

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Top 10 International Markets: **2009** Visitation and Spending



Top 10 Markets: 2009 International Visitation

Rank	Country	2009 Arrivals
1	 Canada (-5%) In 2009, Canada remained the leader in international arrivals to the United States, despite a 5% drop from 2008, finishing 1.1 million visitors away from their 1991 record of 19.1 million. This decline ended a five year span of at least 6% annual growth, but Canada still accounted for nearly a third (32%) of all international arrivals into the United States.	17.97 Million
2	 Mexico (-4%) Mexico carried their 2008 downturn into 2009 with a similar 3% decline in international arrivals to the United States. These declines equate to a difference of 1.1 million arrivals from their 2007 record of 14.3 million. Mexico accounted for a 24% share of 2009 visitor volume.	13.23 Million
3	 United Kingdom (-15%) The United Kingdom witnessed the largest drop in visitation rates among the top-10, with a 15% decline in 2009. This was due to a rough 1st quarter, with an especially bitter March that saw a near 31% drop in visitation from 2008. The United Kingdom accounted for a 7.1% share of 2009 visitor volume.	3.90 Million
4	 Japan (-10%) Japan continued its slide in visitation that began 4 years ago, with a 10% drop in 2009. This year marks the lowest arrival numbers from Japan since 1988. Japan's 2009 drop prolongs a gradual decline of visitors, totaling 46%, since their record of 5.4 million visitors in 1997. Japan accounted for a 5.3% share of 2009 visitor volume.	2.92 Million
5	 Germany (-5%) After an excellent year in 2008, Germany posted a 5% loss in 2009, after recovering from double-digit declines in the first quarter. The 2009 visitation level is 300,000 visitors short of their record 2 million set in 1996. Germany accounted for a 3.1% share of 2009 visitor volume.	1.69 Million
6	 France (-3%) As the result of a rocky second-half in 2009, France fell 3% following up a record-setting year in 2008. The 1.2 million arrivals in 2009 still mark the second most arrivals from France in history. France accounted for a 2.2% share of 2009 visitor volume.	1.20 Million
7	 Brazil (+16%) The only top-10 country to move up the rankings in 2009 was Brazil, riding a 16% surge in international arrivals coupled with a slight decline in Italian visitation. This extends a 5-year period in which the average increase in visitation was 18% annually. Since 2003, Brazil has more than doubled visitation (156%) to the United States. Brazil accounted for a 1.6% share of 2009 visitor volume.	893,000
8	 Italy (-3%) Italy followed up its record visitation year of 779,463 visitors in 2008, with a 3% drop to 753,000 in 2009. This still qualifies as the second highest visitation year for the country. Italy has increased visitation in 5 out of the last 7 years by a total of 347,150 arrivals. Italy accounted for a 1.4% share of 2009 visitor volume.	753,000
9	 South Korea (-2%) Due to a particularly rough first half in 2009, South Korea dropped 2% for the year, despite a strong second-half which saw an average increase in arrivals of more than 12%. South Korea accounted for a 1.4% share of 2009 visitor volume.	744,000
10	 Australia (+5%) Australia maintained steady progress and yielded its fifth straight record year with a 5% growth from 2008. Their visitation numbers have nearly doubled over the past 6 years, increasing more than 78%. Australia accounted for a 1.3% share of 2009 visitor volume.	724,000

Top 10 Markets: 2009 International Visitor Spending

Rank	Country	2009 Spending
1	 Canada (-12%) Canada continued to reside as the top international market for U.S. travel and tourism exports despite a 12% drop in 2009. Their streak of 5 consecutive record-setting years came to an end in 2009, but they still created a \$9.9 billion trade surplus. U.S. travel and tourism exports account for 38% of total U.S. services exports to Canada.	\$16.1 Billion
2	 Japan (-10%) Despite a 10% decline in 2009, Japan moved ahead of the U.K. for the 2nd spot on the top-10 list by bringing in just over \$13 billion in exports. Japan produced a favorable \$8.2 billion travel and tourism trade balance for the year. U.S. travel and tourism exports account for 32% of total U.S. services exports to Japan.	\$13.0 Billion
3	 United Kingdom (-32%) Spending by United Kingdom visitors fell 32% in 2009, after a record-breaking year of \$16.7 billion in 2008. This decline was the largest by any country in the top-10, which led to a drop from 2nd to 3rd position. U.S. travel and tourism exports account for 22% of total U.S. services exports to the United Kingdom.	\$11.4 Billion
4	 Mexico (-17%) Mexico ended its streak of 5 consecutive record-setting years, by decreasing total spending 17% to \$8.0 billion in 2009. Mexico's ranking, in terms of international visitor spending, remained unchanged in 2009. U.S. travel and tourism exports account for 37% of total U.S. services exports to Mexico.	\$8.0 Billion
5	 Germany (-17%) After a record-breaking 2008 with \$6.7 billion spent by international visitors from Germany, the United States saw a 17% drop in spending by its German visitors in 2009. Germany continues to produce the 2nd most total spending dollars out of any country from Europe, behind the United Kingdom. U.S. travel and tourism exports account for 23% of total U.S. services exports to Germany.	\$5.6 Billion
6	 Brazil (+10%) Brazil continued to climb up the rankings in 2009, moving from 8th to 6th after being the only country in the top-10 to see an increase in visitor spending. Brazil broke its previous record set in 2008 with its 10% increase in 2009 and now has 6 consecutive years of growth. U.S. travel and tourism exports account for 36% of total U.S. services exports to Brazil.	\$4.6 Billion
7	 France (-14%) France moved down a spot in the 2009 rankings due to a 14% decrease in visitor spending coupled with the increased visitation and spending by Brazilians. Even with decreased spending, the trade deficit of \$322 million turned around into a surplus of \$479 million during the course of 2009. U.S. travel and tourism exports account for 25% of total U.S. services exports to France.	\$4.1 Billion
8	 China (-0%) Resulting from more pronounced declines from Italy, Australia, and India, China moved into the top-10 ranking for the first time last year, despite no change in total spending. U.S. travel and tourism exports account for 23% of total U.S. services to China.	\$3.6 Billion
9	 India (-17%) India followed up a record year in 2008 with a loss in visitor spending of 17% in 2009, and dropped two spots in the rankings to #8. India's 17% drop closely resembles the 15% drop the United States saw in total spending from all world visitors combined. U.S. travel and tourism exports account for 36% of total U.S. services exports to India.	\$3.6 Billion
10	 Australia (-8%) In a year when Australia was only 1 of 3 top-10 countries that increased visitation to the United States, their travel and tourism-related spending fell 8% to \$3.4 billion. U.S. travel and tourism exports account for 27% of total U.S. services exports to Australia.	\$3.4 Billion

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>

For OTTI programs of interest visit:

<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

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