



International Visitors to Florida

Prepared by VISIT FLORIDA
Research Department

Summary of International Visitors to Florida

- The United States received approximately 76.9 million international visitors during 2017, an increase of 0.7% from the previous year. At the same time, international visitation to Florida experienced a 1% decrease, with approximately *14.4* million international visitors to the state.
- Canada continued to be Florida's top origin market for international visitation during 2017, with preliminary estimates indicating *3.4* million Canadian travelers visited the state. While visiting Florida, Canadian travelers stayed an average of *21.2* nights in the state, a slight decrease from 22.1 nights the previous year. More than half of Florida's Canadian visitors come from the province of Ontario (56%) and slightly more than one-fourth from Quebec (28%).
- The United Kingdom continued to be Florida's No. 2 international market for visitation in 2017, with an estimated 1.5 million British travelers visiting the Sunshine State. A greater portion of Florida's British visitors were family travelers in 2017, with more than one-fourth traveling with children (29%) compared with 22% the previous year. At the same time, British travelers spent fewer nights in Florida, on average staying 11.9 nights in 2019 compared with 12.4 nights the previous year.
- Brazil remained Florida's No. 3 origin market, despite an 8% increase in visitation during 2017 that led Florida to receive little more than 1.1 million Brazilian visitors. During the period, the proportion Brazilian family travel to the state reached 29%, up from 24% the previous year. Brazilian travelers also stayed longer in Florida during 2017, on average staying 10.7 nights compared with 10.3 nights in 2016.
- Argentina sent 767,000 visitors to Florida in 2017, an increase of 1% over the year prior making it the No. 4 origin market for international visitation to the state.
- Colombia rounds out the top five countries for Florida's international visitation, with more than half a million Colombian travelers visiting the state (+5%) during 2017.

Notes: figures shown in italics are preliminary and will be revised when final Canadian data is received.

Sources: VISIT FLORIDA overseas estimates based on and extrapolated from aggregate card usage data provided by Visa Vue® Travel for the period and incorporate data from other independent research sources; Canadian estimates reflect estimates obtained from and produced by Statistics Canada.

Top Countries for International Visitation to Florida

<u>No.</u>	<u>Origin Country</u>	<u>2016 Visitation</u>	<u>2017 Visitation</u>	<u>% Change</u>	<u>% of Total</u>
1	Canada	3,345,000	3,447,000	3%	24%
2	United Kingdom	1,587,000	1,496,000	-6%	10%
3	Brazil	1,030,000	1,110,000	8%	8%
4	Argentina	757,000	767,000	1%	5%
5	Colombia	538,000	556,000	4%	4%
6	Germany	479,000	465,000	-3%	3%
7	Mexico	477,000	439,000	-8%	3%
8	Venezuela	445,000	402,000	-10%	3%
9	France	312,000	315,000	1%	2%
10	China	309,000	308,000	0%	2%

<u>No.</u>	<u>World Region</u>	<u>2016 Visitation</u>	<u>2017 Visitation</u>	<u>% Change</u>	<u>% of Total</u>
1	Europe	4,046,000	3,939,000	-3%	27%
2	South America	3,614,000	3,654,000	1%	25%
3	Canada	3,345,000	3,447,000	3%	24%
4	Asia/Oceania	1,141,000	1,109,000	-3%	8%
5	Caribbean	905,000	838,000	-7%	6%
6	Central America	666,000	662,000	0%	5%
7	Mexico	477,000	439,000	-8%	3%
8	Middle East/Africa	308,000	290,000	-6%	2%

Total International	14,502,000	14,378,000	-1%	100%
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Note: Figures rounded to the nearest thousand and may not sum to the total as a result. Figures shown in italics are preliminary and will be revised when final data is received.

Source: VISIT FLORIDA international estimates, excluding Canada, are based on and extrapolated from aggregate card data provided by VisaVue® Travel and incorporate data from other research sources. Canadian preliminary estimates derived from historical Statistics Canada data and other research sources and Canadian final estimates are produced by Statistics Canada.

Profile of Overseas Travelers Visiting Florida

Florida's overseas visitors decided to travel and made air travel reservations further out in 2017 than the previous year, with their travel decision occurring an average of 4.1 months before their trip and air travel reservations an average of 3.2 months before.

When planning their trip, the top sources used by Florida's overseas visitors were airlines (52%), online travel agencies (34%), personal recommendations (30%) and travel agency office (18%).

Overseas travelers stayed an average of 11.0 nights in Florida during 2017 and most were traveling on a vacation/holiday (75%).

Nearly half of Florida's overseas visitors were traveling alone during 2017, while roughly one-fifth report traveling with children.

Advance Decision to Travel		
	2016	2017
1 - 30 Days	29%	27%
31 - 60 Days	16%	17%
61 - 120 Days	25%	23%
More than 120 Days	30%	33%
Average Number of Days	114.5	122.7

Main Trip Purpose		
	2016	2017
Vacation/Holiday	73%	75%
Visit Friends/Relatives	13%	13%
Business	6%	6%
Conference/Convention/Trade Show	5%	4%
Other	4%	3%

Trip Planning Sources (multiple response)		
	2016	2017
Airline	50%	52%
Online Travel Agency	36%	34%
Personal Recommendation	31%	30%
Travel Agency Office	18%	18%
National/State/City Travel Office	13%	14%
Travel Guide	11%	11%
Tour Operator/Travel Club	9%	10%
Corporate Travel Department	9%	9%
Other	5%	5%

Length of Stay		
	2016	2017
Average Nights in Florida	11.2	11.0

Travel Party Size		
	2016	2017
One Adult	49%	49%
Two Adults	28%	27%
Three or More Adults	5%	5%
Traveling with Children	18%	19%
Average Total Party Size	1.9	1.9

Advance Air Travel Reservations		
	2016	2017
1 - 30 Days	38%	38%
31 - 60 Days	17%	17%
61 - 120 Days	23%	21%
More than 120 Days	22%	25%
Average Number of Days	87.9	95.0

Travel Party Composition (multiple response)		
	2016	2017
Traveling Alone	50%	49%
Traveling with Spouse/Partner	28%	28%
Traveling with Family/Relatives	24%	26%
Traveling with Friend(s)	6%	4%
Other	2%	2%

Air Travel Reservation Method (multiple response)		
	2016	2017
Directly with the Airline	38%	38%
Internet Booking Service	33%	33%
Travel Agency Office	21%	22%
Tour Operator/Travel Club	9%	10%
Corporate Travel Department	6%	6%
Other	1%	1%

Expenditures in U.S. (incl. airport expenses)		
	2016	2017
Per Travel Party/Trip	\$2,964	\$3,046
Per Visitor/Trip	\$1,560	\$1,565
Per Visitor/Day	\$95	\$101

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of Overseas Travelers Visiting Florida

Three in four overseas travelers visiting Florida during 2017 stayed in a hotel/motel (75%) for a duration of their trip and most made lodging reservations (68%) before departing on their trip.

The top method for booking lodging was an internet booking service (32%), followed by the accommodation directly (17%) and a travel agency office (11%).

The top activities among Florida's overseas visitors during 2017 were shopping (88%), sightseeing (73%), amusement/theme parks (50%) and fine dining experiences (26%).

Florida's overseas visitors tend to be younger than domestic visitors, with more than a third under age 35.

