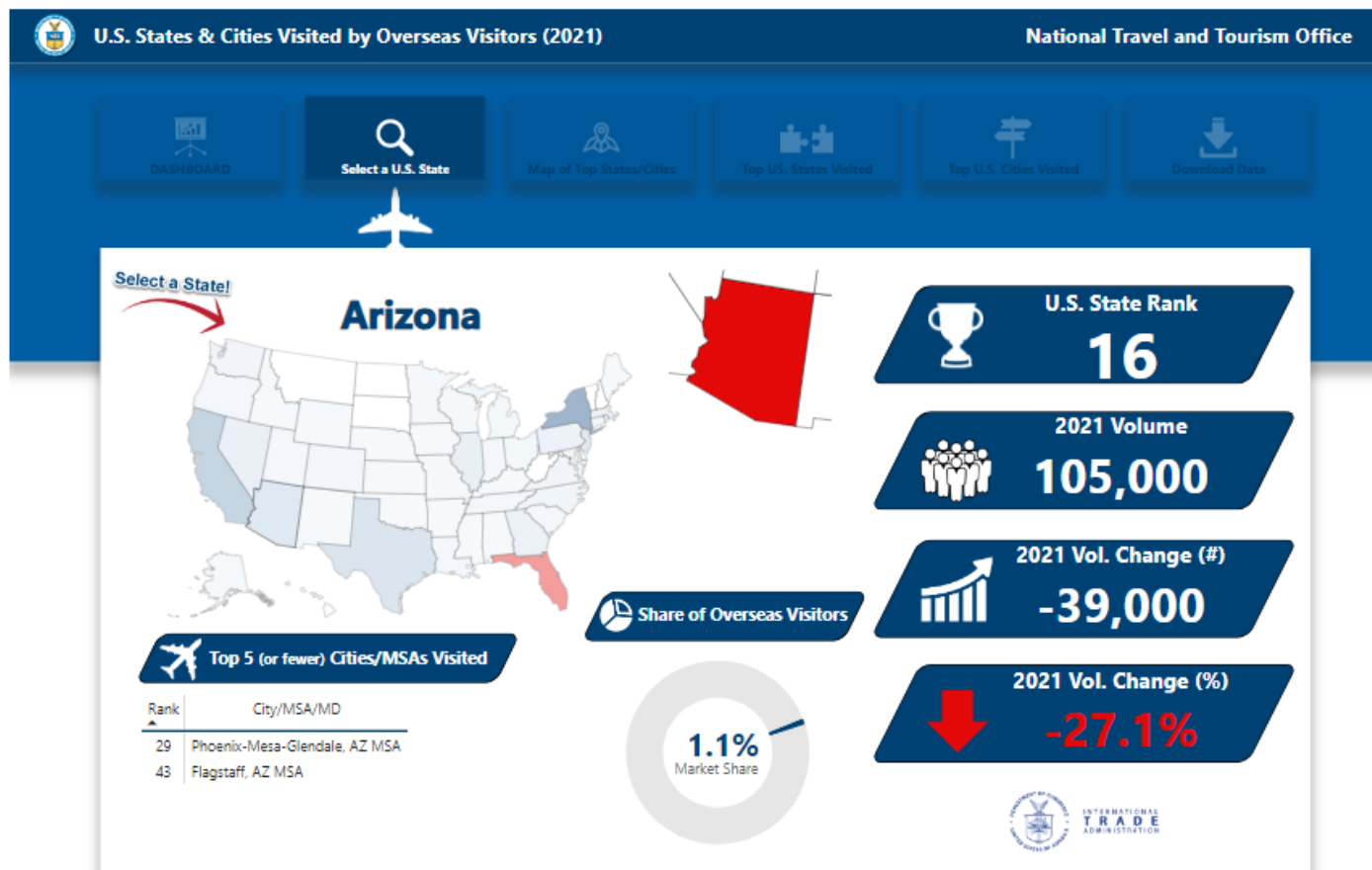
New Research at NTTO: SIAT Monitor



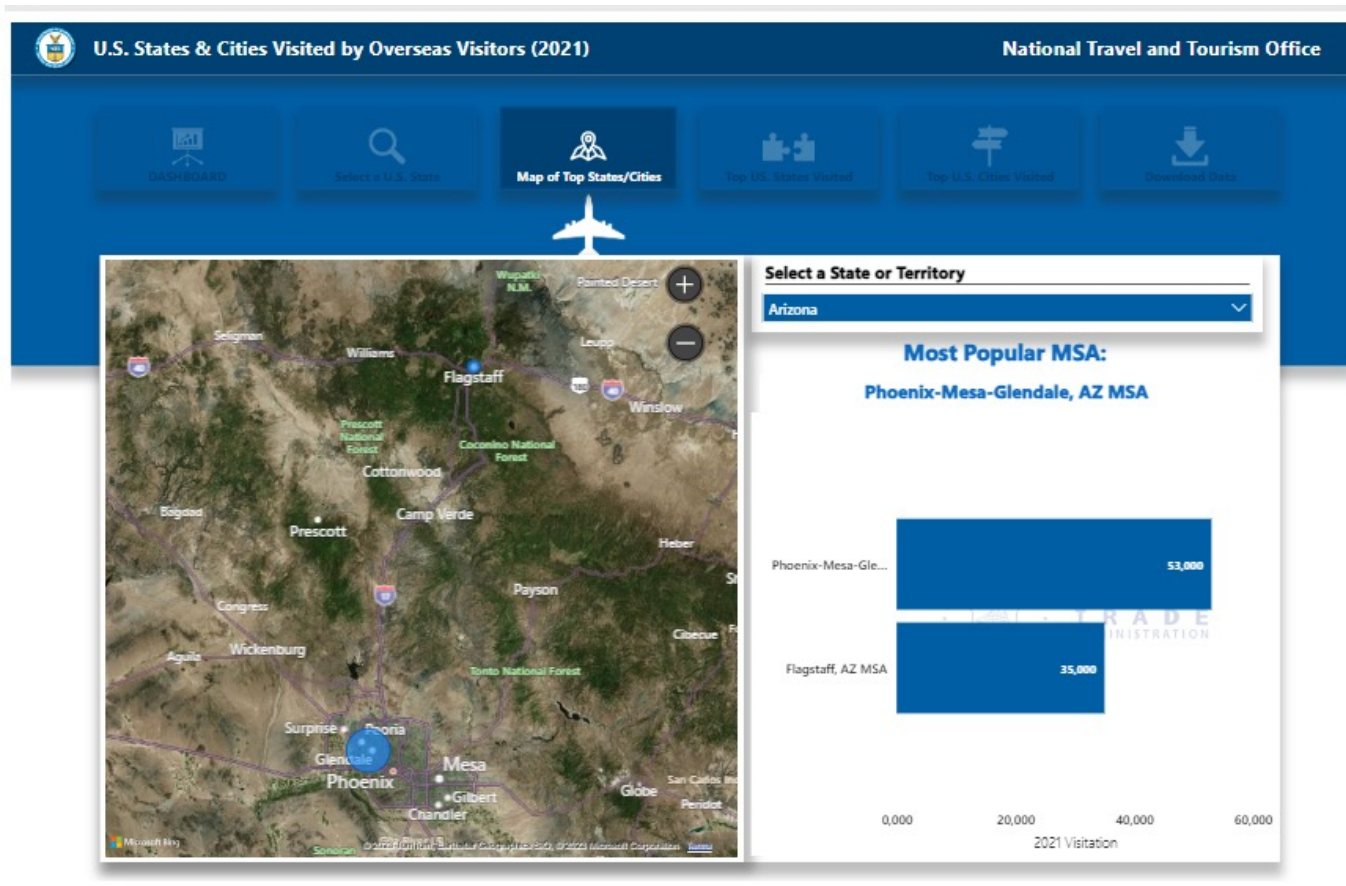
New Research at NTTO: I-92 Monitor



New Research at NTTO: U.S. States and Cities Visited Monitor



New Research at NTTO: U.S. States and Cities Visited Monitor





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Thank You!

- travel.trade.gov (click on Research)
- Subscribe to TI News at trade.gov/ti-news
 - monthly updates from NTTO, etc..