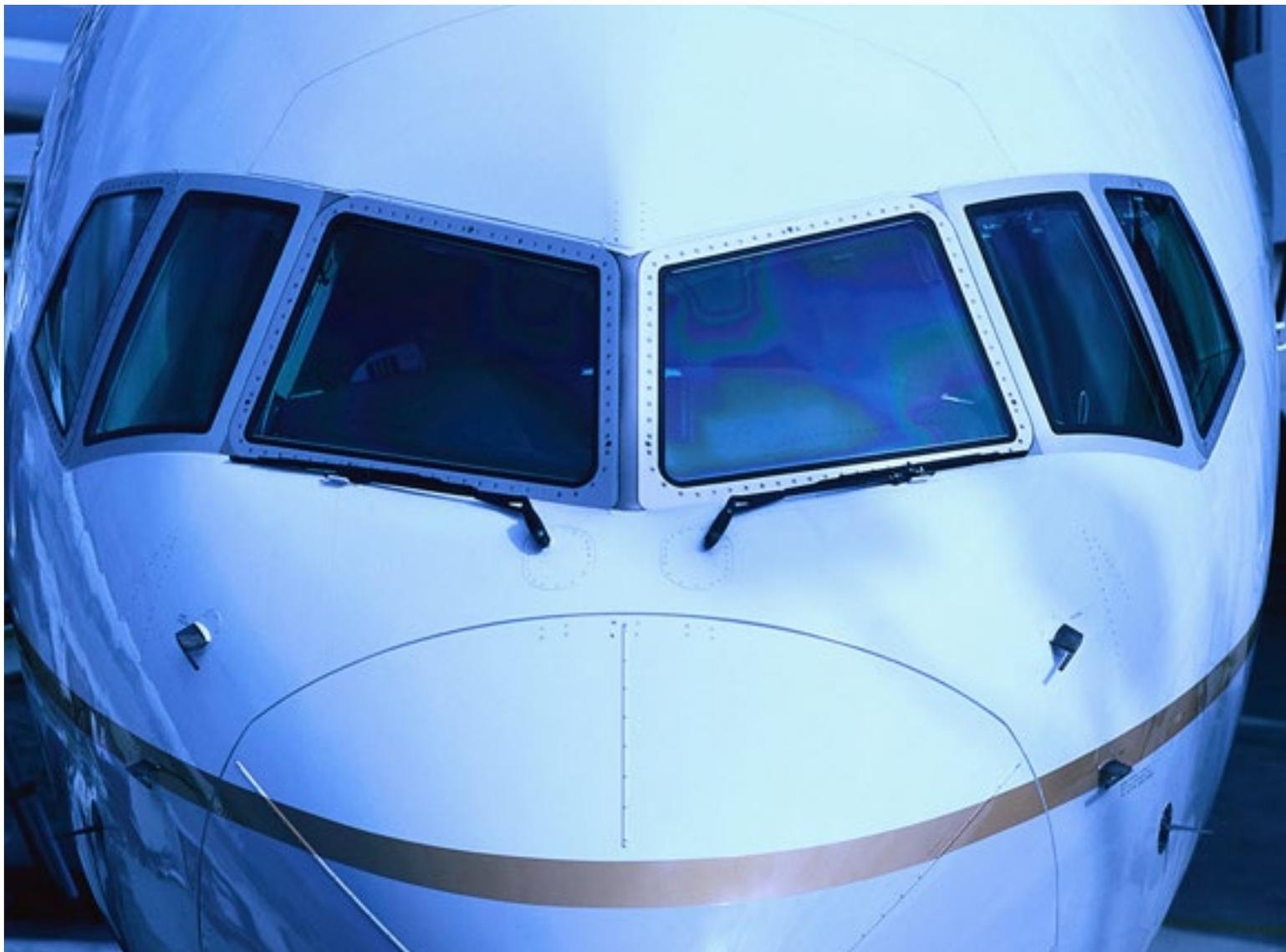


U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

Top 10 International Markets: **2013** Visitation and Spending



Top 10 Markets: 2013 International Visitation

Rank	Country	2013 Arrivals
1	 Canada (+3%) Canada improved its position as the arrivals leader, setting a volume record for the 4th consecutive year and providing 690,000 additional visitors. The bulk of the 3% increase was from the small one-night auto segment, which was up 19% for the year and which began registering big increases coinciding with the June 2012 duty-free exemption increase. Canada accounted for a 33.5% share of 2013 visitor volume.	23.39 Million
2	 Mexico (+1%) In 2013, Mexico came within 140,000 visits of breaking its 2007 record for arrivals to the United States, in spite of an ongoing trend of less than robust growth since 2007. As usual from this market, monthly performance throughout the year produced no discernible patterns. Mexico accounted for a 20.6% share of 2013 visitor volume.	14.34 Million
3	 United Kingdom (+2%) United Kingdom's visitor volume was up in 2013 for the first time in 5 years. While encouraging, visitor volume remains down 870K from the 2000 peak of 4.7 million. Monthly moving averages have turned increasingly positive, providing a bullish outlook for the start of a new travel year—the first in many years. The U.K. accounted for a 5.5% share of 2013 visitor volume.	3.84 Million
4	 Japan (+1%) Japan's visitor volume grew just 1% in 2013, remaining well below its 1997 record of 5.4 million visitors. Japan's modest performance in 2013 followed sharp increases in visitation to the United States (14%) and to the world in 2012. Japan accounted for a 5.3% share of 2013 visitor volume.	3.73 Million
