



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# International Travel Update

## Louisiana Rural Tourism / Byways Conference



**Presented by:**

**Julie Heizer**

National Travel & Tourism Office  
International Trade Administration  
U.S. Department of Commerce  
May 11, 2022



# National Travel & Tourism Strategy

- New five-year **National Travel and Tourism Strategy**
- **New goal** for international visitation and spending:
  - ✓ 90 million visitors
  - ✓ Spending \$279 billion annually
- Work streams around:
  - ✓ Promoting the U.S. as a Travel Destination
  - ✓ Facilitating Travel to and within the United States
  - ✓ Ensuring Diverse and Accessible Tourism Experiences
  - ✓ Fostering Resiliency in Travel and Tourism
- *Federal Register* Notice generated strong private sector input
- Strategy will be released shortly



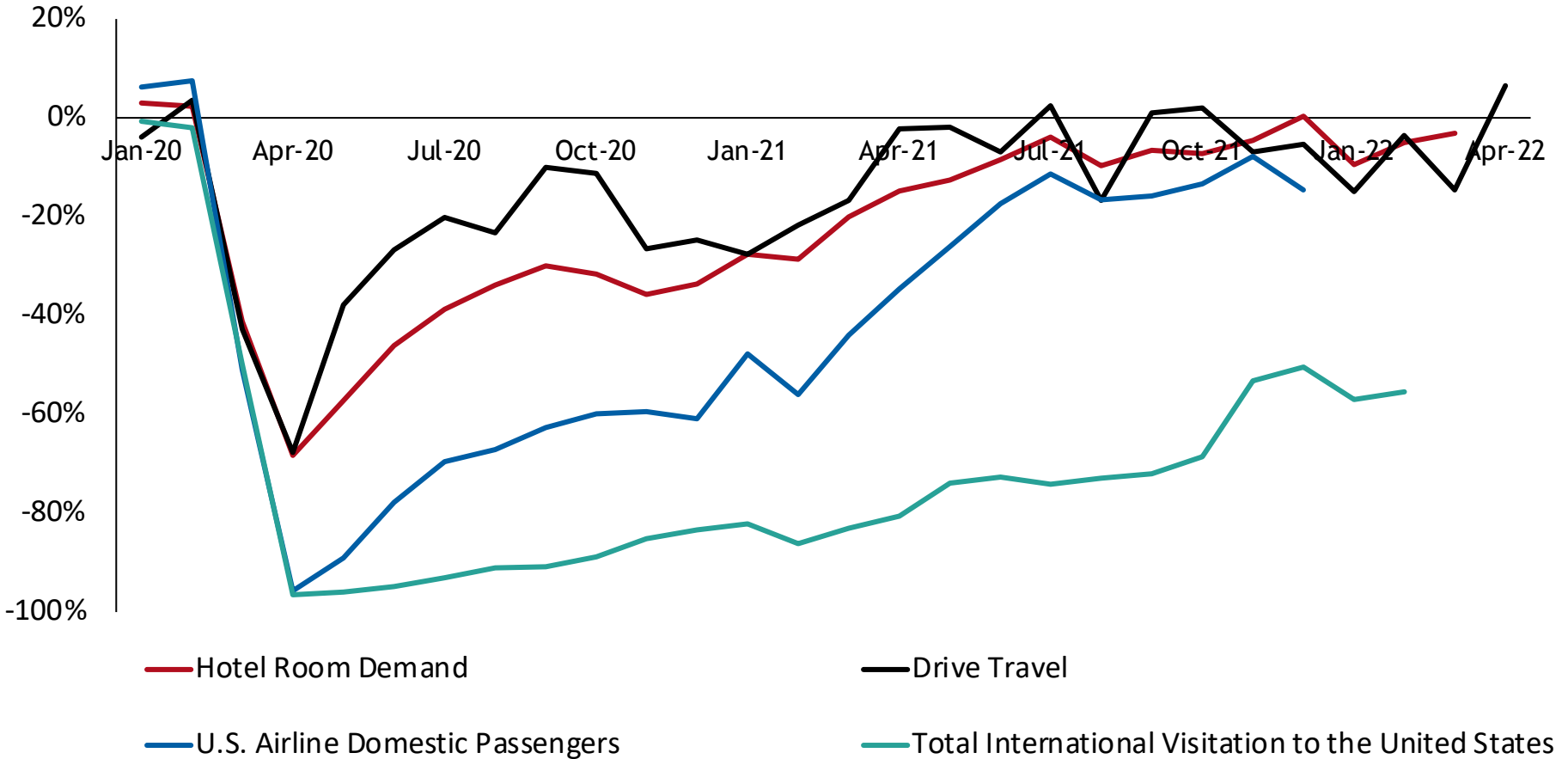
# Travel & Tourism's Contribution To Economy

