

United States Tourism Report Q1 2016

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Abstracts

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BMI View: Tourist arrivals will grow by 2.6% in 2016, with growth set to continue to 2019 as a result of growing arrivals from markets such as Latin America, and a robust domestic tourism market. This will have positive implications for the accommodation sector, with major hotel groups continuing to expand their presence in the country.

Key Updates And Forecasts:

We view domestic tourism as a key component of the overall market and have introduced a new data set this quarter to reflect this. We now track the average number of tourism departures per 1,000 of the population, and assess that 0.24 US citizens per 1,000 will leave the US in 2016. This is a relatively low figure, indicating that many US citizens holiday within their own country.

We are now forecasting a decline in arrivals from Europe in 2016, falling by 1.09% to 16.6mn. We do not expect European arrivals to return to growth until 2019, but believe that rising arrivals from Latin America, and Mexico in particular, will compensate for this decline from Europe.

Contents

BMI Industry View

Table: Key Forecasts (United States 2012-2019)

SWOT

Tourism

Industry Forecast

Table: Inbound Tourism (United States 2012-2019)

Table: Tourism Receipts (United States 2012-2019)

Table: Hotel Accommodation (United States 2012-2019)

Table: Tourist Departures and Consumption (United States 2012-2019)

Industry Risk/Reward Index

Tourism Risk/Reward Index

Table: Americas - Tourism Risk/Reward Index

Security Risk

Market Overview

Competitive Landscape

Domestic Hotel Groups

Table: Domestic Hotel Groups

International Hotel Groups

Table: International Hotel Groups

Methodology

Industry Forecast Methodology

Risk/Reward Index Methodology

Table: Weighting Of Indicators

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