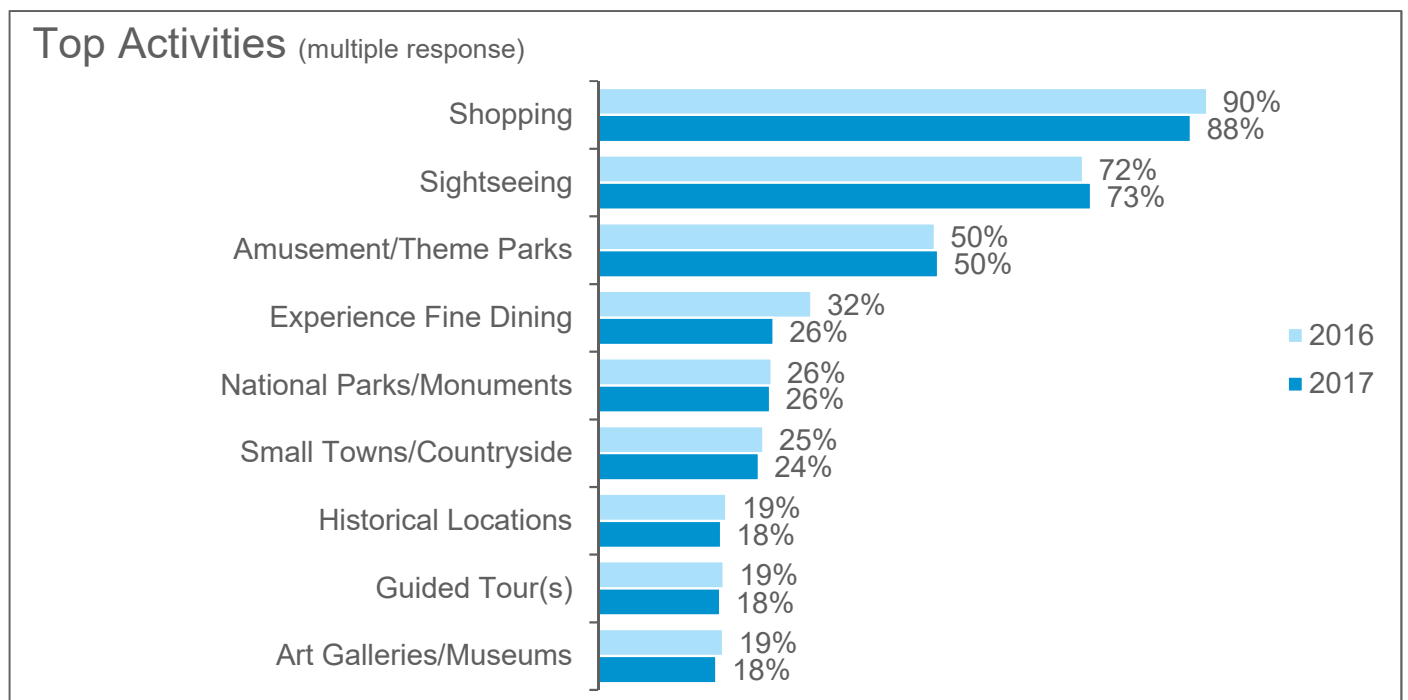
Average household income among Florida's overseas visitors fell for a fourth consecutive year in 2017.

Accommodations (multiple response)		
	2016	2017
Hotel/Motel	76%	75%
Private Home	30%	29%
Other	4%	4%

Age of Adult Traveler		
	2016	2017
18 - 34 Years	35%	37%
35 - 44 Years	25%	22%
45 - 54 Years	21%	21%
55+ Years	20%	20%
Median Age	41.0	39.0

Lodging Reservations (multiple response)		
	2016	2017
Yes, Booked through	71%	68%
Internet Booking Service	33%	32%
Accommodation Directly	19%	17%
Travel Agency Office	11%	11%
Tour Operator/Travel Club	7%	7%
Corporate Travel Department	4%	4%
The Airline	2%	2%
Other	3%	2%

Household Income		
	2016	2017
Under \$20,000	21%	23%
\$20,000 - \$59,999	31%	31%
\$60,000 - \$99,999	20%	22%
\$100,000+	29%	25%
Average HH Income	\$77,300	\$76,200



Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of Canadian Travelers Visiting Florida

Most Canadians traveled to Florida for holiday/leisure/recreation (69%) during 2017, followed by visiting friends/relatives (8%) and business conference/convention/trade show (8%).

Canadians stay in Florida longer on average than both domestic and overseas visitors, staying an average of 21.2 nights in 2017, a decrease from 22.1 nights the previous year.

Nearly three in four Canadian visitors to Florida arrived in the state by plane, with 59% flying direct from a Canadian airport and 14% crossing the border to fly from a U.S. airport. With many options to fly direct to Florida and the exchange rate increasing the cost of driving, Canadian drive visitation to Florida has fallen.

Although Florida's Canadian visitors mostly traveled to the state without children (75%), the portion of travel parties with children increased during 2017.

Canadian travelers reported spending an average of \$919 per person while in the Florida. which is 15% less than the previous year.

Main Trip Purpose		
	2016	2017
Leisure	88%	88%
Holidays/Leisure/Recreation	71%	69%
Visit Friends/Relatives	7%	8%
Conference/Convention/Trade Show	1%	1%
Other Personal Reasons	9%	10%
Business	12%	12%
Conference/Convention/Trade Show	9%	8%
Other Business Reasons	3%	4%

Length of Stay		
	2016	2017
1 - 3 Nights	11%	11%
4 - 6 Nights	15%	14%
7 - 9 Nights	25%	26%
10 - 13 Nights	13%	14%
14 - 16 Nights	9%	8%
17 - 30 Nights	10%	11%
31 or More Nights	17%	16%
Average Nights	22.1	21.2

Transportation Mode		
	2016	2017
Flew from Canadian Airport	55%	59%
Drove	31%	26%
Flew from U.S. Airport	13%	14%
Other	2%	1%

Travel Party Size		
	2016	2017
1 Person	13%	14%
2 Persons	49%	47%
3 Persons	11%	12%
4 Persons	12%	13%
5 or More Persons	14%	14%
Average Party Size	2.1	2.1

Seasonal Travel		
	2016	2017
Winter (Jan-Mar)	40%	40%
Spring (Apr-Jun)	27%	27%
Summer (Jul-Sep)	13%	14%
Fall (Oct-Dec)	21%	20%

Travel Party Composition		
	2016	2017
Traveling without Children	77%	75%
One Adult	13%	14%
2 Adults	49%	47%
3 or More Adults	14%	14%
Traveling with Children	23%	25%
Alone with Children	1%	1%
2 Adults with Children	11%	13%
3 or More Adults with Children	11%	11%

Expenditures in Florida		
	2016	2017
Average Per Spend/Visit	\$1,084	\$919
Average Per Spend/Night	\$49	\$43

Note: Figures shown are preliminary and will be revised when final data is received from the data source.

Source: Statistics Canada

Profile of Canadian Travelers Visiting Florida

Nearly three-quarters of Florida's Canadian visitors stayed in one type of accommodation (73%) during their 2017 trip, an increase from 66% the previous year.

While visiting the state, the most popular activities among Canadians were shopping (57%), going to visiting friends/relatives (54%), sightseeing (45%) and going to restaurants/bars/nightclubs (40%).

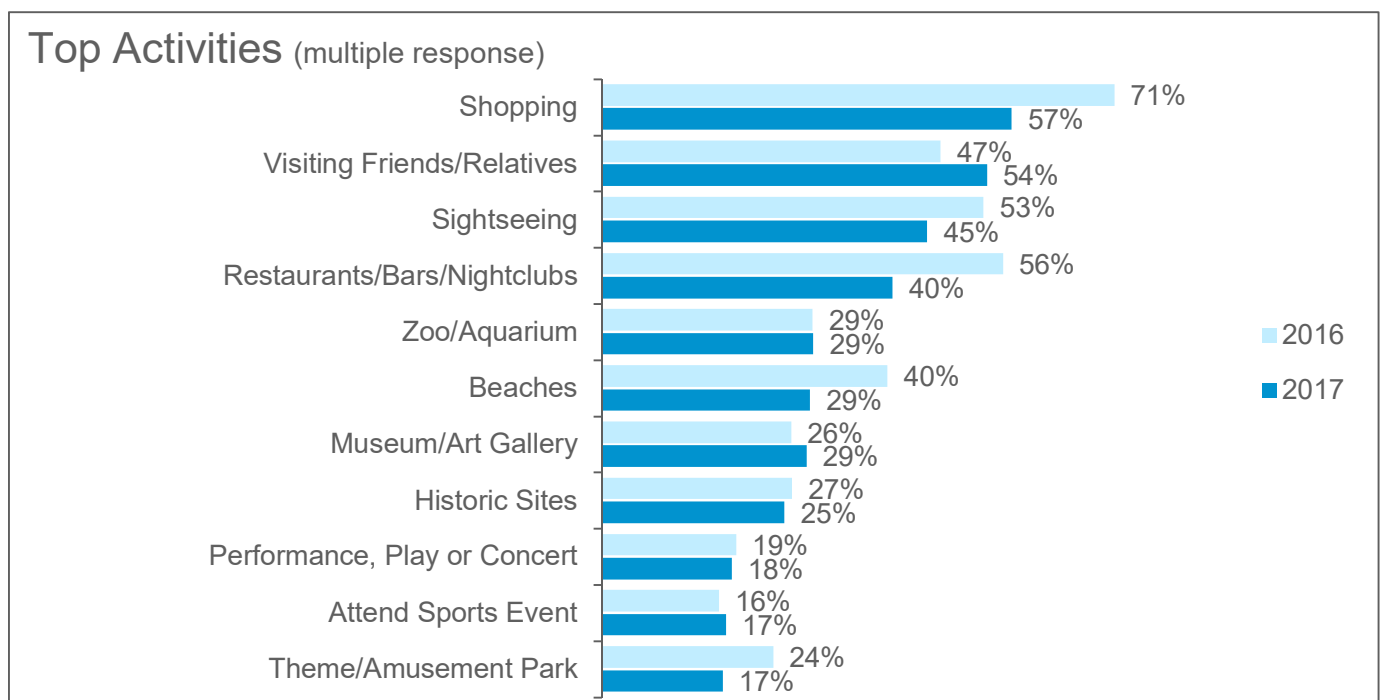
More than half of Florida's Canadian visitors were residents of Ontario (56%) and more than one-fourth were from Quebec (28%). Combined, these two provinces account for approximately 84% of Canadian visitors to the state.