	2020 / 2021
<b>Total Economic Impact</b>	
Economic Output	\$8.1 billion (2021)
GDP	1.7% (2020)
Employment	6.3 Million Supported (2020)
<b>International</b>	
International Inbound Visitation	22.1 Million (2021)
Trade Balance (Billions)	\$6.8 billion (2021)
Employment	519,000 Supported (2021)
<b>Global Competitiveness</b>	
Ranking of International Inbound Visitation	No. 4 (5.2%) (2021)
Ranking International Travel Spending \$	No. 1 (13.2%) (2020)



# State of the Industry

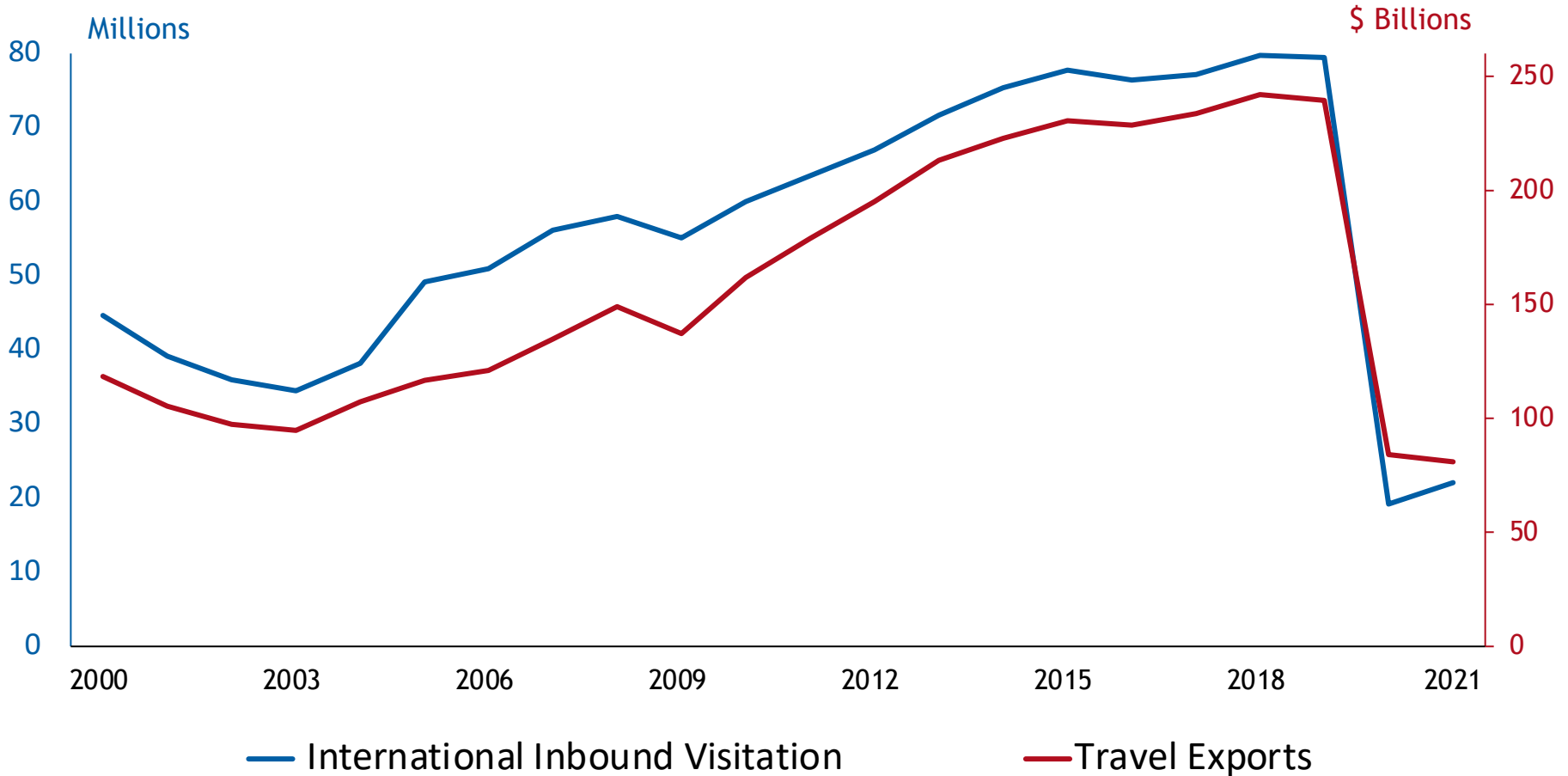
## Current State of the Travel Industry (Percent Change From Same Month in 2019)





