

KEY FACTS ABOUT INTERNATIONAL TRAVEL AND TOURISM TO THE UNITED STATES

The Economic Engine

International travel is one of the largest exports for the United States, ranking ahead of agricultural goods and motor vehicles. It is the single largest services sector export, accounting for 24 percent of all services exports in 2009.

In 2009 total U.S. international travel receipts was \$120 billion. This spending includes international passenger airfare payments made by non-resident visitors to U.S. carriers.

The U.S. generated a travel trade surplus of \$21 billion in 2009. A surplus has been produced continuously since 1989. A surplus occurs when foreign visitors spend more in the United States than U.S. residents spend traveling abroad.

Spending by visitors to the United States in 2009 directly supported 769,000 American jobs.

International visitors spend more per traveler than U.S. domestic travelers. Although they account for only four percent of total travelers, they represent 17 percent of total travel-related spending. International visitors purchase 21 percent of all traveler accommodations output, 19% of all gambling output, 15 percent of all food and beverage output, 10 percent of all highway tolls, and seven percent of all gasoline output.

2009 Visitation Levels

International visitors to the United States was 55 million in 2009, down five percent from 2008. The decrease in 2009 reverses the strong growth performance over the previous five years. The record visitation is 58 million set in 2008.

The largest visitor markets for the United States in 2009 were Canada (33%), Mexico (24%), U.K. (7%), Japan (5%), Germany (3%), France (2%), and Brazil (2%). Combined, these seven markets accounted for 76 percent of all 2009 international visitors.

The United States ranks second behind France for share of world international visitors.

2009 U.S. Visitors

| Total | 55.0 million | | | | |
|-------|--------------|--------------|----|-----------|-------------|
| 1 | Canada | 18.0 million | 6 | France | 1.2 million |
| 2 | Mexico | 13.2 million | 7 | Brazil | 0.9 million |
| 3 | U.K. | 3.9 million | 8 | Italy | 0.8 million |
| 4 | Japan | 2.9 million | 9 | S. Korea | 0.7 million |
| 5 | Germany | 1.7 million | 10 | Australia | 0.7 million |

2009 Visitor Spending Levels

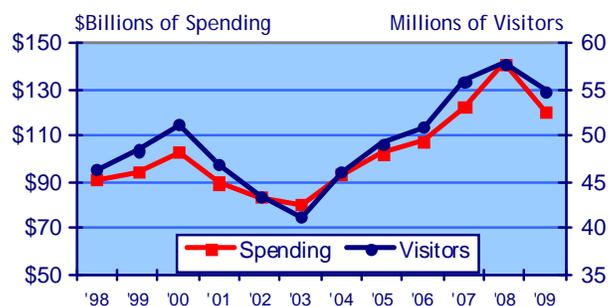
Spending by international travelers to the United States in 2009 was \$120 billion. Of this total, \$94 billion was spent in the United States and \$26 billion on passenger fares on U.S. carriers. Visitor spending for other countries excludes passenger fares and is not available until later in 2010. In 2009 the U.S. ranked first among worldwide destinations in travel spending excluding passenger fares, garnering 10.6 percent market share; this share is nearly double that of second-ranked Spain.

In 2009 Canada remained the top-ranked spending country among U.S. origin countries, accounting for 13 percent of total spending. Japan ranked 2nd (11%), followed by U.K. (10%), Mexico (7%), and Germany (5%).

2009 U.S. Visitor Spending

| Total | \$120.3 billion | | | | |
|-------|-----------------|----------------|----|-----------|---------------|
| 1 | Canada | \$16.1 billion | 6 | Brazil | \$4.6 billion |
| 2 | Japan | \$13.0 billion | 7 | France | \$4.1 billion |
| 3 | U.K. | \$11.4 billion | 8 | China | \$3.6 billion |
| 4 | Mexico | \$8.0 billion | 9 | India | \$3.6 billion |
| 5 | Germany | \$5.6 billion | 10 | Australia | \$3.4 billion |

U.S. Visitors and Spending 1998-2009



Note: International travelers include all non-U.S. residents who visit the country and stay one or more nights.

Sources: U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Services, Office of Travel and Tourism Industries; U.S. Department of Commerce, Bureau of Economic Analysis; United Nations World Tourism Organization.

For more information on the international travel market to the United States, please visit the Office of Travel and Tourism Industries' web site at: <http://tinet.ita.doc.gov>.

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