5	 Brazil (+15%) Brazil registered another double-digit growth rate in 2013. This performance was in line with expectations and extends the growth streak to 10 years. The result is a 4th consecutive record for arrivals. Brazil has now registered double-digit growth in 9 of the past 10 years, and in 2013 surpassed Germany for the #5 spot of top visitor origin markets. Brazil accounted for a 3.0% share of 2013 visitor volume.	2.06 Million
6	 Germany (+2%) Germany once again flirted with breaking the long-standing volume record set in 1996 by registering a 2% increase in 2013—the 4th consecutive year of positive volume growth. Germany accounted for a 2.7% share of 2013 volume.	1.92 Million
7	 China (+23%) China's 23% increase in 2013 visitor volume was slightly lower than expectations, but was easily the largest growth rate among the top ten countries. China jumped two places in ranking in 2012; and its growth rates have been between 19% and 53% in 9 of the last 10 years. China accounted for a 2.6% share of 2013 visitor volume.	1.81 Million
8	 France (+3%) True to form, France's visitor volume performance was counter to expectations. The 3% growth in 2013 easily beat the NTTO forecast of a small decline and set a new volume record by barely exceeding the 2011 previous record level. France accounted for a 2.2% share of 2013 visitor volume.	1.50 Million
9	 South Korea (+9%) South Korea registered another solid increase in 2013 to set a 4th consecutive arrivals record. Since inclusion in the Visa Waiver Program in late 2008, South Korea's annual performance had been uneven at -2%, +49%, +3%, but is now a stable +9% for the 2nd consecutive year. South Korea accounted for a 1.9% share of 2013 visitor volume.	1.36 Million
10	 Australia (+7%) Australia had a strong 7% increase in 2013 registering its 9th straight record year. This market has produced monthly performance growth in 46 of the past 48 months—one of the best performances of any origin country. Australia accounted for a 1.7% share of 2013 visitor volume.	1.21 Million