Florida's Canadian visitors tended to be older than international visitors from other countries, with more than half reporting their age as 55 or older (52%).

Accommodations		
	2016	2017
1 Accommodation Type	66%	73%
Hotel Only	15%	11%
Motel Only	2%	6%
Home of Friends/Relatives Only	10%	29%
Camping or Trailer Park Only	16%	11%
Cottage or Cabin Only	1%	1%
Cruise Ship Only	1%	0%
Other Only	22%	15%
2 Accommodation Types	30%	23%
Hotel & Motel	21%	13%
Other Combination of 2 Types	9%	10%
3+ Accommodation Types	4%	4%

Age		
	2016	2017
0 - 19 Years	11%	12%
20 - 34 Years	7%	7%
35 - 44 Years	11%	12%
45 - 54 Years	17%	17%
55+ Years	53%	52%

Origin Province		
	2016	2017
Ontario	55%	56%
Quebec	28%	28%
Atlantic Provinces	6%	6%
Other Provinces	12%	10%



Note: Figures are preliminary and will be revised when final data is received.

Source: Statistics Canada

Profile of British Travelers Visiting Florida

In 2017, Florida's British visitors made their travel decision and air travel reservations further out than the previous year, with their travel decision occurring an average of 7.3 months before their trip and air travel reservations an average of 6.4 months before.

When planning their trip, the most used source among Florida's British visitors was airlines (57%), followed by online travel agencies (34%), personal recommendations (24%) and travel agency offices (24%).

British travelers visiting Florida during 2017 stayed an average of 11.9 nights in the state, a decrease from 12.4 nights the previous year, and most were traveling for a vacation/holiday (86%).

The average party size of Florida's British visitors increased to 2.4 people in 2017, driven by a decrease in the percentage of adults traveling alone and an increase in the percentage traveling with children.

Advance Decision to Travel		
	2016	2017
1 - 60 Days	23%	17%
61 - 120 Days	22%	19%
121 - 180 Days	14%	13%
More than 180 Days	42%	51%
Average Number of Days	191.6	219.5

Main Trip Purpose		
	2016	2017
Vacation/Holiday	85%	86%
Visit Friends/Relatives	7%	8%
Business	4%	3%
Convention/Conference/Trade Show	3%	2%
Other*	1%	1%

Trip Planning Sources (multiple response)		
	2016	2017
Airline	55%	57%
Online Travel Agency	35%	34%
Personal Recommendation	22%	24%
Travel Agency Office	21%	24%
Tour Operator/Travel Club	17%	17%
Travel Guide	12%	11%
Corporate Travel Department	7%	6%
National/State/City Travel Office	4%	4%
Other	5%	4%

Length of Stay		
	2016	2017
Average Nights in Florida	12.4	11.9

Travel Party Size		
	2016	2017
One Adult	35%	27%
Two Adults	37%	39%
Three or More Adults	6%	5%
Traveling with Children	22%	29%
Average Total Party Size	2.2	2.4

Advance Air Travel Reservations		
	2016	2017
1 - 60 Days	28%	22%
61 - 120 Days	23%	19%
121 - 180 Days	13%	16%
More than 180 Days	36%	44%
Average Number of Days	165.0	191.0

Travel Party Composition (multiple response)		
	2016	2017
Traveling with a Spouse/Partner	45%	51%
Traveling Alone	29%	35%
Traveling with Family/Relatives	35%	27%
Traveling with Friend(s)	5%	4%
Business Associate(s)*	1%	1%

Air Travel Reservation Method (multiple response)		
	2016	2017
Directly with the Airline	40%	36%
Internet Booking Service	24%	26%
Travel Agency Office	20%	23%
Tour Operator/Travel Club	16%	16%
Corporate Travel Department	5%	4%
Other*	1%	1%

Expenditures in U.S. (incl. airport expenses)		
	2016	2017
Per Travel Party/Trip	\$2,710	\$2,906
Per Visitor/Trip	\$1,208	\$1,190
Per Visitor/Day	\$77	\$85

*Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office.

Profile of British Travelers Visiting Florida

More than four in five British travelers visiting Florida stayed in a hotel/motel (85%) for a duration of their trip during 2017 and most made lodging reservations (71%) before departing on their trip.

The most popular methods for making lodging reservations among Florida's British visitors is through an internet booking service (23%), the accommodation directly (19%) and travel agency office (14%).

The top activities enjoyed by Florida's British visitors during 2017 were shopping (88%), sightseeing (78%), and amusement/theme parks (67%).

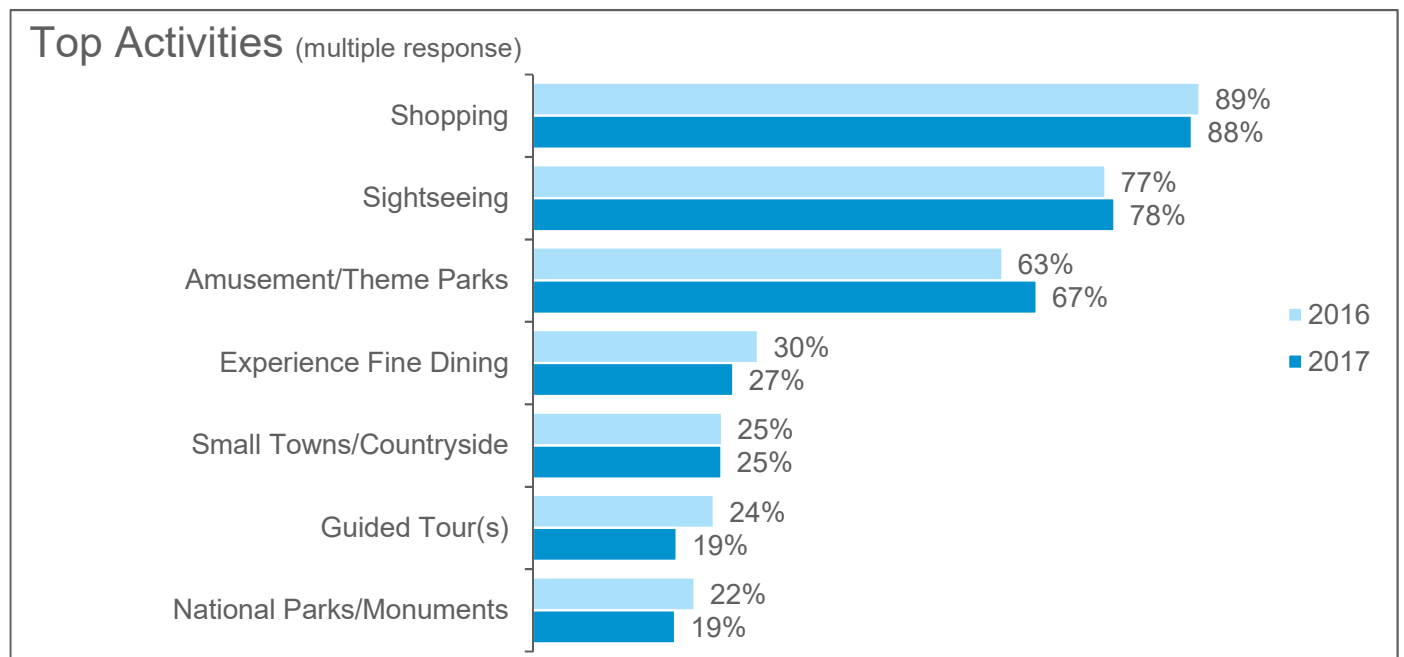
British travelers visiting Florida during 2017 had a median age of 45 and average household income of \$99,400, both of which were slightly lower than the previous year.

