

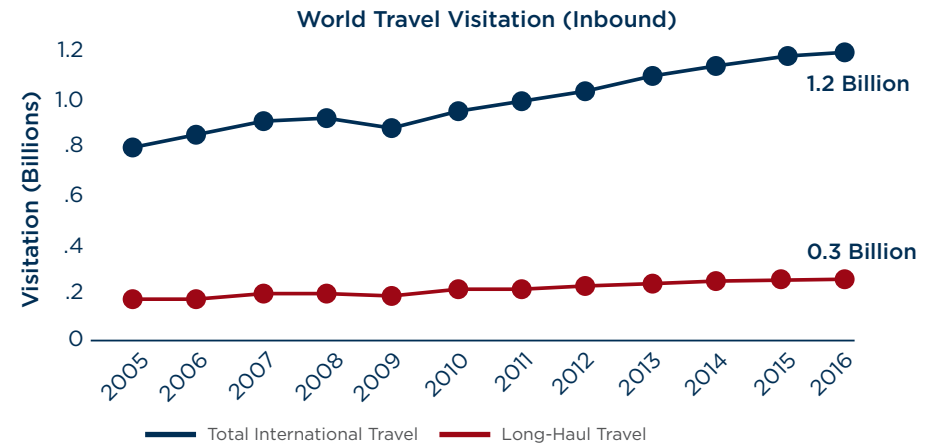
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More than 1 billion people travel internationally each year, of which almost one quarter travel long haul*

- **1,237 million** -> international tourist arrivals in 2016, up 3.9 percent from 2015.
 - France is the most-visited international destination,¹ followed by the United States.
- **290 million** -> long-haul arrivals.
 - The United States is, by far, the world's largest long-haul inbound market (see section 3).

* Long-haul travel includes travel between countries located in separate geographical regions (ie. between the U.S. and France) and excludes travel within regions (such as intra-European travel or travel between the U.S and Canada/Mexico).

¹ Travel to France includes cross-border intra-EU travel, such as travel from neighboring Germany, despite the fact that most EU countries are part of a single economic area with (mostly) border-free travel. When intra-EU travel is excluded, the U.S. is, by far, the single-largest travel international travel destination.



Source: World Tourism Organization

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Global travel exports are valued at \$1.5 trillion.

The United States is, by far, the largest receiver of traveler dollars

- **\$1.5 trillion** -> Global travel exports, *including passenger fares* in 2016.
 - The U.S. is, by far, No. 1 with **\$245 billion** in travel exports, 17 percent of world total.*
- **\$1.2 trillion** -> Global travel exports, *excluding passenger fares*. Also known as “international tourism receipts”.
 - The U.S. is, by far, No. 1 with **\$206 billion** in international tourism receipts, 17 percent of world total (see table).
- Of the reporting destinations, 72 percent posted growth in travel exports compared to the same period last year (of which 31 percent posted double-digit growth) while 28 percent reported declines.
 - Earnings for most countries generally followed the largely positive trend seen in arrivals.
 - The median increase in growth for all reported countries was 4.7 percent.
 - U.S. Travel exports declined slightly (-0.1%) largely due to a decline in spending from Canada. U.S. Travel exports from overseas countries grew by 1.5 percent.
- Tourism is the third-largest global export, after fuels and chemicals.

Largest International Travel Receipt Markets (excluding passenger fares)

	2016 (\$ billions)	Share of Total
United States	205.9	16.8%
Spain	60.5	4.9%
Thailand	49.9	4.1%
China	44.4	3.6%
France	42.5	3.5%
Top 5	403.2	32.9%
World	1,226	100.0%

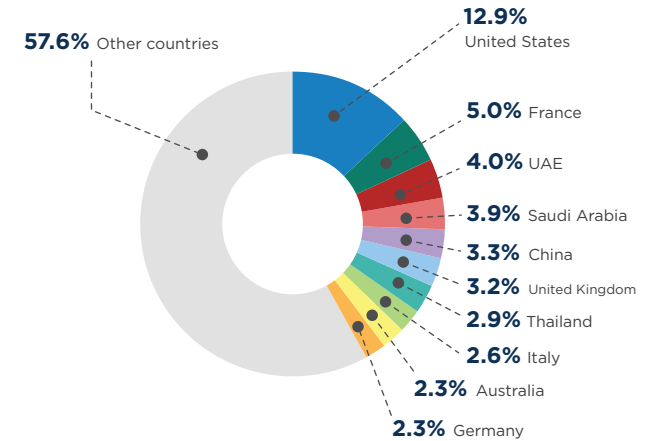
Source: World Tourism Organization, November 2017 Barometer

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Long-haul destination and source markets are very concentrated.

- Top-10 long-haul destination markets account for 42% of all long-haul travel.
 - The United States is on top with a 12.9% market share, more than double that of second-place France (5.0%).
- Top-10 long-haul source markets account for 62% of all long-haul travel.
 - The United States is on top with a 21.2% market share, almost three times that of second-place United Kingdom (7.1%).
- Top destination and source markets have changed significantly since 2000.
 - Although it is still ranked No. 1, the share of the U.S. as a long-haul destination market has declined considerably over time—from 17 percent in 2000 to 13 percent today. Its share as a long-haul source market has declined from 26 percent in 2000 to 21 percent today.

Top-10 Long-Haul Destination Markets, 2016



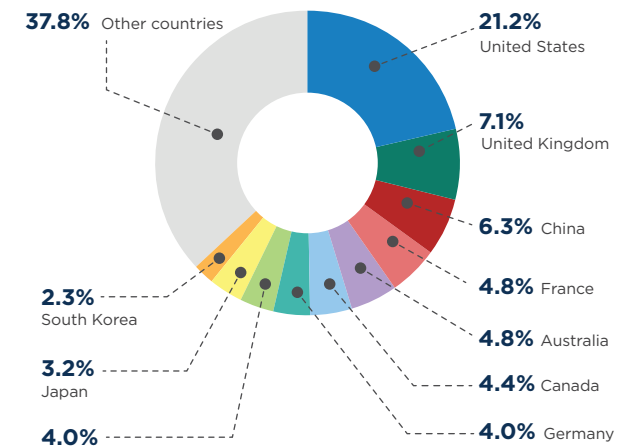
Top 10 Long-Haul Destination Markets, 2016

Destination Country	2016 Visitations (thousands)	Share of total (%)	Rank in 2000
United States	37,589	12.9%	1
France	14,591	5.0%	2
United Arab Emirates	11,664	4.0%	22
Saudi Arabia	11,360	3.9%	9
China	9,531	3.3%	11
United Kingdom	9,450	3.2%	3
Thailand	8,297	2.9%	10
Italy	7,428	2.6%	8
Australia	6,769	2.3%	7
Germany	6,584	2.3%	5
Total Top-10	123,264	42.4%	
Total Long-Haul	290,929	100.0%	

Top 10 Long-Haul Source Markets, 2016

Destination Country	2016 Visitations (thousands)	Share of total (%)	Rank in 2000
United States	61,757	21.2%	1
United Kingdom	20,641	7.1%	2
China	18,351	6.3%	11
France	14,102	4.8%	5
Australia	14,076	4.8%	7
Canada	12,873	4.4%	6
Germany	11,668	4.0%	4
India	11,552	4.0%	12
Japan	9,280	3.2%	3
South Korea	6,608	2.3%	15
Total Top-10	180,908	62.2%	
Total Long-Haul	290,929	100.0%	

Top-10 Long-Haul Source Markets, 2016



Source: Oxford Economics and U.S. Travel Association