

# United States Tourism Report Q4 2016

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## Abstracts

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BMI View: 2016 will be a positive year for the US tourism market, with projected arrivals growth of 5.6% demonstrating the country's attractive market fundamentals. Arrivals from Latin America and Europe continue to increase, while high levels of growth from Asia and the Middle East reflect ongoing efforts to market the US in these regions.

### Key Updates And Forecasts

We expect arrivals growth of 5.6% in 2016 to be driven by increases in visitors from Latin America (4.3%) and North America (9.8%).

Strengthening arrivals from Europe will also bolster overall growth, with arrivals from Europe set to expand by more than 4% annually to 2020.

Finally, arrivals from Africa and the Middle East are expected to grow strongly, by 11.2% and 8.5% respectively in 2016, reflecting increased flight links and marketing efforts in these regions.

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