Accommodations (multiple response)		
	2016	2017
Hotel/Motel	85%	85%
Private Home	19%	21%
Other	2%	2%

Age of Adult Traveler		
	2016	2017
18 - 34 Years	28%	28%
35 - 44 Years	18%	19%
45 - 54 Years	22%	23%
55+ Years	32%	30%
Median Age	46.0	45.0

Lodging Reservations (multiple response)		
	2016	2017
Yes, Booked through	73%	71%
<i>Internet Booking Service</i>	22%	23%
<i>Accommodation Directly</i>	21%	19%
<i>Travel Agency Office</i>	13%	14%
<i>Tour Operator/Travel Club</i>	13%	13%
<i>The Airline</i>	4%	4%
<i>Corporate Travel Department</i>	4%	3%
<i>Other</i>	2%	1%

Household Income		
	2016	2017
Under \$40,000	16%	16%
\$40,000 - \$59,999	19%	16%
\$60,000 - \$79,999	20%	24%
\$80,000 - \$99,999	11%	16%
\$100,000+	34%	29%
Average HH Income	\$99,700	\$99,400



* Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office.

Profile of German Travelers Visiting Florida

In 2017, Florida's German visitors made their travel decision further out, deciding 5.1 months before their trip on average, while making air travel reservations in a similar timeframe as the previous year.

When trip planning, the top information source used by Florida's German visitors was airlines (45%). Of the other top sources, use of online travel agencies (39%) and personal recommendations (23%) decreased, while travel agency office (28%) use increased.

German travelers stayed in Florida an average of 12.7 nights in 2017 and most were traveling on a vacation/holiday (81%).

Although the average party size of Florida's German visitors remained 2.0 persons in 2017, there was a noticeable increase in the percentage of adults traveling alone and decrease in travel parties of two adults.

Advance Decision to Travel		
	2016	2017
1 - 60 Days	31%	28%
61 - 120 Days	25%	24%
121 - 180 Days	20%	19%
More than 180 Days	24%	29%
Average Number of Days	137.6	152.8

Main Trip Purpose		
	2016	2017
Vacation/Holiday	79%	81%
Visit Friends/Relatives	11%	7%
Conference/Convention/Trade Show*	3%	6%
Business*	4%	4%
Other*	3%	3%

Trip Planning Sources (multiple response)		
	2016	2017
Airline	45%	45%
Online Travel Agency	47%	39%
Travel Agency Office	26%	28%
Personal Recommendation	32%	23%
Travel Guide	24%	20%
Corporate Travel Department	8%	12%
National/State/City Travel Office*	4%	6%
Tour Operator/Travel Club*	6%	6%
Other	7%	8%

Length of Stay		
	2016	2017
Average Nights in Florida	12.7	12.7

Travel Party Size		
	2016	2017
One Adult	32%	40%
Two Adults	48%	39%
Three or More Adults*	5%	6%
Traveling with Children	15%	15%
Average Total Party Size	2.0	2.0

Advance Air Travel Researvation		
	2016	2017
1 - 60 Days	39%	38%
61 - 120 Days	27%	25%
121 - 180 Days	19%	20%
More than 180 Days	15%	17%
Average Number of Days	109.0	112.1

Travel Party Composition (multiple response)		
	2016	2017
Traveling Alone	32%	40%
Traveling with a Spouse/Partner	44%	38%
Traveling with Family/Relatives	23%	21%
Traveling with Friend(s)	10%	10%
Other*	1%	1%

Air Travel Reservation Method (multiple response)		
	2016	2017
Directly with the Airline	34%	36%
Travel Agency Office	26%	29%
Internet Booking Service	34%	27%
Corporate Travel Department*	8%	9%
Tour Operator/Travel Club*	3%	4%
Other*	1%	1%

Expenditures in U.S. (incl. airport expenses)		
	2016	2017
Per Travel Party/Trip	\$3,286	\$3,679
Per Visitor/Trip	\$1,676	\$1,875
Per Visitor/Day	\$84	\$105

* Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of German Travelers Visiting Florida

The percentage of Florida's German visitors who stayed in a hotel/motel (76%) for a duration of their 2017 trip decreased from the previous year, as did the percentage who made lodging reservations (76%) prior to their trip departure.

Among those who made lodging reservations, booking through an internet booking service (38%) was the most used method, despite the percentage decreasing from 49% reported for the previous year.

The top activities enjoyed by Florida's German visitors in 2017 were shopping (85%), sightseeing (81%), and visiting national parks/monuments (48%).

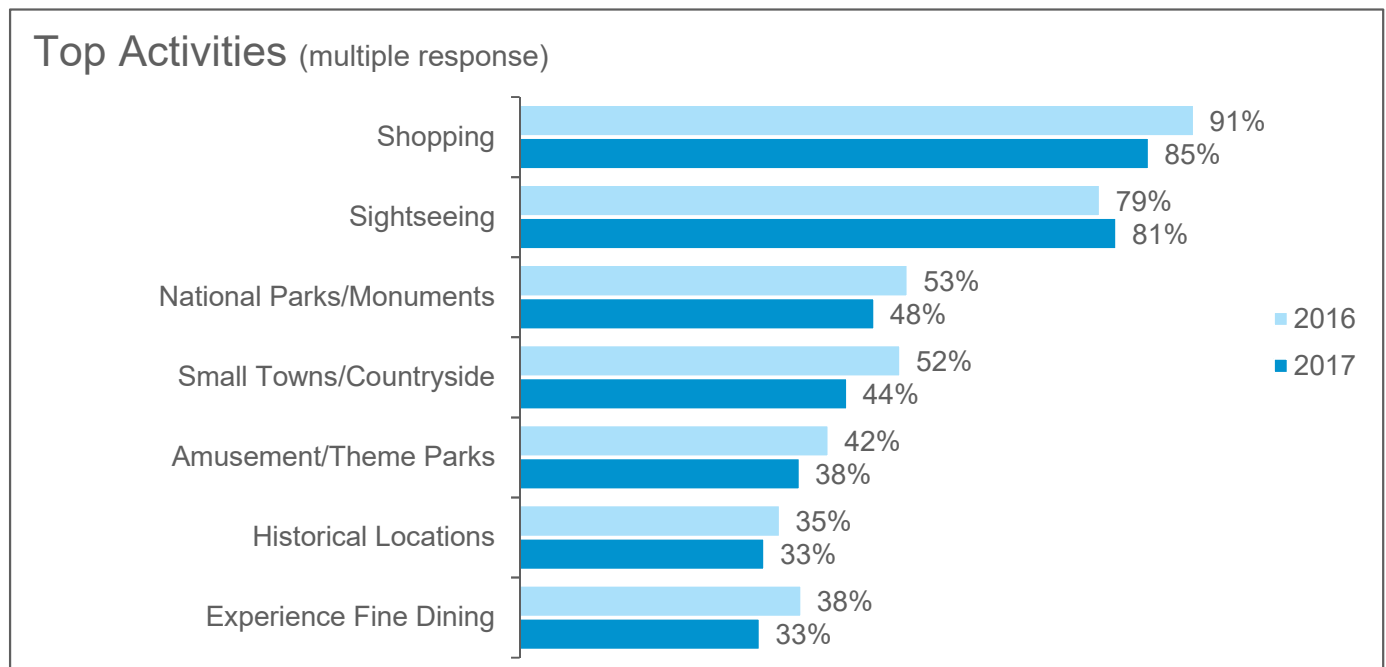
The age distribution of German travelers who visited Florida during 2017 was older than the previous year and with this age shift, the average household income of German visitors increased.