# State of the Industry

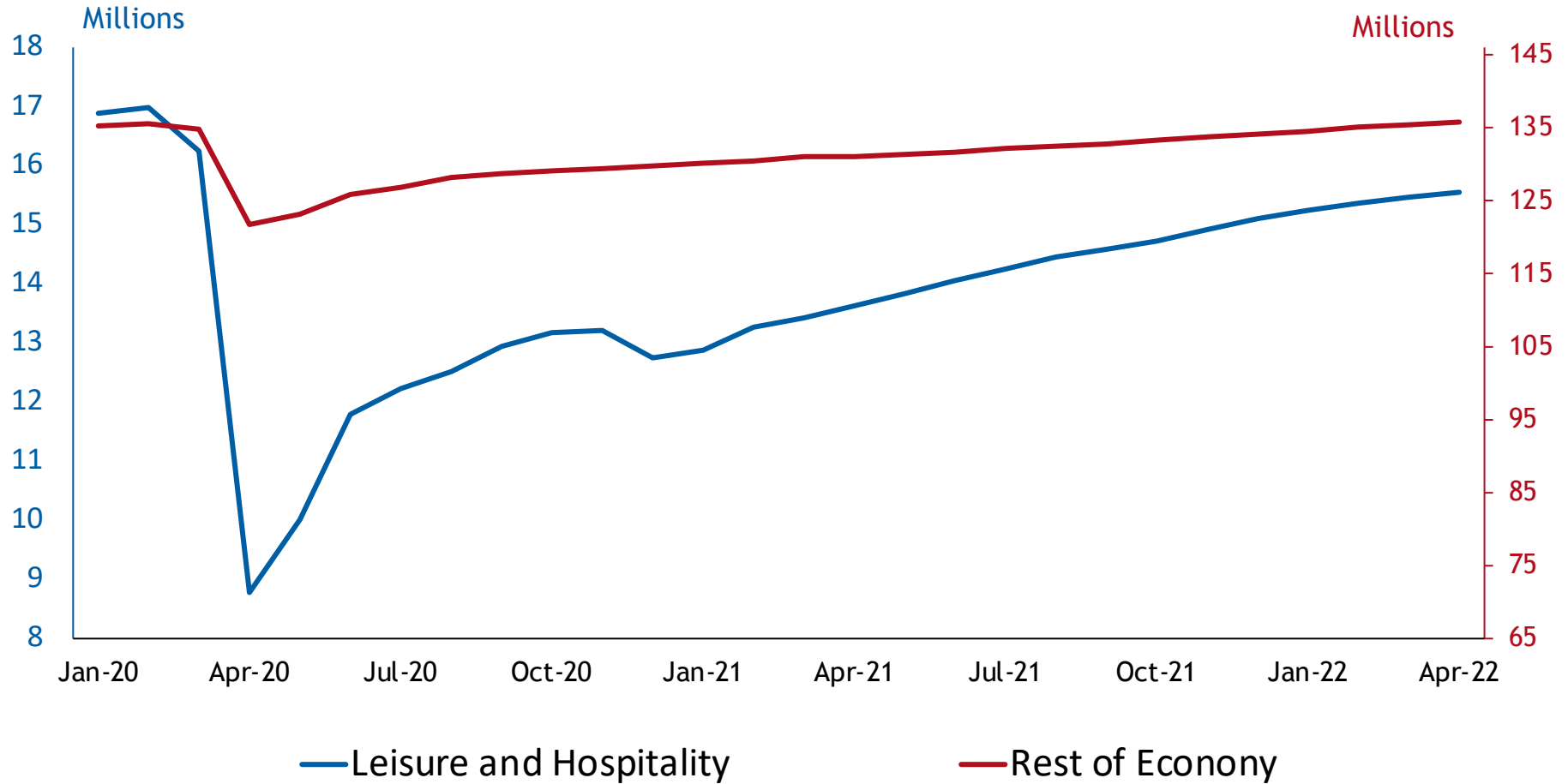
## Current State of U.S. International Inbound Travel





