

U.S. Department of Commerce
International Trade Administration













National Travel and Tourism Office

Top 10 International Markets: **2016** Visitation and Spending













Top 10 Markets: 2016 International Visitation (Revised, October 2017)

Rank	Country	2016 Arrivals
1	 Canada (-7%) While still welcoming millions more visitors from Canada than from the entire continent of Europe, we are, however, welcoming fewer and fewer each year; arrivals from Canada have declined, on average, more than 6% a year for three consecutive years. We welcomed 4 million fewer visitors in 2016 than we did in 2013. Arrivals from Canada accounted for 25.4% of all international arrivals to the United States.	19.29 Million
2	 Mexico (+3%) Seven years of growth—with an average growth rate of 5%—has Mexico well-positioned to rival Canada in terms of visitation in the not-too-distant future. Nearly 19 million visitors from Mexico experienced the United States in 2016, an increase of 3% and setting a new record for the fourth consecutive year. Arrivals from Mexico accounted for 25.0% of all international arrivals to the United States.	18.99 Million
3	 United Kingdom (-7%) 2015 was an anomaly for U.K. visitation in the United States, insofar as we enjoyed a surge of more than 18% in total visitation from the United Kingdom. Were we to remove 2015 from U.K. arrivals data, 2016 would have been a record-setting year; instead, arrivals fell back in line to where they were before the anomaly occurred. U.K. arrivals accounted for 6.0% of all international arrivals to the United States.	4.57 Million
4	 Japan (-5%) The United States welcomed nearly 3.6 billion visitors from Japan in 2016, nearly 1.8 million fewer (-33%) than we welcomed two decades ago in 1997. In fact arrivals from Japan have fallen when compared to the previous year twelve times since the record set back in 1997. Arrivals from Japan accounted for 4.7% of all international arrivals to the United States.	3.58 Million
5	 China (+15%) Outbound travel from China has been nothing short of explosive. Moreover, the United States has enjoyed thirteen consecutive years of growth in arrivals from China—twelve of which exhibited double-digit growth rates. In fact, since 2005 arrivals from China have grown more than TENFOLD. Arrivals from China accounted for 3.9% of all international arrivals to the United States.	2.97 Million
6	 Germany (-10%) Germany giveth then taketh away. In 2015 arrivals from Germany grew an appreciable 10.5% over the number of arrivals we enjoyed in 2014; in 2016 arrivals from Germany dipped to just over two million, a decline of 10.4% when compared to record-setting 2015. Arrivals from Germany accounted for 2.7% of all international arrivals to the United States.	2.03 Million
7	 South Korea (+12%) Back-to-back years of double-digit growth (up 21% and 12% in 2015 and 2016, respectively) helped propel South Korea up in the rankings to seventh in 2016. Since 2009 total visitors from South Korea have more than doubled (+165%) and have more than tripled since 2004. Arrivals from South Korea accounted for 2.6% of all international arrivals to the United States.	1.97 Million
8	 Brazil (-24%) The number of visitors from Brazil who traveled to the United States plummeted by nearly 24% to 1.7 million in 2016—the lowest level since 2011. Brazilians dramatically reduced their outbound travel globally in 2016 (by as much as 15% in some reports), but not as sharply as they did to America. Arrivals from Brazil accounted for 2.2% of all international arrivals to the United States.	1.69 Million
9	 France (-7%) Total arrivals from France dropped 7% in 2016 to slightly more than 1.6 million visitors, following a record-setting 2015 when the United States welcomed nearly 1.8 million visitors from France. Though larger than usual, this decline follows previous cycles in which arrivals from France decline every two to three years. Arrivals from France accounted for 2.1% of all international arrivals to the United States.	1.63 Million
10	 Australia (-7%) After twelve years of growth, arrivals from Australia finally turned down in 2016. The United States welcomed 1.3 million visitors from Down Under in 2016, a decrease of 7% when compared to record-setting levels in 2015. Arrivals from Australia accounted for 1.8% of all international arrivals to the United States.	1.35 Million

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Top 10 Markets: 2016 International Visitor Spending (Revised, October 2017)

