



Manufacturing and Services  
Office of Travel and Tourism Industries

# Top 10 International Markets: 2007 Visitation and Spending



# Top 10 Markets: 2007 International Visitation

Rank	Country	2007 Arrivals
1	 <b>Canada (+11%)</b> Canada solidified its top market status in 2007 by posting a fourth consecutive year of at least 7 percent annual growth. The 2007 visitor level represents an increase of 21 percent since 2000, the year of the previous record for U.S. total visitor volume. Canada accounted for 31.7 percent of total 2007 international visitors staying one or more nights in the United States.	<b>17.8 Million</b>
2	 <b>Mexico (+8%)</b> Mexico contributed the largest percentage gain (+35%) and the most number of travelers since 2000 (3.7 million), resulting in visitation records in each of the past four years. Mexico's share is 25.6 percent of 2007 visitor volume.	<b>14.3 Million</b>
3	 <b>United Kingdom (+8%)</b> The United Kingdom maintained its top overseas market status due to a strong 2007 increase, which positions this market well for breaking the 2000 record of 4.7 million. Visitation remains down 4 percent from this level, and the United Kingdom's market share is 8.0 percent of 2007 visitor volume.	<b>4.5 Million</b>
4	 <b>Japan (-4%)</b> In 2007 Japan continued its downward decline in visitation to the United States over the past decade. The 2007 level of 3.5 million visitors is down 30 percent from 2000 and 34 percent below the 1997 record of 5.4 million visitors. The visitor loss from Japan is the largest of any country (-1.5 million). Japan's share is 6.3 percent of 2007 visitor volume.	<b>3.5 Million</b>
5	 <b>Germany (+10%)</b> Germany posted a strong gain in 2007, but its visitor level of 1.5 million remains down 15% from 2000. Germany's share is 2.7% of 2007 visitor volume.	<b>1.5 Million</b>
6	 <b>France (+26%)</b> French travel patterns are similar to their German neighbors, but swings in performance are often greater in magnitude. The very large 2007 increase follows a 10% decline from the previous year and enabled this market to maintain its current ranking. Visitation remains down 8 percent from the 2000 record of 1.1 million French visitors. France's share is 1.8 percent of 2007 visitor volume.	<b>998,000</b>
7	 <b>South Korea (+6%)</b> The 2007 increase added to South Korea's impressive performance over the past four years and resulted in a new record visitor volume level. South Korea had been a strong emerging market in the 1990's until the Asian financial crisis contributed to a 50% decline in 1998 alone. South Korea added 144,000 visitors since 2000 and its share is 1.4 percent of 2007 visitor volume.	<b>806,000</b>
8	 <b>Australia (+11)</b> Australia's visitor growth has been strong over the past four years and produced a record in 2007 for the third consecutive year. Moreover, visitor volume is 24 percent higher than the 2000 level. Australia's share is 1.2 percent of 2007 visitor volume.	<b>670,000</b>
9	 <b>Brazil (+22%)</b> Brazil gained a position in ranking in 2007 due to a 22 percent increase over 2006. However, visitor volume remains down 13 percent from 2000. Brazil's share is 1.1 percent of 2007 visitor volume.	<b>639,000</b>
10	 <b>Italy (+19%)</b> Italy set a new visitation record of 634,000 in 2007. Italian visitation is now up 4 percent from 2000. Italy lost a position in ranking in 2007 only because growth from Brazil was even higher. Italy's share is 1.1 percent of 2007 visitor volume.	<b>634,000</b>