# State of the Industry

## Current State of the Labor Market





# Profile of USA and Louisiana International Visitors

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



National Travel and Tourism Office

Market Profile: OVERSEAS



- Source: NTTO ongoing monthly ***Survey of International Air Travelers.***
- 1997-2021 data for most top origin countries...each with a separate profile on the web.
  - <https://www.trade.gov/travel-and-tourism-research>
- Limited off-the-shelf intel specific to LA visitors.
- Detailed custom profile available for a fee.

Key Topics for USA International Visitors (2017-2021)	All Overseas	U.K.	Australia	France	Germany	China	Brazil	South Korea	Mexico Air	Canada Air
	2017- 2021	2017- 2021	2017- 2020	2017- 2021	2017- 2021	2017- 2020	2017- 2021	2017- 2021	2017- 2021	2021
Louisiana Market Share: MAIN (%)	0.5	1.1	0.6	0.9	0.5	0.4	0.3	0.2	0.3	0.4
Louisiana Market Share: NET (%)	1.2	2.3	4.9	1.7	1.8	0.4	0.8	0.3	0.5	0.5
Trip Purpose: Vacation/Holiday (%)	58	64	67	61	57	33	72	69	52	39
Trip Purpose: Visit Friends/Relatives (%)	20	20	15	17	20	23	12	13	25	42
Trip Purpose: Business (%)	11	9	4	12	13	14	7	7	14	12
Trip Purpose: Conv./Conf./Tr. Show (%)	6	5	5	5	6	9	4	5	4	3
1+ Children in Travel Party (%)	11	11	12	12	9	10	16	18	11	4
Female Survey Respondent (%)	48	53	52	51	45	43	48	45	50	54
Air Travel between U.S. Cities (%)	26	21	52	19	24	37	25	17	18	24
# Nights in USA: Mean Average	18	13	18	16	17	40	17	15	13	14
# Nights in USA: Median Average	9	9	13	10	11	13	11	5	6	7
Hotel / Motel (%)	74	80	81	77	75	61	76	87	65	57
Mean # of Nights	10	9	11	10	10	18	11	8	7	8
USA Repeat Visitor (%)	78	87	68	75	80	65	83	57	90	95
Avg. # of USA Trips Past 12 Months	1.8	1.7	1.3	1.7	2.0	1.6	1.8	1.4	2.6	1.7
Spending Per Person in USA	\$1,548	\$1,134	\$2,265	\$1,167	\$1,426	\$2,892	\$1,796	\$1,070	\$1,060	\$1,288
Spending / Person / Day in USA	\$85	\$91	\$120	\$77	\$84	\$70	\$112	\$78	\$83	\$92