Rank	Country	2016 Spending
1	 China (+10%) A decade ago, China ranked seventh in terms of total tourism-related spending in the United States. Now, however, after nearly a decade of double-digit growth (averaging 24% a year since 2004), China dominates the rankings as the #1 market for U.S. tourism exports—injecting nearly \$91 million a day into the U.S. economy. Travel and tourism exports account for 61% of all U.S. services exports to China.	\$33.2 Billion
2	 Mexico (+3%) Don't let this seemingly paltry growth rate fool you; visitors from Mexico have spent more than ever before in the United States for four consecutive years, vaulting Mexico up in the rankings in 2016 ahead of Canada to become our second largest market for U.S. travel and tourism exports. Travel and tourism exports account for 63% of all U.S. services exports to Mexico.	\$20.3 Billion
3	 Canada (-8%) Because of the meteoric rise of Chinese visitor spending, while spending by visitors from Canada has declined an average of 11% in each of the last three years, no plausible scenario exists that shows Canada ever regaining the top spot in tourism spending. In fact, Canada will be hard-pressed to rival Mexico for second place in 2017. Travel and tourism exports account for 35% of all U.S. services exports to Canada.	\$19.1 Billion
4	 Japan (-6%) There has been virtually no growth out of Japan in nearly two decades—neither in population nor in the amount of money the dwindling citizenry spends in the United States. The \$16.6 billion spent in 2016 is nearly 11% off the record set back in 2000 when visitors from Japan spent \$18.6 billion experiencing the United States. Travel and tourism exports account for 38% of all U.S. services exports to Japan.	\$16.6 Billion
5	 United Kingdom (-5%) U.K. visitors substantially curtailed their spending in the United States during the global economic downturn in 2009; indeed, U.K. spending plummeted more than 28% that year. Since then U.K. spending fully recovered in 2015 with a record-setting \$16.9 billion, only to dip back down slightly in 2016. Travel and tourism exports account for 24% of all U.S. services exports to the United Kingdom.	\$16.1 Billion
6	 India (+11%) The United States has enjoyed increased visitor spending from travelers originating out of India in every single year ever reported, save one (spending was absolutely flat in 2009). In fact, in little more than a decade, travel and tourism exports to India have nearly tripled, culminating into a record-setting \$13.4 billion in 2016. Travel and tourism exports account for 65% of all U.S. services exports to India.	\$13.4 Billion
7	 Brazil (-18%) It wasn't solely India's strong performance that sent Brazil packing in 2016, pushing Brazil down in the rankings; it was more so the substantial (and somewhat unexpected) decline in total Brazilian spending in the United States that pushed Brazil down to 7th place, markedly declining more than 18% in 2016 to \$11.4 billion. Travel and tourism exports account for 47% of all U.S. services exports to Brazil.	\$11.4 Billion
8	 Australia (-7%) After three record-setting years in a row, spending by visitors from Australia turned down in 2016 when visitors spent \$8.7 billion enjoying the United States—only the second decline since 2004. In fact, since 2004 the average growth rate is an appreciable 14%, so we expect Aussies (and their spending) to bounce back in 2017. Travel and tourism exports account for 40% of all U.S. services exports to Australia.	\$8.7 Billion
9	 South Korea (+4%) Back-to-back years of growth averaging 8% a year have propelled South Korea up one spot in 2016 to assume 9th place in terms of total visitor spending in the United States. Growth of South Korean spending has averaged 10% a year since 2010 (with double-digit growth in three out of seven of those years). Travel and tourism exports account for 41% of all U.S. services exports to South Korea.	\$8.6 Billion
10	 Germany (-10%) Germany, which ranked as high as 5th in 2008, has been slowly slipping in the rankings and will struggle to rise again given the growth of emerging markets like India and South Korea. Despite a record-setting 2015, the decline in visitor spending in 2016 further pushed Germany and now finds itself at the very bottom of the top ten. Travel and tourism exports account for 25% of all U.S. services exports to Germany.	\$8.1 Billion

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/reports/ifs/customized.asp>

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

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