

# 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, motor vehicles, and consumer goods. It is the single largest services sector export, accounting for 31 percent of all services exports in 2013.

In 2013 total U.S. international travel spending was \$214.8 billion. This level includes spending in the United States and international passenger airfare payments made by non-resident visitors arriving on U.S. carriers (both exports).

The U.S. generated a travel trade surplus of \$78.1 billion in 2013. 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 international travelers visiting the United States in 2013 supported 1.1 million of the 7.6 million American jobs supported directly or indirectly by all traveler spending.

International visitors spend more per traveler than U.S. domestic travelers. Although they account for only four percent of total travelers, they represent 19 percent of total travel-related demand. International visitors accounted for 26 percent of all passenger air transportation services demand, 24 percent of all traveler accommodations demand, 20 percent of all food and beverage demand, 12 percent of all highway tolls, and three percent of all gasoline consumption.

## 2013 Visitation Levels

A record 69.8 million international travelers visited the United States in 2013, up five percent from 2012. The increase in 2013 builds on the record-setting performance in 2012.

The largest visitor markets for the United States in 2013 were Canada (34%), Mexico (21%), U.K. (5%), Japan (5%), Brazil (3%), Germany (3%), and China (3%). Combined, these seven markets accounted for 73 percent of all 2013 international visitors.

The United States ranks second behind France for share of world international visitors. The U.S.'s share of 2013 arrivals was 6.4%.

## 2013 U.S. Visitors

<b>Total</b>	<b>69.8 million</b>		
1 Canada	23.4 million	6 Germany	1.9 million
2 Mexico	14.3 million	7 China	1.8 million
3 U.K.	3.8 million	8 France	1.5 million
4 Japan	3.7 million	9 S. Korea	1.4 million
5 Brazil	2.1 million	10 Australia	1.2 million

## 2013 Visitor Spending Levels

Spending by international travelers to the United States in 2013 was \$214.8 billion. Of this total, \$173 billion was spent in the United States and \$42 billion on passenger fares on U.S. carriers. In 2013 the U.S. ranked first among worldwide destinations in travel spending, garnering 14.5 percent market share; this share is more than double that of second-ranked Spain.

In 2013 Canada remained the top-ranked spending country among U.S. origin countries, accounting for 13 percent of total spending. China ranked 2nd (9.8%), followed by Mexico (8.4%), Japan (8.2%), and U.K. (6.1%).

## 2013 U.S. Visitor Spending

<b>Total</b>	<b>\$214.8 billion</b>		
1 Canada	\$27.9 billion	6 Brazil	\$12.4 billion
2 China	\$21.1 billion	7 India	\$8.9 billion
3 Mexico	\$18.1 billion	8 Germany	\$7.2 billion
4 Japan	\$17.6 billion	9 S. Korea	\$7.0 billion
5 U.K.	\$13.2 billion	10 Australia	\$6.8 billion

## U.S. Visitors and Spending 1999-2013



Notes: International travelers include all non-U.S. residents who visit the country and stay one or more nights. Passenger fares are not collected at a global level. Thus U.S. spending comparisons and rankings compared to other countries are based on spending within a country. In 2014 the U.S. restructured and revised 199-2013 travel exports to include student, medical, and temporary workers to the spending totals.

Sources: U.S. Department of Commerce, International Trade Administration, Industry & Analysis, National Travel and Tourism Office; 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 National Travel and Tourism Office web site at: <http://travel.trade.gov>.

December 2014