Activities in the USA (2017-2021)	All Overseas	U.K.	Australia	France	Germany	China	Brazil	South Korea	Mexico Air	Canada Air
	2017-2021	2017-2021	2017-2020	2017-2021	2017-2021	2017-2020	2017-2021	2017-2021	2017-2021	2021
Shopping	84	84	85	84	83	84	87	71	83	72
Sightseeing	77	81	84	74	80	77	76	82	62	57
National Parks/Monuments	34	38	50	49	42	39	34	20	25	17
Art Gallery/Museum	27	29	37	42	31	41	29	16	22	16
Experience Fine Dining	27	29	32	20	29	47	20	21	21	36
Amusement/Theme Parks	26	27	30	24	19	29	48	16	28	10
Small Towns/Countryside	26	29	42	32	40	33	18	10	17	24
Historical Locations	25	30	41	29	36	23	25	14	17	13
Guided Tours	20	28	46	18	23	15	11	11	11	8
Cultural / Ethnic Heritage Sites	14	16	24	20	19	20	9	12	12	6
Concert/Play/Musical	14	18	23	15	13	12	16	13	11	11
Sporting Event	12	14	23	12	15	10	14	8	13	11
Nightclubbing/Dancing	11	12	15	11	12	4	12	3	14	12
Casinos/Gamble	7	10	16	10	9	8	6	5	8	11
Camping/Hiking	5	4	11	7	10	5	2	3	3	7
American Indian Communities	4	3	6	9	5	5	2	8	3	1
Environmental/Eco. Excursions	4	2	5	4	5	10	2	3	2	3
Golfing/Tennis	3	4	3	2	3	2	2	3	2	8
Snow Sports	2	1	4	1	1	3	2	1	3	1
Hunting/Fishing	1	2	2	1	2	3	1	2	1	1



# What do Louisiana's "numbers" look like?

- ...share of all overseas visitors is 1.25% (and was 1.35% pre-COVID)
- ...inbound volume dropped from 500,000 in 2020 to just 71,000 last year.
- ...Top market is the United Kingdom.
- ...#2 is Australia.
- ...represented 0.47% of Canada AIR visitors in 2021, but of that number, only 0.18% for New Orleans.
- ...New Orleans commanded a 1.1% to 1.2% market share, while the state as a whole commanded a 1.24% to 1.4% market share.



# How Does Louisiana Compare on Attributes...

Compared to national averages, Louisiana overseas visitors are...

- ...as likely to use car rental (31%).
- ...as likely to use package travel for the trip (13%).
- ...more likely to be USA repeat visitors (86%)
  - Even more so under COVID (97%).
- ...much more likely to be visiting the USA on a vacation trip(75%) purpose or to attend a convention or trade show (15%).
- ...much more likely to use hotel or motel accommodations in the state (90%).
- Are 3X more likely to use air travel between U.S. cities (64%).



# NEW! From NTTO Online NTTO Monitors-Interactive Data Tools

Get Industry Updates

## Highlighted Statistics

### NEW COVID-19 Travel Industry Monitor

NTTO's interactive data monitor that tracks the economic effects of COVID-19 on the travel industry.

[ACCESS THE COVID-19 TRAVEL INDUSTRY MONITOR](#)



## Statistics and Research Programs

FACT SHEETS AND REPORTS

NTTO MONITORS- INTERACTIVE DATA TOOLS

NON-U.S. INBOUND TRAVEL (VOLUME DATA)

U.S. OUTBOUND TRAVEL (VOLUME DATA)

SURVEY OF INTERNATIONAL AIR TRAVELERS (SIAT)

MARKET AND SECTOR PROFILES

SPENDING AND BALANCE OF PAYMENTS

TRAVEL AND TOURISM SATELLITE ACCOUNT (TTSA)

### Fact Sheets:

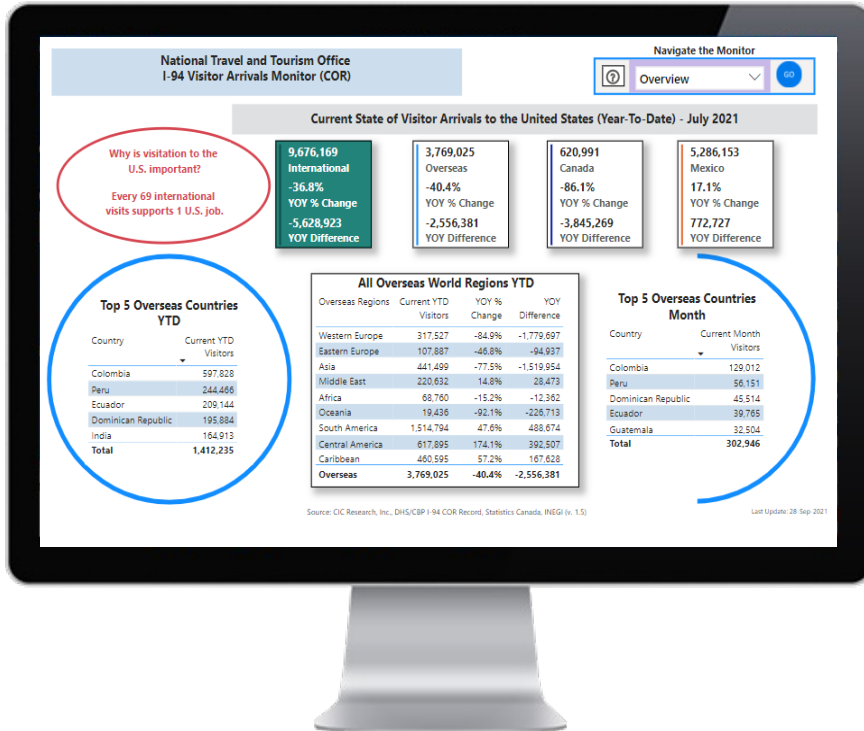
[Fast-Facts Travel and Tourism \[275KB\]](#)

