



**The State of International Travel:
A Peek into 2016**

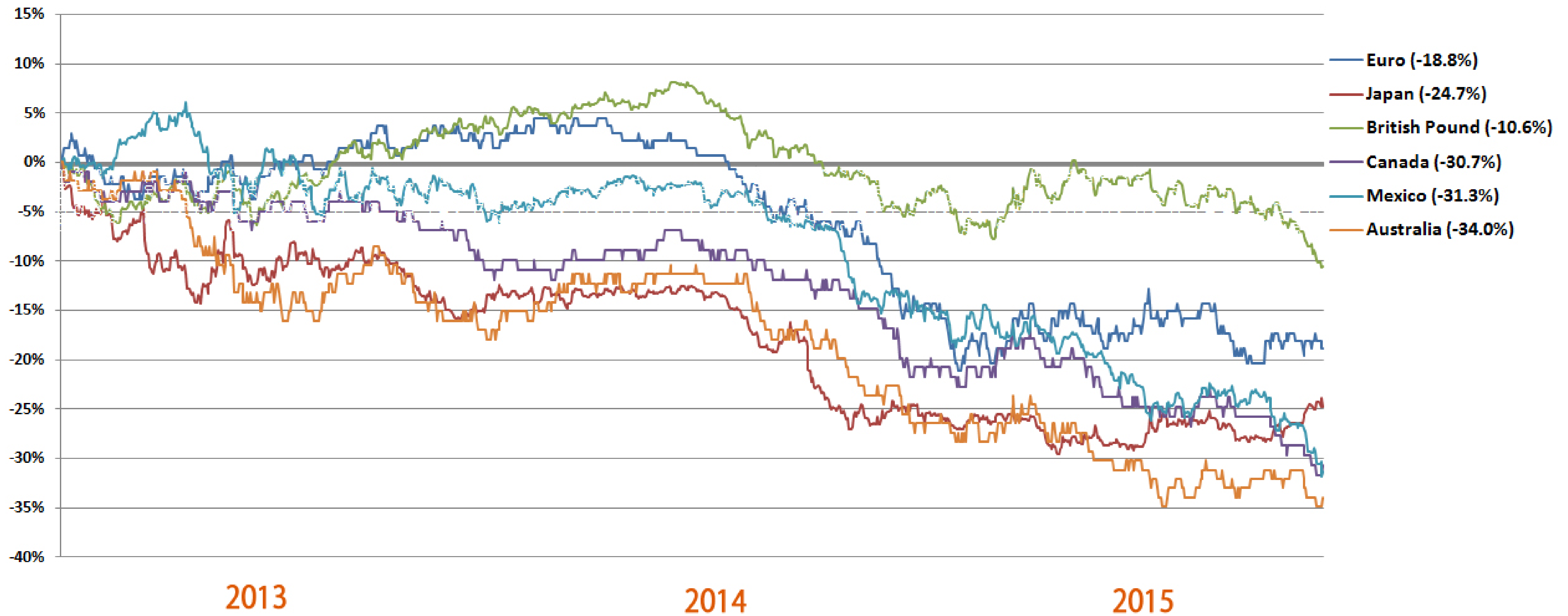
Periscope Broadcast Series

February 2016



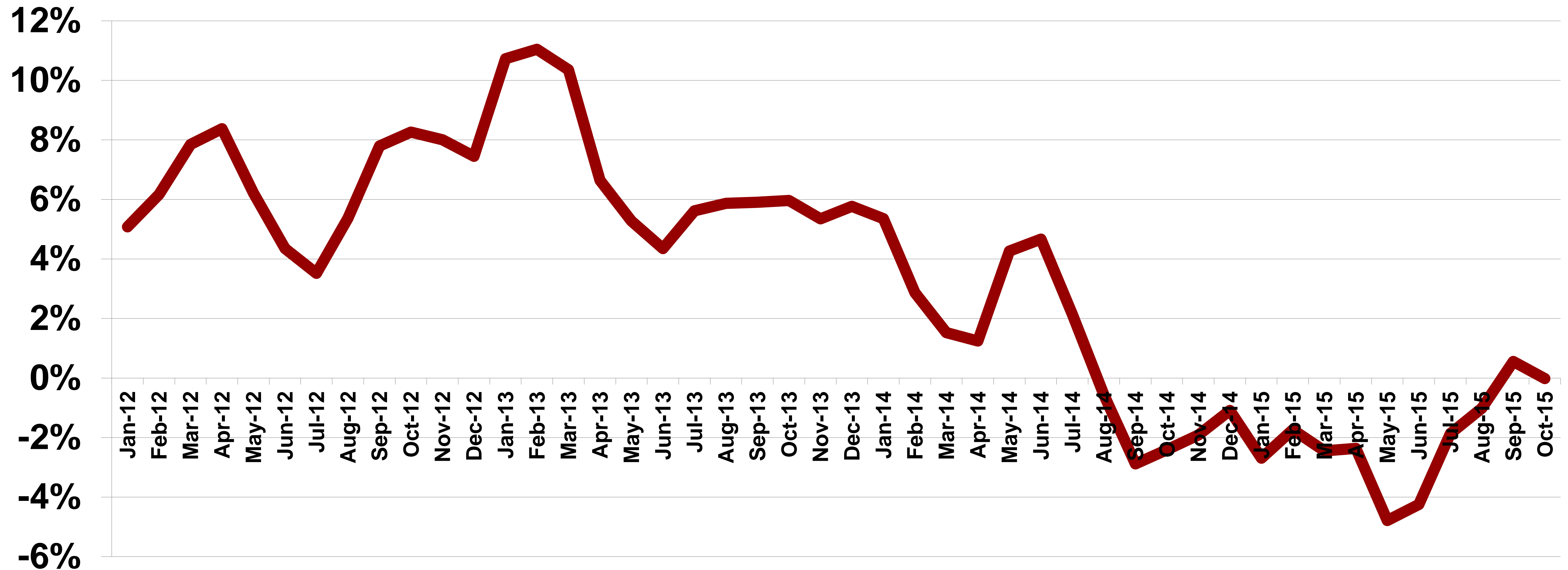
Key Currencies vs. The U.S. Dollar

% Change from January 2013



Foreign Travel Spending in the United States

Year-Over-Year % Change
(Three month rolling average)



Source: Bureau of Economic Analysis . Spending on goods and services by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

The State of the International Traveler™



- CANADA
- MEXICO
- UNITED KINGDOM
- JAPAN
- GERMANY
- BRAZIL
- CHINA
- FRANCE
- SOUTH KOREA
- AUSTRALIA
- ITALY
- INDIA



Argentina



Holland

In the next 12 months, do you expect to take more, fewer or the same number of INTERNATIONAL LEISURE TRIPS than you did in the most recent 12 month period?

In the next 12 months, do you expect to spend more, less or the same on INTERNATIONAL LEISURE TRAVEL than you did in the most recent 12 month period?

International Travel

Intent to Travel: International

(% expect to travel more in next 12 months)

	2014	2015	2016
Brazil	66.9%	66.4%	72.5%
Mexico	60.3%	61.0%	66.4%
China	77.1%	68.4%	65.1%
Argentina	--	--	61.0%
India	52.4%	58.7%	52.8%
Italy	32.9%	39.6%	46.6%
South Korea	45.3%	48.4%	46.4%
United Kingdom	24.2%	32.2%	33.7%
France	28.8%	32.7%	32.8%
Australia	32.3%	33.4%	31.5%
Canada	26.7%	33.5%	31.2%
Germany	25.7%	29.6%	31.1%
Holland	--	--	27.5%
Japan	23.8%	24.4%	24.3%
Russia	--	33.7%	--

← **USA
(Travel
more)
34.1%**

Expected Travel Spending: International

(% expect to spend more in next 12 months)

	2014	2015	2016
China	75.2%	65.0%	63.1%
Brazil	55.9%	58.8%	61.1%
India	56.1%	58.9%	56.4%
Mexico	47.0%	46.8%	54.0%
South Korea	52.9%	52.5%	51.2%
Argentina	--	--	45.6%
Italy	32.8%	34.7%	43.4%
United Kingdom	29.8%	38.9%	37.3%
Australia	33.2%	35.8%	34.7%
