








Manufacturing and Services  
Office of Travel and Tourism Industries

# Top 10 International Markets: 2008 Visitation and Spending



# Top 10 Markets: 2008 International Visitation

Rank	Country	2008 Arrivals
1	 <b>Canada (+7%)</b> Canada solidified its top market status in 2008 by posting a fifth consecutive year of at least 6% annual growth. The 2008 visitor level represents an increase of 29% since 2000, and fell just shy of the 19.1 million record volume set in 1991 due to a falloff in arrivals at the end of the year. Canada had a 32.6% share of total international visitors staying one or more nights in the United States and accounted for 57% of the total growth of international visitors in 2008.	<b>18.9 Million</b>
2	 <b>Mexico (-4%)</b> Despite Mexico's decline in 2008, the country contributed the second highest number of travelers since 2000 (3.2 million). Mexico accounts for a 23.7% share of 2008 visitor volume.	<b>13.8 Million</b>
3	 <b>United Kingdom (+1%)</b> The United Kingdom maintained its top overseas market status due to a modest 2008 increase. The 2008 performance fell just shy of breaking the 2000 record of 4.7 million due to a falloff in arrivals over the last months of the year. The United Kingdom accounts for a 7.9% share of 2008 visitor volume.	<b>4.6 Million</b>
4	 <b>Japan (-8%)</b> Japan continued its decade-long downward decline in visitation to the United States. The 2008 level of 3.2 million visitors is down 36% from 2000 and 39% below the 1997 record of 5.4 million visitors. The visitor loss from Japan since 2000 is the largest of any country (-1.8 million). Japan accounts for a 5.6% share of 2008 visitor volume.	<b>3.2 Million</b>
5	 <b>Germany (+17%)</b> Germany posted a strong gain in 2008—including a strong fourth quarter—but its visitor level of 1.8 million remains below the 2.0 million record set in 2000. Germany accounts for a 3.1% share of 2008 visitor volume.	<b>1.8 Million</b>
6	 <b>France (+25%)</b> France was one of three top-ten countries to set a visitation record in 2008. Performance was strong throughout 2008, including the final months of the year. The 25% gain in 2008 followed a 26% gain in 2007. France accounts for a 2.1% share of 2008 visitor volume.	<b>1.2 Million</b>
7	 <b>Italy (+23%)</b> Italy set a new visitation record of 779,000 in 2008 and moved up three positions in the top-ten rankings. Italian visitation is up 27% from 2000. Italy accounts for a 1.3% share of 2008 visitor volume.	<b>779,000</b>
8	 <b>Brazil (+20%)</b> Brazil gained another position in ranking in 2008 due to a 20% increase over 2007, coupled with a decline in South Korean visitation. Visitor volume is up 4% from 2000, but remains well below the 1997 record of nearly one million visitors. Brazil accounts for a 1.3% share of 2008 visitor volume.	<b>769,000</b>
9	 <b>South Korea (-6%)</b> The 2008 decline halted South Korea's impressive string of four years of strong growth, which produced a record visitor level in 2007. The 2008 decline moved South Korea down two positions in the top ten rankings. South Korea accounts for a 1.3% share of 2008 visitor volume.	<b>759,000</b>
10	 <b>Australia (+3%)</b> Australia's visitor growth has been strong over the past five years and has produced four consecutive record years. Moreover, visitor volume is 28% higher than the 2000 level. Australia accounts for a 1.2% share of 2008 visitor volume.	<b>690,000</b>

# Top 10 Markets: 2008 International Visitor Spending

Rank	Country	2008 Spending
1	 <b>Canada (+16%)</b>	<b>\$18.7 Billion</b> Despite the implementation of the Western Hemisphere Travel Initiative (WHTI) in 2007, Canadian visitors opened their wallets wider than ever before and remain the top international market for U.S. travel and tourism exports; indeed, Canadian visitors pumped nearly \$19 billion into the U.S. economy in 2008, breaking their previous record for the fifth consecutive year. U.S. travel and tourism exports account for 40% of all U.S. services exports to Canada.
2	 <b>United Kingdom (+17%)</b>	<b>\$17.5 Billion</b> Spending by U.K. visitors surged to a record-breaking \$17.5 billion dollars in 2008, pushing the U.S. travel and tourism trade surplus with the United Kingdom to just over \$6.6 billion. The United Kingdom's ranking, in terms of international visitor spending, remained unchanged in 2008. U.S. travel and tourism exports to the United Kingdom now account for 27% of total services exports to the country.
3	 <b>Japan (+4%)</b>	<b>\$15.1 Billion</b> Japanese visitor spending in the United States accounted for more than 43% of total travel and tourism exports to the Asia-Pacific region in 2008 and produced a favorable \$9.7 billion travel and tourism trade balance for the year. Japan's ranking, in terms of international visitor spending, remained unchanged in 2008. U.S. travel and tourism exports now account for nearly 35% of total U.S. services exports to Japan.
4	 <b>Mexico (+3%)</b>	<b>\$9.8 Billion</b> For the fifth 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 \$9.8 billion in 2008. Mexico's ranking, in terms of international visitor spending, remained unchanged in 2008. U.S. travel and tourism exports to Mexico now account for precisely 39% of total U.S. services exports to the country.
5	 <b>Germany (+26%)</b>	<b>\$6.5 Billion</b> Germany's ranking, in terms of international visitor spending, remained unchanged in 2008, despite the 26% increase in German visitor spending. The record-setting \$6.5 billion spent in the United States helped narrow the tourism-related trade gap with Germany, currently an \$82 million deficit. U.S. travel and tourism-related exports to Germany now account for more than 23% of total U.S. services exports to the country.
6	 <b>France (+38%)</b>	<b>\$4.6 Billion</b> France reversed the 2006 downturn by spending more than \$3.3 billion in the United States in 2007, followed by a 38% surge in spending to \$4.6 billion in 2008. Back-to-back years of double-digit growth propelled France upward from 8th position to 6th in 2008. U.S. travel and tourism exports to France account for 25% of total services exports to the country.
7	 <b>India (+18%)</b>	<b>\$4.4 Billion</b> One would assume that double-digit growth would propel you upward, especially after a 45% increase the preceding year; however, given the surge in spending by international visitors from France, India actually slipped a notch from 6th position to 7th in 2008 after a record-setting year of \$4.4 billion in spending on travel and tourism-related goods and services. U.S. Travel and tourism exports account for 41% of all U.S. services exports to the country.
8	 <b>Brazil (+26%)</b>	<b>\$4.0 Billion</b> Brazil climbed from 9th to 8th position by posting positive gains for the 5th consecutive year in 2008, increasing total visitor spending by 26% to a record-breaking \$4.0 billion for the year. U.S. travel and tourism-related exports to Brazil now account for 31% of total services exports to the country.
9	 <b>Australia (+14%)</b>	<b>\$3.8 Billion</b> Spending by Australian visitors increased 14% in 2008 to a record-setting \$3.8 billion; however, Australia slipped from 7th to 9th in terms of total visitor spending, displaced by the growth of U.S. travel and tourism exports to Brazil and the surge in French spending in the United States last year. U.S. travel and tourism exports account for nearly 30% of total U.S. services exports to Australia.
10	 <b>Italy (+38%)</b>	<b>\$3.7 Billion</b> Spending by international visitors from Italy increased appreciably in 2008 to nearly \$3.7 billion, a record year for U.S. travel and tourism exports to the country, positioning Italy 10th in total spending (South Korea out of the top 10 markets). U.S. travel and tourism-related exports to Italy now account for 37% of total services exports to the country.

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