[International Visitation to the U.S. \[350KB\]](#)

<https://www.trade.gov/travel-and-tourism-research>

# NEW!! From NTTO

## Online NTTO Monitors-Interactive Data Tools



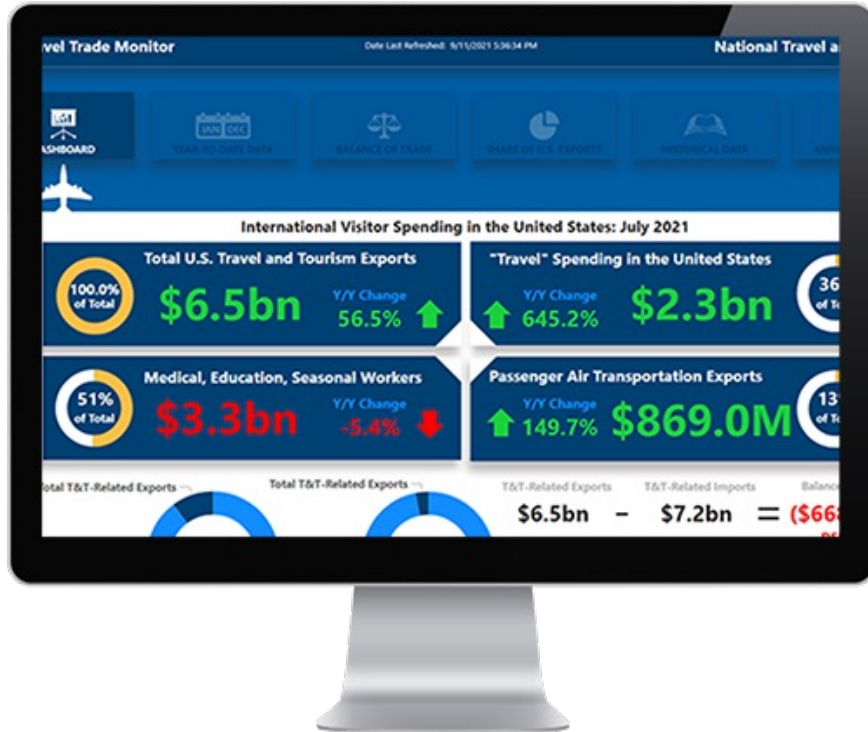
### • I-94 Visitor Arrivals Monitor (COR)

- Key statistics on non-resident visits to the USA;
- Base: Country Of **Residence**;
- Filters: overview, visitors, port of entry, visa type, age groups;
- <https://www.trade.gov/data-visualization/i-94-visitor-arrivals-monitor-cor>



