

U.S. Department of Commerce  
International Trade Administration




Office of Travel and Tourism Industries

# Top 10 International Markets: **2010** Visitation and Spending



# Top 10 Markets: 2010 International Visitation

| Rank | Country  | 2010 Arrivals        |
|------|--|----------------------|
| 1    |  <b>Canada (+11%)</b><br>Canada improved its position as the leader in international arrivals to the United States, due to an 11% increase from 2009, shattering the 1991 record of 19.1 million. The increase of 2 million visitors in 2010 was—by far—the largest of any visitor origin country. Canada accounted for a 33.4% share of 2010 visitor volume, its largest share since 1995.   | <b>19.96 Million</b> |
| 2    |  <b>Mexico (+1%)</b><br>Mexico reversed 2008 and 2009 declines by eking out a small increase in 2010. Visitor volume remains down 900,000 from the 2007 record of 14.3 million. Mexico accounted for a 22.5% share of 2010 visitor volume. Mexico posted double-digit increases for May-August, but then ended the year with declining arrivals numbers in four of the last five months.  | <b>13.42 Million</b> |
| 3    |  <b>United Kingdom (-1%)</b><br>The United Kingdom was the only top-10 visitor origin country posting a 2010 decline in visitors. The 2010 decline was small, but built on the large 15% drop in 2009. Visitation remains well below the 2000 record of 4.7 million. The United Kingdom accounted for a 6.4% share of 2010 visitor volume.  | <b>3.85 Million</b>  |
| 4    |  <b>Japan (+16%)</b><br>Japan reversed its 5-year slide in visitation with a 16% increase in 2010. The 2010 performance remains well below the record of 5.4 million visitors in 1997. Japan accounted for a 5.7% share of 2010 visitor volume. The increase in 2010 was the first since 2005, and the double-digit growth was registered for the first time since 2004.  | <b>3.39 Million</b>  |
| 5    |  <b>Germany (+2%)</b><br>The 2010 performance continues the “up-and-down” trend seen over the past decade—visitation has declined five times and increased five times, including 2010. The 2010 visitation level remains below the record 2.0 million set in 1996. Germany accounted for a 2.9% share of 2010 visitor volume.  | <b>1.73 Million</b>  |
| 6    |  <b>France (+11%)</b><br>France set a visitor volume record in 2010 due to a strong 11% increase over 2009. Mirroring Germany, France’s 2010 performance continues the “up-and-down” trend posted over the past decade—visitation has declined five times and increased five times, including 2010. France accounted for a 2.2% share of 2010 visitor volume.   | <b>1.34 Million</b>  |
| 7    |  <b>Brazil (+34%)</b><br>Brazil built on its 6-year growth trend with a fantastic 34% growth in 2010 and surpassed the previous record of 941,000 visitors in 1997. Brazil has now posted 4 straight years of double-digit growth and its 2010 growth was the strongest since 1986. The country is well positioned to continue its march up the top-10 rankings ladder in 2011. Brazil accounted for a 2.0% share of 2010 visitor volume. | <b>1.20 Million</b>  |
| 8    |  <b>South Korea (+49%)</b><br>South Korea posted the highest percentage increase in visitors in 2010 among the top-ten origin countries and breaking the previous record of 806,000 visitors in 2007. The increase follows a 2% decline in 2009 after inclusion in the Visa Waiver Program in late 2008, and moves the country up one position in rankings. South Korea accounted for a 1.9% share of 2010 visitor volume.                | <b>1.11 Million</b>  |
| 9    |  <b>Australia (+25%)</b><br>Australia built on steady progress and yielded its sixth straight record year with a 25% growth from 2009. The strong performance, coupled with slower growth from Italy, moves the country up one position in rankings. Australia accounted for a 1.5% share of 2010 visitor volume.   | <b>904,000</b>       |
| 10   |  <b>Italy (+11%)</b><br>Italy dropped to #10 in ranking despite a solid 11% increase and record-setting performance in 2010. Fast-growing China and India are poised to cause Italy’s continued slide in rankings in 2011. The previous record was 779,000 in 2008. This market has increased visitation in six out of the last eight years. Italy accounted for a 1.4% share of 2010 visitor volume.                                     | <b>838,000</b>       |