Accommodations (multiple response)		
	2016	2017
Hotel/Motel	79%	76%
Private Home	30%	35%
Other*	6%	4%

Age of Adult Traveler		
	2016	2017
18 - 34 Years	47%	44%
35 - 44 Years	16%	15%
45 - 54 Years	21%	17%
55+ Years	16%	25%
Median Age	36.0	39.0

Lodging Reservations (multiple response)		
	2016	2017
Yes, Booked through	83%	76%
Internet Booking Service	49%	38%
Accommodation Directly	18%	18%
Travel Agency Office	16%	18%
Corporate Travel Department*	3%	3%
Tour Operator/Travel Club*	4%	3%
Other*	5%	4%

Household Income		
	2016	2017
Under \$40,000	17%	22%
\$40,000 - \$59,999*	18%	13%
\$60,000 - \$99,999	26%	26%
\$100,000 - \$119,999	18%	18%
\$120,000 or More*	21%	22%
Average HH Income	\$94,400	\$103,400



* Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of Brazilian Travelers Visiting Florida

Florida's Brazilian visitors decided to travel nearly 4 months before their trip on average in 2017, but waited until 2.9 months before their trip to make air travel reservations.

For planning their trip, the top sources used by Florida's Brazilian visitors were an airline (61%), personal recommendations (43%), an online travel agency (33%), and a national/state/city travel office (27%).

Florida's Brazilian visitors stayed in the state an average of 10.7 nights in 2017, an increase from 10.3 nights the previous year, and most were traveling for a vacation/holiday (87%).

The average party size of Florida's Brazilian visitors increased to 2.3 people in 2017, driven by a decrease in the percentage of adults traveling alone and an increase in the percentage traveling with children.

Advance Decision to Travel		
	2016	2017
1 - 30 Days	21%	18%
31 - 90 Days	35%	36%
91 - 180 Days	32%	33%
More than 180 Days	12%	13%
Average Number of Days	116.1	119.5

Main Trip Purpose		
	2016	2017
Vacation/Holiday	85%	87%
Visit Friends/Relatives	7%	4%
Business*	5%	3%
Convention/Conference/Trade Show*	2%	3%
Other*	1%	3%

Trip Planning Sources (multiple response)		
	2016	2017
Airline	61%	61%
Personal Recommendation	44%	43%
Online Travel Agency	33%	33%
National/State/City Travel Office	21%	27%
Travel Guide	16%	19%
Travel Agency Office	17%	19%
Corporate Travel Department	15%	15%
Tour Operator/Travel Club	12%	15%
Other*	6%	3%

Length of Stay		
	2016	2017
Average Nights in Florida	10.3	10.7

Travel Party Size		
	2016	2017
One Adult	39%	34%
Two Adults	31%	29%
Three or More Adults	6%	8%
Traveling with Children	24%	29%
Average Total Party Size	2.2	2.3

Advance Air Travel Reservations		
	2016	2017
1 - 30 Days	31%	29%
31 - 90 Days	36%	40%
91 - 180 Days	27%	26%
More than 180 Days	5%	6%
Average Number of Days	85.8	87.2

Travel Party Composition (multiple response)		
	2016	2017
Traveling with Family/Relatives	32%	37%
Traveling with a Spouse/Partner	32%	35%
Traveling Alone	40%	35%
Traveling with Friend(s)*	5%	4%
Other*	1%	2%

Air Travel Reservation Method (multiple response)		
	2016	2017
Directly with the Airline	41%	41%
Internet Booking Service	33%	32%
Travel Agency Office	20%	24%
Tour Operator/Travel Club	12%	16%
Corporate Travel Department	7%	9%
Other*	1%	1%

Expenditures in U.S. (incl. airport expenses)		
	2016	2017
Per Travel Party/Trip	\$3,785	\$4,409
Per Visitor/Trip	\$1,741	\$1,918
Per Visitor/Day	\$131	\$143

*Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office.

Profile of Brazilian Travelers Visiting Florida

More than four in five Brazilian travelers visiting Florida stayed in a hotel/motel (85%) for a duration of their 2017 trip and most made lodging reservations before departing on their trip (82%).

The top method for making lodging reservations among Florida's Brazilian visitors was using an internet booking service (40%), followed by the accommodation directly (18%) and travel agency office (16%).

The top activities enjoyed by Florida's Brazilian visitors in 2017 were shopping (89%), sightseeing (76%), and amusement/theme parks (63%).

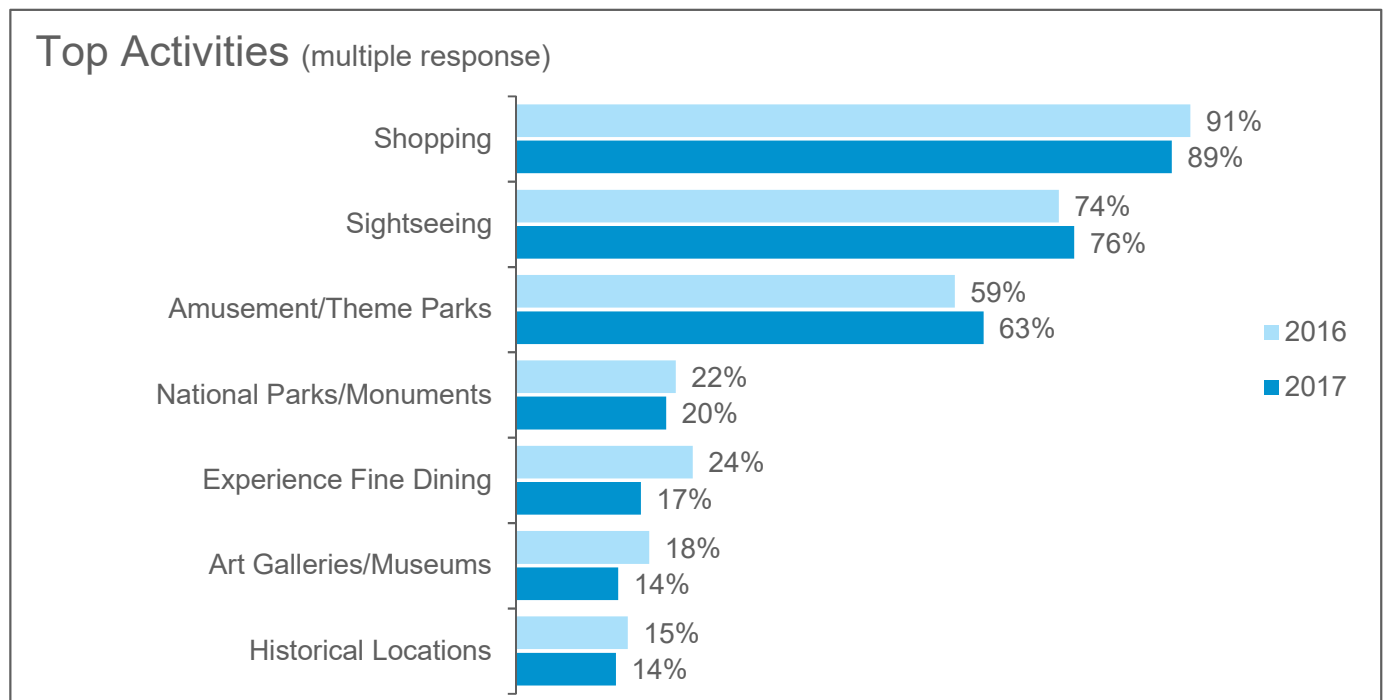
The age distribution of Florida's Brazilian visitors in 2017 was relatively similar to the previous year, but their average household income was 16% lower than in 2016.