Top 10 Markets: 2013 International Visitor Spending

Rank	Country	2013 Spending
1	 Canada (+5%) Canada remained the undisputed heavyweight in terms of annual spending on U.S. travel and tourism-related goods and services. Visitors from Canada injected a record-breaking \$27.9 billion into the U.S. economy in 2013, an increase of nearly \$1.3 billion (5%) when compared to 2012. Travel and tourism exports account for 44% of all U.S. services exports to Canada.	\$27.9 Billion
2	 China (+16%) A decade ago, China ranked 9th in terms of total travel and tourism-related spending in the United States; now, however, after ten consecutive years of double-digit growth, China has vaulted up in the rankings to 2nd place with a commanding lead over Mexico. Talk about a growth market. Travel and tourism exports account for 56% of all U.S. services exports to China.	\$21.1 Billion
3	 Mexico (+5%) Travelers from Mexico spent a record-breaking \$18.1 billion experiencing the United States in 2013, an increase of more than 5% from the previous year. Visitor spending has been increasing at a decreasing rate, but Mexico is expected to maintain their 3th place ranking in 2014 while the Japanese market continues to recover. Travel and tourism exports account for 61% of all U.S. services exports to Mexico.	\$18.1 Billion
4	 Japan (+3%) U.S. travel and tourism-related exports to Japan have been fraught with difficulties—SARS in 2003, the economic slowdown of 2009, and nuclear emergencies in 2011. Though still down nearly \$1 billion for the previous record set in 2000, spending by visitors from Japan is once again on the rise. Travel and tourism exports account for 38% of all U.S. services exports to Japan.	\$17.6 Billion
5	 United Kingdom (-1%) Devastated by the global economic slowdown, U.S. travel and tourism exports to the United Kingdom plummeted by more than 28% in 2009 and have been slow to recover. Indeed, U.K. resident spending in the United States is down \$3.0 billion when compared to the record set in 2008. Travel and tourism exports account for 22% of all U.S. services exports to the United Kingdom.	\$13.2 Billion
6	 Brazil (+9%) After a decade of growth averaging more than 22% a year, Brazil has securely positioned itself as the 6th largest market for U.S. travel and tourism exports. In fact, over the last decade, U.S. travel and tourism exports to Brazil have increased sixfold, reaching a record-breaking \$12.4 billion in 2013 (compared to \$1.9 billion in 2004). Travel and tourism exports account for 47% of all U.S. services exports to Brazil.	\$12.4 Billion
7	 India (+10%) India maintained its 7th place position in the rankings after spending a record-setting \$8.9 billion in 2013. Since 2008 the strong emergence of both China and Brazil supplanted some of the more mature markets for U.S. travel and tourism exports, which sent India down in the rankings, too, despite its consistently strong growth. Travel and tourism exports account for 66% of all U.S. services exports to India.	\$8.9 Billion
8	 Germany (-3%) Germany, once ranked as high as 5th in terms of total spending back in 2005, barely held on to 8th place after a slight decline in total spending last year. In 2013 visitors from Germany spent \$7.2 billion in the United States, a decrease of 3% when compared to 2012. Travel and tourism exports account for 26% of all U.S. services exports to Germany.	\$7.2 Billion
9	 South Korea (+17%) After a strong 2013 in which visitors from South Korea spent a record-breaking \$7.0 billion on U.S. travel and tourism-related goods and services, South Korea unseated Australia in the rankings and could start rivaling Germany in the not-too-distant future. Travel and tourism exports account for 34% of all U.S. services exports to South Korea.	\$7.0 Billion
10	 Australia (+7%) Despite spending a record-setting \$6.8 billion in the United States last year, Australia was unable to keep pace with the growth of spending from visitors from South Korea and therefore dropped to 10th in terms of total spending in the United States last year (but has a commanding lead over France, currently ranked 11th). Travel and tourism exports account for 36% of all U.S. services exports to Australia.	\$6.8 Billion

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit:

<http://travel.trade.gov/pdf/restructuring-travel.pdf>

Interested in obtaining data for your organization?

NTTO 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://travel.trade.gov/research/programs/ifs/customized.html>

For NTTO programs of interest visit:

<http://travel.trade.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

U.S. Department of Commerce

International Trade Administration

Industry & Analysis

National Travel and Tourism Office

1401 Constitution Ave, NW

Washington, D.C. 20230

Phone: (202) 482-0140

Fax: (202) 482-2887

ntto@trade.gov

<http://travel.trade.gov>