

HELPFUL TIPS: INTERNATIONAL TRAVEL STATISTICS

The International Subscription is divided into four sections:

- **International Travel to/from the U.S.** focuses on international arrivals by country/region to the United States, and presents various statistics that help analyze the latest trends in visitations. It also includes data on foreign travel by U.S. residents.
- **U.S. Travel Trade Statistics** highlights the value of travel as a key U.S. export. Every time a visitor spends money in the U.S., this is considered export income for the U.S. economy. Statistics in this section include the value, change, and share of travel exports (ie: total spending by visitors, international students, and temporary workers in the U.S.), by country/region. This subscription also includes data on travel imports (what U.S. residents spend abroad), travel trade balance, and average spending by visitors to the U.S. and U.S. residents abroad.
- **International Travel Trends** presents inbound and outbound long-haul travel statistics for 55 countries and the United States. The different ratios that are displayed help position travel to/from each country or region within the context of global long-haul travel..
- **General Economic Statistics** summarizes key international statistics by country (and region, when applicable) including GDP, population, unemployment, and exchange rates.

Each section can be explored using the various platforms of ITA:

Map Tab

Subscribers can use the Map Tab to view an international map, which highlights regional and country-level data for each selected indicator. Users can hover over a specific region or country to see data for that location. In cases where the initial map displays aggregate regional data, users can click on any region for a second region-specific map to appear, which presents country-level data. All data points for a region or country on which a user hovers, will appear on a table to the right of the map. Data for the specific selected indicator will also include a chart with time-series data, which will appear within the table on the right. Users can choose any year between 2000 and 2020 for data display.

Dashboard Tab

Subscribers can use the Dashboard Tab to analyze key comparable statistics by selected country or region. For example, the first chart presents time series data on visitations to the U.S. by visitors from a selected country or region and compares it to outbound travel by U.S. residents to that same country or region. Similarly, a different chart compares average spending of visitors from a selected country or region with what U.S. travelers spend in that same country or region. Separate dashboards have been set up for each of the four sections described above.

Ranking Tab

Subscribers can use the Ranking Tab to sort one or multiple international statistics in a table for any number of available regions and countries, and for any given year. For example, a user can rank countries or regions by the average travel spending of their residents who visit in the U.S. Separate ranking tables have been set up for each of the four sections described above.

Comparison Tab

This is the first platform that allows for comparisons between the different sections. It helps the user custom-build a chart that will present selected indicators. For example, a user can easily map and compare changes in U.S. arrivals from a certain country and that country's GDP growth.

A user can select two methods of comparison:

1. *Within Country/Region.* In this case, a user can select a country or region, and can compare the various indicators for that country or region. Please note that only indicators that are presented as shares or percent changes can be compared using this format. Absolute numbers would not work due to scaling.
2. *Versus other Countries/Regions.* In this case, a user can select a single indicator and compare values between different countries and regions. Any indicator that forms part of the international subscription can be selected, whether data is presented as absolute numbers, percent changes or shares. The Y axis will automatically adjust for the selected indicator.

Advanced Data Query Tab

The Advanced Data Query allows subscribers to search and download all statistics contained in the International Travel Statistics Subscription in an interactive database.

In all tabs, charts and data can be downloaded into Word, Excel or PDF.