Accommodations (multiple response)		
	2016	2017
Hotel/Motel	83%	85%
Private Home	23%	19%
Other*	3%	3%

Lodging Reservations (multiple response)		
	2016	2017
Yes, Booked through	80%	82%
Internet Booking Service	43%	40%
Accommodation Directly	14%	18%
Travel Agency Office	11%	16%
Tour Operator/Travel Club	9%	10%
Corporate Travel Department	6%	8%
Other*	2%	3%

Age of Adult Traveler		
	2016	2017
18 - 34 Years	33%	33%
35 - 44 Years	31%	31%
45 - 54 Years	20%	19%
55+ Years	15%	17%
Median Age	40.0	40.0

Household Income		
	2016	2017
Under \$20,000	33%	36%
\$20,000 - \$59,999	26%	25%
\$60,000 - \$99,999	12%	18%
\$100,000 or More	29%	22%
Average HH Income	\$75,200	\$62,800



*Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of Colombian Travelers Visiting Florida

Florida's Colombian visitors made their travel decision and air reservations further out in 2017 than in 2016, deciding to travel 2.6 months before their trip and booking air travel 1.9 months out on average.

When planning their trip, the top sources among Florida's Colombian visitors were airlines (51%), personal recommendations (37%), online travel agencies (35%) and national/state/city travel offices (17%).

Colombian travelers stayed in Florida an average of 11.3 nights in 2017, a slight increase from the previous year, and most were traveling on a vacation/holiday (68%).

The proportion of Florida's Colombian visitors who were traveling with children decreased in 2017, dropping to 15% from 17% the year before.

Advance Decision to Travel		
	2016	2017
1 - 30 Days	41%	40%
31 - 60 Days	21%	23%
61 - 120 Days	22%	21%
More than 120 Days	16%	17%
Average Number of Days	76.0	79.3

Main Trip Purpose		
	2016	2017
Vacation/Holiday	67%	68%
Visit Friends/Relatives	19%	20%
Business	7%	6%
Conference/Convention/Trade Show	4%	4%
Other	3%	1%

Trip Planning Sources (multiple response)		
	2016	2017
Airline	52%	51%
Personal Recommendation	36%	37%
Online Travel Agency	33%	35%
National/State/City Travel Office	12%	17%
Travel Agency Office	8%	9%
Travel Guide	6%	7%
Corporate Travel Department	7%	6%
Tour Operator/Travel Club	5%	6%
Other	5%	7%

Length of Stay		
	2016	2017
Average Nights in Florida	11.0	11.3

Travel Party Size		
	2016	2017
One Adult	57%	66%
Two Adults	23%	28%
Three or More Adults	4%	5%
Traveling with Children	17%	15%
Average Total Party Size	1.8	1.8

Advance Air Travel Reservations		
	2016	2017
1 - 30 Days	54%	54%
31 - 60 Days	21%	20%
61 - 120 Days	17%	15%
More than 120 Days	8%	11%
Average Number of Days	52.2	57.9

Travel Party Composition (multiple response)		
	2016	2017
Traveling Alone	57%	57%
Traveling with Family/Relatives	24%	24%
Traveling with a Spouse/Partner	22%	21%
Traveling with Friend(s)	3%	3%
Other*	1%	2%

Air Travel Reservation Method (multiple response)		
	2016	2017
Directly with the Airline	48%	42%
Internet Booking Service	40%	42%
Travel Agency Office	10%	13%
Tour Operator/Travel Club	5%	7%
Corporate Travel Department	4%	5%
Other*	1%	1%

Expenditures in U.S. (incl. airport expenses)		
	2016	2017
Per Travel Party/Trip	\$2,020	\$2,429
Per Visitor/Trip	\$1,152	\$1,366
Per Visitor/Day	\$72	\$87

*Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office.

Profile of Colombian Travelers Visiting Florida

A little more than half of Florida's Colombian visitors stayed in a hotel/motel (57%) for a duration of their 2017 trip, while half indicated they stayed in a private home.

The top activities enjoyed by Florida's Colombian visitors in 2017 were shopping (91%), sightseeing (69%), amusement/theme parks (52%) and fine dining experiences (30%).

The percentage of Florida's Colombian visitors ages 18-34 years old increased the most in 2017, which contributed to a the median age dropping by one year.

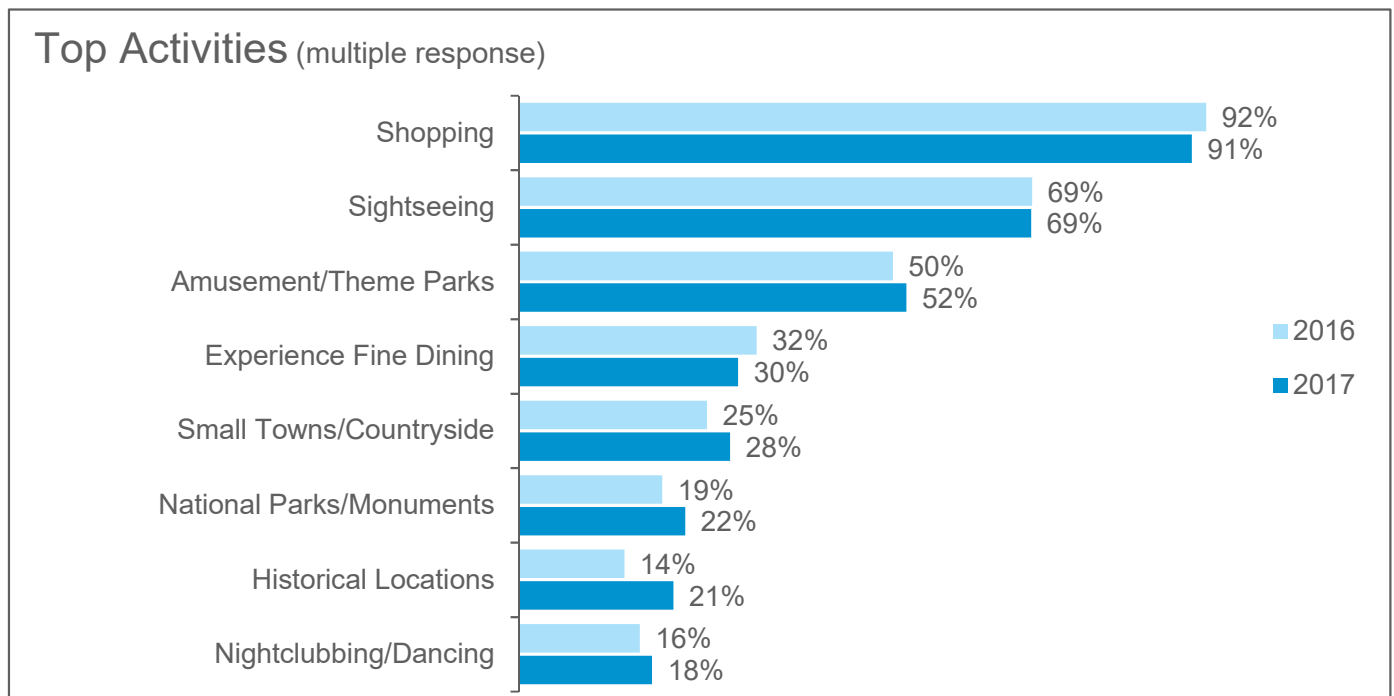
Colombian travelers who visited Florida during 2017 had a slightly higher average household income than the previous year at \$46,000 (+3%).

Accommodations (multiple response)		
	2016	2017
Hotel/Motel	57%	57%
Private Home	53%	50%
Other	4%	6%

Age of Adult Traveler		
	2016	2017
18 - 34 Years	37%	43%
35 - 44 Years	25%	18%
45 - 54 Years	20%	19%
55+ Years	18%	21%
Median Age	39.0	38.0

Lodging Reservations (multiple response)		
	2016	2017
Yes, Booked through	55%	52%
<i>Internet Booking Service</i>	25%	23%
<i>Accommodation Directly</i>	19%	17%
<i>Tour Operator/Travel Club</i>	6%	13%
<i>Travel Agency Office</i>	4%	10%
<i>Corporate Travel Department</i>	4%	6%
<i>Other</i>	3%	3%

Household Income		
	2016	2017
Under \$20,000	37%	37%
\$20,000 - \$59,999	40%	36%
\$60,000 - \$99,999	10%	13%
\$100,000 or More	13%	14%
Average HH Income	\$45,200	\$46,600



*Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of Mexican Air Travelers Visiting Florida

Florida's Mexican air visitors decided to travel less than three months before their trip in 2017 and made air travel reservations approximately two months before their trip.