# NEW!! From NTTO (continued)

## Online NTTO Monitors-Interactive Data Tools

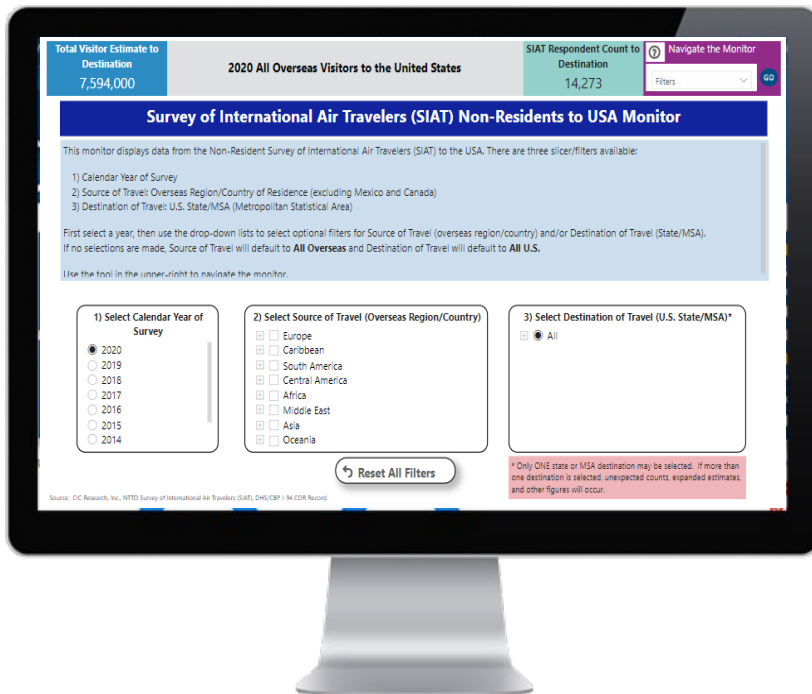


- **Monthly Travel Trade Monitor**

- Summary of travel and tourism-related exports, imports, and the balance of trade;
- Dashboard, YTD data, balance of trade, share of exports, historical, annual + country;
- <https://www.trade.gov/data-visualization/monthly-travel-trade-monitor>

# NEW!! From NTTO (continued)

## Online NTTO Monitors-Interactive Data Tools



### • SIAT Inbound Survey Monitor

- Query-able database of NTTO's *Survey of International Air Travelers* data;
- FROM world regions and countries TO the USA at the national, state, and MSA levels;
- Characteristics (filters): country of residence, trip planning, travel party, purposes/activities, accommodation/ transportation, destinations visited, and spending/income;
- <https://www.trade.gov/data-visualization/siat-inbound-survey-monitor>



# NEW!! From NTTO (continued)

## Online NTTO Monitors-Interactive Data Tools



## • SIAT Outbound Survey Monitor

- Query-able database of NTTO's *Survey of International Air Travelers* data;
- FROM USA at the national, state, and MSA levels TO the world regions and countries;
- Characteristics (filters): country of residence, trip planning, travel party, purposes/activities, accommodation/ transportation, destinations visited, and spending/income;
- <https://www.trade.gov/data-visualization/siat-outbound-survey-monitor>





# NEW!! From NTTO (continued)

## Online NTTO Monitors-Interactive Data Tools



### • APIS-I-92 Air Traveler Volume Monitor

- Query-able database of NTTO's APIS data of monthly international airline enplanements to/from the ;
- Characteristics (filters): month(s); foreign geography (world region /country/MSA/airport); U.S. geography (country/MSA/airport); US flag/foreign flag/general aviation/unknown
  - <https://www.trade.gov/data-visualization/apisi-92-monitor>



# Monthly Data Releases



## October 2021 Total International Travel Volume to and from the United States

October 2021 Total International Inbound Travel Volume (Visitor Arrivals) to the United States was 2,101,619 -- a Year-Over-Year Increase of 181.5%

October 2021 Total International Outbound Travel Volume (Visitor Departures) from the United States was 4,436,397 -- a Year-Over-Year Increase of 89.5%

Data recently released by the National Travel and Tourism Office (NTTO) show that in **October 2021**:

- Total non-U.S. resident international visitor arrivals (Overseas+Canada+Mexico) to the United States of 2,101,619 was the highest since August 2021, when the number of international visitor arrivals totaled 2,206,772.
- Seventh consecutive month that total international visitor arrivals to the United States increased on a year-over-year basis.
- Total international visitor arrivals to the United States of 2,101,619 increased 181.5% from October 2020 but was 31.4% of the 6,687,063 visitor arrivals in October 2019.
- Total U.S. citizen international visitor departures from the United States of 4,436,397 was the



## December 2021 International Air Passenger Travel to and from the United States

Total Air Traffic Passenger Enplanements in December Increased 154% on a Year-Over-Year Basis

*Increased air passenger travel between the United States and Europe*

Data recently released by the National Travel and Tourism Office (NTTO) show that in **December 2021**:

U.S. - International air traffic passenger enplanements (arrivals + departures) totaled 12.985 million, up 154% compared to December 2020 but was 61.5% of the volume recorded in December 2019.