France	26.7%	33.3%	34.6%
Canada	28.1%	35.2%	34.0%
Germany	26.7%	30.5%	33.0%
Japan	26.6%	25.9%	25.4%
Holland	--	--	29.3%
Russia	--	44.4%	--

← **USA
(Spend
more)
34.4%**

America's International Appeal



What are the three FOREIGN COUNTRIES that you would most like to visit in the NEXT TWELVE (12) MONTHS? (Write in up to three)



Most Desired Global Destinations: United States

Most Desired Global Destinations: United States

(Open-Ended:
% writing in
the United
States)

	2014	2015	RANK
Mexico	39.7%	65.2%	#1
Brazil	50.1%	61.8%	#1
India	43.0%	56.1%	#1
Canada	45.5%	53.5%	#1
Japan	43.3%	47.1%	#1
United Kingdom	32.2%	44.3%	#1
South Korea	39.7%	43.6%	#1
Australia	32.1%	41.9%	#1
China	41.0%	41.5%	#1
Italy	18.2%	40.2%	#4
France	22.0%	31.5%	#3
Russia	N/A	20.2%	#13
Germany	12.9%	16.5%	#4

Given what you currently know and feel about these destinations, please use the scale below to state how appealing each is to you as a place to visit on a vacation? (Select one)



New Orleans

Washington, DC

Seattle

Austin

Charleston

Houston

Detroit

Alaska

San Antonio

Rural Nevada

Minneapolis-St. Paul

Savannah

Hawaii

Kansas City

Los Angeles

Salt Lake City

Philadelphia

Lake Tahoe area

Anaheim/Disneyland

Chicago

Reno

Newport Beach

Jacksonville

St. Augustine

Nashville

Niagara Falls

Dallas

Fargo

New York City

Portland

Sarasota

Branson

Hilton Head

Denver

Albuquerque

The Florida Gulf Coast

San Francisco

Charlottesville

Boston

Memphis

Louisville

Napa Valley

Cheyenne

Miami

Napa Valley

Tampa

Monterey County

Las Vegas

St. Louis

Oklahoma City

Orlando

Fairbanks

San Diego

Anchorage

Phoenix

Atlanta

Sonoma County

Rapid City, Mt. Rushmore, Badlands area

St. Petersburg/Clearwater

Galveston

Destination  Analysts

Slides available at:

www.destinationanalysts.com/periscope