When planning their trip, the top sources used by Florida's Mexican air visitors were an airline (54%), online travel agency (33%), personal recommendation (19%) and national/state/city travel office (17%).

Mexican air travelers spent 7.4 nights on average in Florida, down from 7.6 nights the previous year, and nearly two-thirds traveled to the state for a vacation/holiday (64%).

The average party size of Florida's Mexican air visitors remained on par with the previous year at 1.9 persons, as did the distribution traveling with and without children.

Advance Decision to Travel		
	2016	2017
1 - 30 Days	44%	49%
31 - 60 Days	20%	15%
61 - 180 Days	27%	28%
More than 180 Days	9%	8%
Average Number of Days	79.6	77.0

Main Trip Purpose		
	2016	2017
Vacation/Holiday	67%	64%
Business	10%	11%
Visit Friends/Relatives	13%	15%
Convention/Conference/Trade Show	8%	7%
Other*	3%	2%

Trip Planning Sources (multiple response)		
	2016	2017
Airline	50%	54%
Online Travel Agency	32%	33%
Personal Recommendation	23%	19%
National/State/City Travel Office	21%	17%
Corporate Travel Department	15%	14%
Travel Agency Office	11%	10%
Travel Guide*	6%	6%
Tour Operator/Travel Club*	6%	4%
Other*	6%	5%

Length of Stay		
	2016	2017
Average Nights in Florida	7.6	7.4

Travel Party Size		
	2016	2017
One Adult	53%	58%
Two Adults	23%	17%
Three or More Adults	5%	5%
Traveling with Children	20%	20%
Average Total Party Size	1.9	1.9

Advance Air Travel Reservations		
	2016	2017
1 - 30 Days	58%	59%
31 - 60 Days	19%	15%
61 - 90 Days	12%	8%
More than 90 Days	10%	12%
Average Number of Days	49.0	58.5

Travel Party Composition (multiple response)		
	2016	2017
Traveling Alone	53%	58%
Traveling with Family/Relatives	25%	27%
Traveling with a Spouse/Partner	23%	14%
Traveling with Friend(s)	5%	5%
Other*	2%	2%

Air Travel Reservation Method (multiple response)		
	2016	2017
Directly with the Airline	46%	47%
Internet Booking Service	28%	30%
Travel Agency Office	21%	17%
Corporate Travel Department	15%	12%
Tour Operator/Travel Club	8%	5%
Other*	1%	1%

Expenditures in U.S. (incl. airport expenses)		
	2016	2017
Per Travel Party/Trip	\$2,058	\$1,813
Per Visitor/Trip	\$1,082	\$972
Per Visitor/Day	\$101	\$84

*Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of Mexican Air Travelers Visiting Florida

Approximately three quarters of Florida's Mexican air visitors stayed in a hotel/motel (76%) for a duration of their 2017 trip and most made lodging reservations before leaving on their 2017 trip (76%).

The two most used methods for making lodging reservations was through an internet booking service (21%) or through the accommodation directly (21%).

The top activities that Florida's Mexican air visitors participated in during 2017 were shopping (84%), sightseeing (64%) and amusement/theme parks (44%).

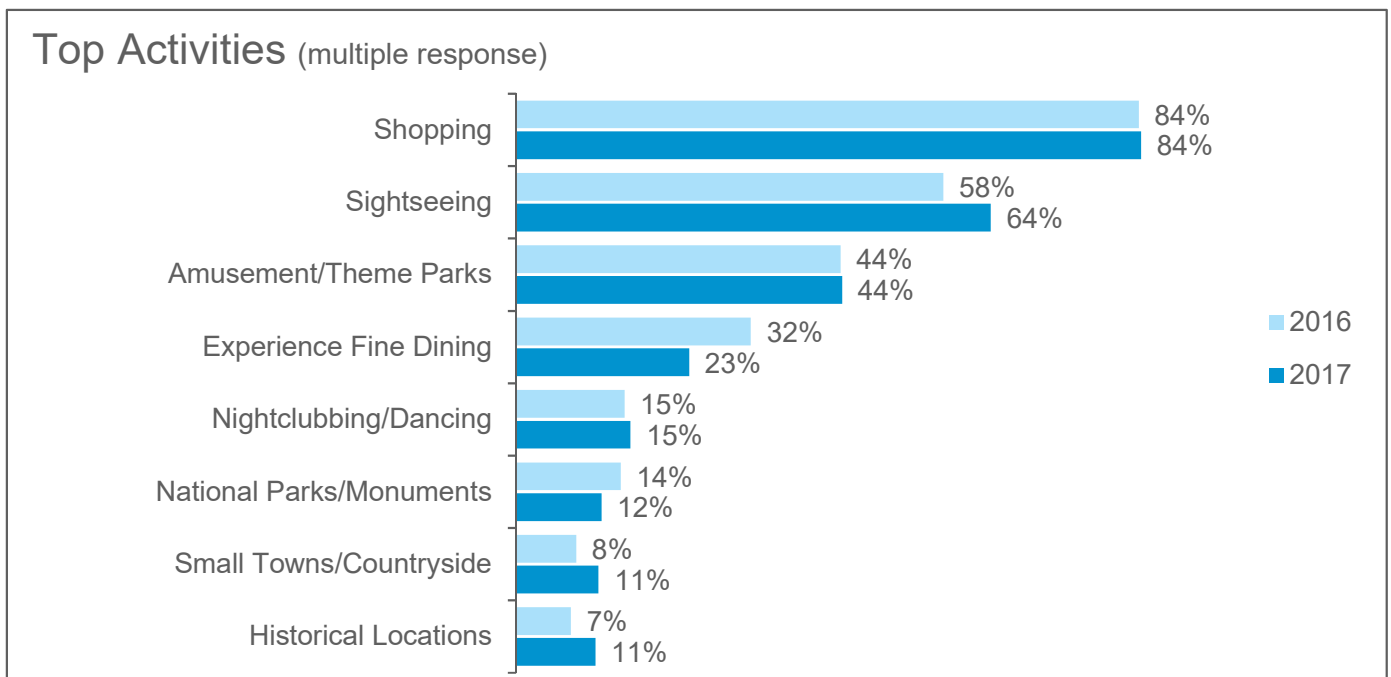
Florida's Mexican air visitors' median age increased to 38 in 2017, while their average household income fell 23% to \$69,000.

Accommodations (multiple response)		
	2016	2017
Hotel/Motel	80%	76%
Private Home	20%	27%
Other*	2%	2%

Age of Adult Traveler		
	2016	2017
18 - 34 Years	42%	41%
35 - 44 Years	27%	25%
45 - 54 Years	18%	19%
55+ Years	13%	15%
Median Age	37.0	38.0

Lodging Reservations (multiple response)		
	2016	2017
Yes, Booked through	72%	65%
Internet Booking Service	23%	21%
Accommodation Directly	18%	21%
Corporate Travel Department	13%	10%
Travel Agency Office	11%	8%
Tour Operator/Travel Club	7%	7%
Other*	5%	3%

Household Income		
	2016	2017
Under \$20,000	29%	32%
\$20,000 - \$59,999	28%	33%
\$60,000 - \$99,999	13%	14%
\$100,000 - \$159,999*	15%	11%
\$160,000 or More*	15%	10%
Average HH Income	\$89,900	\$69,000



*Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of French Travelers Visiting Florida

Florida's French visitors decided to travel and made air reservations further in advance during 2017, with their average decision occurring 4 months before their trip and air reservations 2.9 months before.

For planning their trip, Florida's French visitors most frequently used airlines (48%), followed by online travel agencies (33%)--the source that experienced the largest decrease from the previous year--and personal recommendations (33%).

French travelers stayed in Florida for an average of 12.7 nights during 2017 and most were traveling on a vacation/holiday (71%).