# Top 10 Markets: 2010 International Visitor Spending

| Rank | Country   | 2010 Spending   |
|------|---|---|
| 1    |  <b>Canada (+29%)</b>        | <b>\$20.8 Billion</b><br>Canadian visitors opened their wallets wider than ever before in 2010, spending nearly \$21 billion on travel and tourism-related goods and services in the United States. In fact, since the implementation of the Western Hemisphere Travel Initiative (WHTI) in 2007, the United States has enjoyed record levels of tourism spending from our neighbors to the north in three of the last four years.                            |
| 2    |  <b>Japan (+12%)</b>         | <b>\$14.6 Billion</b><br>Declining in six of the last ten years, Japanese visitor spending in the United States increased 12% to \$14.6 billion in 2010, following a decrease of more than 10% in 2009 and a far cry from the record set in 1995 when Japanese visitors spent nearly \$18 billion experiencing the United States. Travel and tourism exports account for 31% of all U.S. services exports to Japan.   |
| 3    |  <b>United Kingdom (+1%)</b> | <b>\$11.6 Billion</b><br>Total U.S. travel and tourism-related exports to the United Kingdom have dropped by nearly a third (31%) since 2008. Indeed, U.K. visitors spent nearly \$12 billion traveling in/to the United States in 2010, nearly \$5.2 billion less than was spent in 2008. U.S. travel and tourism exports account for 23% of all U.S. services exports to the United Kingdom.  |
| 4    |  <b>Mexico (+9%)</b>         | <b>\$8.7 Billion</b><br>Record-setting passenger fare exports to Mexico helped the United States export \$8.7 billion of travel and tourism-related goods and services to Mexico in 2010, an increase of nearly 9% and a much-welcomed improvement over 2009, when international visitor spending from Mexico fell 17%. U.S. travel and tourism exports account for 38% of all U.S. services exports to Mexico.   |
| 5    |  <b>Brazil (+30%)</b>       | <b>\$5.9 Billion</b><br>Seven consecutive years of increased visitor spending in the United States has propelled Brazil up the rankings to become the fifth largest international market for U.S. travel and tourism-related exports. In 2010 visitors from Brazil spent a record-setting \$5.9 billion on U.S. travel and tourism-related goods and services, an increase on nearly 30% when compared to 2009.   |
| 6    |  <b>Germany (+4%)</b>      | <b>\$5.8 Billion</b><br>Displaced by the growth of U.S. travel and tourism exports to Brazil, Germany dropped to sixth in terms of total international spending in the United States. Following a 17% decline in 2009, exports to Germany increased nearly 4% to \$5.8 billion in 2010. U.S. travel and tourism exports account for 23% of all U.S. services exports to Germany.  |
| 7    |  <b>China (+39%)</b>       | <b>\$5.0 Billion</b><br>U.S. travel and tourism exports to China have increased by at least 30% in six of the last seven years! Following an ever-so-slight decline (.33%) in 2009, international visitors from China spent slightly more than \$5 billion in the United States last year, an increase of 39%, moving China up one place in the rankings. U.S. travel and tourism exports account for 25% of all U.S. services exports to China.              |
| 8    |  <b>France (-1%)</b>       | <b>\$4.1 Billion</b><br>For the second consecutive year, U.S. travel and tourism exports to France have declined (decreasing 14% and 1% in 2009 and 2010, respectively). As a result, France loses its grip on seventh place to China and drops down to eighth in terms of total travel and tourism exports. <i>C'est la vie</i> . U.S. travel and tourism-related exports account for 24% of all U.S. services exports to France.                            |
| 9    |  <b>India (+12%)</b>       | <b>\$4.0 Billion</b><br>Reversing the downturn in 2009, international visitor spending from India increased 12% in 2010 to \$4.0 billion, allowing India to maintain its ninth place ranking overall. India finished the year about \$300 million shy of its previous record set in 2008. U.S. travel and tourism exports account for 38% of all U.S. services exports to India.  |
| 10   |  <b>Australia (+16%)</b>   | <b>\$4.0 Billion</b><br>Record-setting international visitor spending in the United States secured Australia's tenth place position, a mere \$17 million short of moving up in the rankings. In 2010 visitors from Australia spent nearly \$4.0 billion on U.S. travel and tourism-related goods and services, an increase of more than 16% when compared to 2009. U.S. travel and tourism exports account for 30% of all U.S. services exports to Australia. |

# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://www.tinet.ita.doc.gov/research/monthly/arrivals/index.html>

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<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
1401 Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[otti@trade.gov](mailto:otti@trade.gov)

# <http://tinnet.ita.doc.gov>