### Originating Non-Stop Air Travel in December 2021

- Non-U.S. Citizen Air Passenger Arrivals to the United States, from foreign countries, totaled 2.960 million, +204% compared to December 2020 but was 52.6% of the 5.626 million arrivals in



## November 2021 International Inbound Visitor Spending

International spending in the United States starting to outpace U.S. spending abroad

Data recently released by the National Travel and Tourism Office (NTTO) show that in **November 2021**:

- International visitors spent \$9.6 billion on travel to, and tourism-related activities within, the United States, an increase of 113% when compared to November 2020.
- Americans spent more than \$9.1 billion traveling abroad, yielding an ever-so-slight balance of trade surplus of \$450 million for the month—reversing the trend of four consecutive months of trade deficits in terms of travel and tourism.
- International visitors have spent more than \$69.7 billion on U.S. travel and tourism-related goods and services year to date (January through November), a decrease of 12% when compared to the same period last year; conversely, Americans have spent an estimated \$65.8 billion abroad, an increase of 46% when compared to the same period last year, yielding a balance of trade surplus of nearly \$3.9 billion year to date.

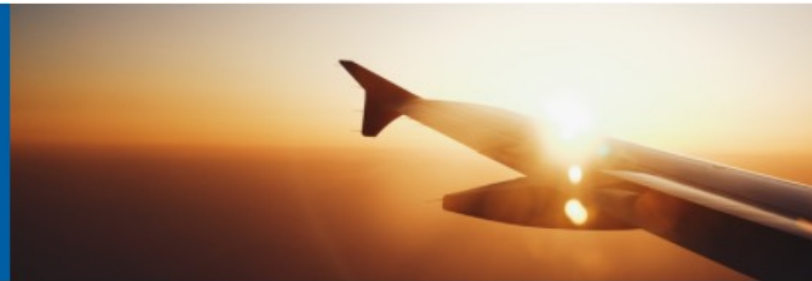
### Composition of Monthly Spending (Exports)



# <https://www.trade.gov/ti-news>

## TI News

Travel Industry News from the National Travel and Tourism Office



TI News is an information service from Tourism Industries. Receive E-mail updates full of practical information and the latest news from Tourism Industries on international travel to and from the U.S.

### TI News Archive by Date

[Click here to subscribe/unsubscribe to the NTTO TI News information service.](#)

2021



2020



2019





# DIY Research – How “Bigger” Entities May Be Able To Assist Your Efforts

- Most, if not all subscribe to one of the 3 domestic research firms and have profiles of domestic travel to their state or city.
- Most do or have economic impact data for the state or city.
- The top states and cities have overseas data from our office on the international market.
- Brand USA may have data that would be useful.
- Most do tracking of their ads & social media impacts.



# DIY Research – Collecting Data Locally

- Airport Traffic Counts
- Visitor Centers
- Hotels
- Attractions
- Restaurants
- Events



# DIY Research – Collecting Data Locally

- Work with your local colleges/universities to have them undertake a tourism impact and/or economic impact study on your behalf
- Ask cashiers at attractions, restaurants, gas stations, to ask every customer what their zip code is. If they're not from the U.S., ask from what country they are visiting
- Engage business owners/operators in collecting “raw” data for you



# DIY Research – Practical Tips

- Work with airport rental car companies to get state/country of residence
- Work with state tourism offices & destination marketing organizations to add questions to their already in-progress research, if possible
- Work with tour operators selling your product to provide you with useful data



# THANK YOU!

**julie heizer**

Acting Director

National Travel and Tourism Office

202.482.4904

[julie.heizer@trade.gov](mailto:julie.heizer@trade.gov)

<https://www.trade.gov/national-travel-and-tourism-office>