Slightly more than half of French travelers were visiting Florida alone, while a quarter were traveling with their spouse/partner.

Advance Trip Decision		
	2016	2017
1 - 30 Days	29%	24%
31 - 90 Days	29%	31%
91 - 180 Days	26%	28%
More than 180 Days	16%	17%
Average Number of Days	110.9	119.3

Main Trip Purpose		
	2016	2017
Vacation/Holiday	68%	71%
Visit Friends/Relatives	16%	14%
Business	8%	5%
Conference/Convention/Trade Show*	4%	5%
Other*	4%	5%

Trip Planning Sources (multiple response)		
	2016	2017
Airline	46%	48%
Online Travel Agency	39%	33%
Personal Recommendation	29%	33%
Travel Guide	17%	18%
Travel Agency Office	12%	14%
Corporate Travel Department	8%	9%
National/State/City Travel Office*	5%	5%
Tour Operator/Travel Club*	5%	5%
Other*	4%	6%

Length of Stay		
	2016	2017
Average Nights in Florida	12.6	12.7

Travel Party Size		
	2016	2017
One Adult	55%	52%
Two Adults	27%	28%
Three or More Adults*	5%	4%
Traveling with Children	14%	16%
Average Total Party Size	1.8	1.8

Advance Air Travel Booking		
	2016	2017
Less than 30 Days	38%	35%
31 - 60 Days	17%	16%
61 - 120 Days	25%	26%
More than 120 Days	20%	24%
Average Number of Days	79.6	88.1

Travel Party Composition (multiple response)		
	2016	2017
Traveling Alone	55%	52%
Traveling with Spouse/Partner	26%	25%
Traveling with Family/Relatives	18%	22%
Traveling with Friend(s)*	6%	5%
Other*	1%	1%

Air Travel Booking Method (multiple response)		
	2016	2017
Directly with the Airline	42%	43%
Internet Booking Service	36%	34%
Travel Agency Office	12%	15%
Corporate Travel Department*	10%	8%
Tour Operator/Travel Club*	3%	5%
Other*	1%	1%

Expenditures in U.S. (incl. airport expenses)		
	2016	2017
Average Per Party/Trip	\$2,763	\$2,396
Average Per Visitor/Trip	\$1,560	\$1,306
Average Per Visitor/Day	\$76	\$69

* Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

Profile of French Travelers Visiting Florida

Most French travelers who visited Florida (79%) stayed in a hotel/motel for a duration of their 2017 trip, and more than two-thirds made lodging reservations (65%) before departing on their trip.

The most frequently used method for booking lodging was through an internet booking service (37%), followed by through the accommodation directly (15%) and a travel agency office (9%).

The top activities enjoyed by French travelers visiting Florida were shopping (88%), sightseeing (73%), and visiting national parks/monuments (46%).

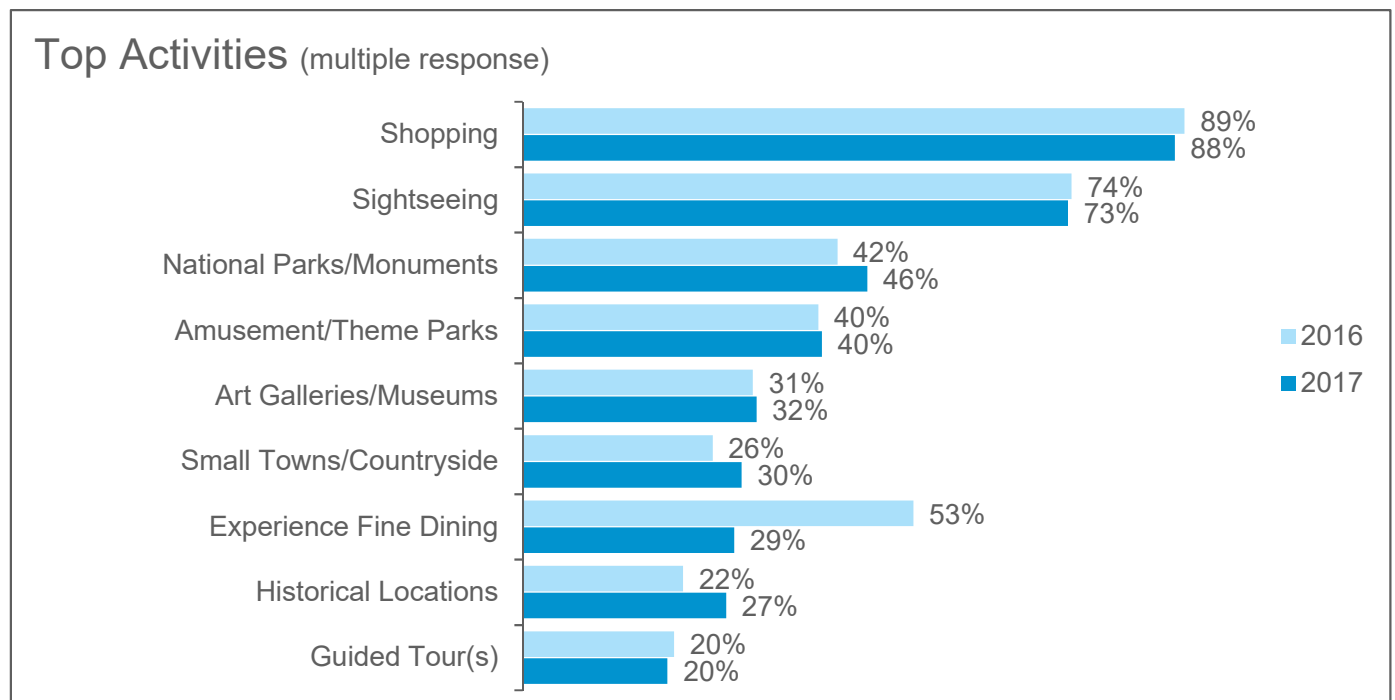
The median age of Florida's French visitors increased to 41 years in 2017, while average household income decreased 13% to \$75,000.

Accommodations (multiple response)		
	2016	2017
Hotel/Motel	75%	79%
Private Home	31%	29%
Other*	3%	4%

Age of Adult Traveler		
	2016	2017
18 - 34 Years	47%	41%
35 - 44 Years	19%	20%
45 - 54 Years	19%	22%
55+ Years	15%	17%
Median Age	36.0	41.0

Lodging Reservations (multiple response)		
	2016	2017
Yes, Booked through	68%	65%
Internet Booking Service	44%	37%
Accommodation Directly	16%	15%
Travel Agency Office	5%	9%
Corporate Travel Department*	6%	4%
Tour Operator/Travel Club*	3%	3%
Other*	2%	3%

Household Income		
	2016	2017
Under \$40,000	24%	32%
\$40,000 - \$59,999*	17%	15%
\$60,000 - \$99,999	27%	27%
\$100,000 or More	32%	26%
Average HH Income	\$85,900	\$75,000



* Small sample size

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office

International Visitors to Florida Methodology

International Visitor Estimates

VISIT FLORIDA's estimates of Canadian visitation to the state are produced by and obtained from Statistics Canada.

VISIT FLORIDA's estimates of overseas visitor volume are derived from aggregate card usage data provided by VisaVue® Travel, as well as other research sources. VISIT FLORIDA began using VisaVue® Travel data in its overseas estimate methodology for visitor volume in 2009.

International Visitor Profiles

VISIT FLORIDA's analyses of the characteristics of international visitors (excluding Canada) to Florida are produced from custom re-tabulations of data extracted from the In-Flight Survey of International Air Travelers conducted by the National Travel and Tourism Office (NTTO), which is located within the International Trade Administration of the U.S. Department of Commerce. There is a considerable lag in the compilation of this data, with data for the previous year not becoming available until June of the current calendar year.

VISIT FLORIDA has used the numbers from the Department of Commerce for more than a decade and the Travel Industry Association of America reports draw from the same source for its reports on international travel to the U.S. For additional information on overseas visitors to the U.S., visit <https://travel.trade.gov/>.

VISIT FLORIDA's analysis of the trends and characteristics of Canadian visitors is based on data purchased from Statistics Canada. For information on Canadian visitors to the U.S., visit <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/arts39a-eng.htm>.