# Top 10 Markets: 2007 International Visitor Spending

Rank	Country	2007 Spending
1	 <b>Canada (+21%)</b>	<b>\$16.2 Billion</b> Despite the implementation of the Western Hemisphere Travel Initiative (WHTI) in 2007, Canadian visitors opened their wallets wider than ever before and became the top international market for U.S. travel and tourism exports; indeed, Canadian visitors pumped more than \$16 billion in the U.S. economy in 2007, breaking their previous record for the fourth consecutive year. U.S. travel and tourism exports account for 37% of all services exports to Canada.
2	 <b>United Kingdom (+12%)</b>	<b>\$14.9 Billion</b> Spending by U.K. visitors surged to a record-breaking \$14.9 billion dollars in 2007, pushing the U.S. travel and tourism trade surplus with the United Kingdom to just over \$4.4 billion. The United Kingdom's ranking, in terms of international visitor spending, improved to 2nd place from 3rd, given the decline in Japanese spending in the United States. U.S. travel and tourism exports to the United Kingdom now account for 24% of total services exports to the country.
3	 <b>Japan (-1%)</b>	<b>\$14.5 Billion</b> Displaced by the growth of U.S. travel and tourism exports to the United Kingdom and the surge in Canadian spending in the United States, Japan slipped to 3rd in terms of total visitor spending in 2007, marking the second consecutive year of negative growth from this Asian market (declining 12% and 1% in 2006 and 2007, respectively). U.S. travel and tourism exports now account for more than 35% of total services exports to Japan.
4	 <b>Mexico (+3%)</b>	<b>\$9.5 Billion</b> For the fourth consecutive year, Mexican visitors spent more in the United States on travel and tourism-related goods and services than ever before—increasing total spending by 3% to \$9.5 billion in 2007. Mexico's ranking, in terms of international visitor spending, remained unchanged in 2007. U.S. travel and tourism exports to Mexico now account for precisely 40% of total U.S. services exports to the country.
5	 <b>Germany (+23%)</b>	<b>\$5.2 Billion</b> Reversing the downturn of 2006, German visitor spending rebounded appreciably to \$5.2 billion in 2007, an increase of 23% over the previous year. Germany's ranking, in terms of international visitor spending, remained unchanged in 2007, despite these impressive gains. U.S. travel and tourism-related exports to Germany now account for just over 20% of total services exports to the country.
6	 <b>India (+45%)</b>	<b>\$3.7 Billion</b> That's no misprint. Visitors from India spent more than \$3.7 billion in the United States, an increase of 45% over 2006 and the fourth consecutive year of double-digit growth (15%, 16%, 58%, and 45% in 2004, 2005, 2006, and 2007, respectively). Moreover, 2007 marks the 5th consecutive record-breaking year for U.S. travel and tourism exports to India—pole vaulting into 6th place from 10th place just a year ago, the first year in which India made the 'Top 10.'
7	 <b>Australia (+9%)</b>	<b>\$3.3 Billion</b> Australians spent more in the United States on travel and tourism-related goods and services in 2007 than ever before, breaking previously-set spending records for the 4th consecutive year. Despite this growth, Australia fell from 6th to 7th purely as a result of the astronomical increase by Indian visitors. U.S. travel and tourism exports to Australia account for nearly a third (30.1%) of all services exports to the country.
8	 <b>France (+16%)</b>	<b>\$3.3 Billion</b> France reversed the downturn of 2006 by spending more than \$3.3 billion in the United States in 2007, an increase of nearly 16%. One would think that double-digit growth would propel you upward; however, given the growth of Indian spending, France actually slipped a notch from 7th to 8th in 2007. U.S. travel and tourism exports to France account for only 21% of total services exports to the country.
9	 <b>Brazil (+18%)</b>	<b>\$3.1 Billion</b> Brazil maintained its 9th position by posting positive gains for the 4th consecutive year, increasing total visitor spending by 18% to \$3.1 billion in 2007. Brazil's ranking, in terms of international visitor spending, remained unchanged in 2007. U.S. travel and tourism-related exports to Brazil now account for 32% of total services exports to the country.
10	 <b>South Korea (-7%)</b>	<b>\$2.6 Billion</b> After a record-setting year of visitor spending in 2006, South Korea was one of two international markets where visitor spending had actually declined in 2007, decreasing 7% to \$2.6 billion. This decline, coupled with the performance of the Indian market, exacerbated their shift from 8th place to 10th in terms of total visitor spending. U.S. travel and tourism exports account for 19% of total services exports to South Korea, the lowest proportion of any 'Top 10' market.



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### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
14th & Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887

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