

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 and motor vehicles. It is the single largest services sector export, accounting for 25 percent of all services exports in 2010.

In 2010 total U.S. international travel receipts was \$134 billion. This spending includes international passenger airfare payments made by non-resident visitors to U.S. carriers.

The U.S. generated a travel trade surplus of \$32 billion in 2010. 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 visitors to the United States in 2010 directly supported 827,000 American jobs.

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 spending. International visitors purchase 22 percent of all traveler accommodations output, 21% of all passenger air transportation services output, 17 percent of all food and beverage output, ten percent of all highway tolls, and seven percent of all gasoline output.

2010 Visitation Levels

A record 60 million international travelers visited the United States in 2010, up nine percent from 2009. The increase in 2010 more than offsets the five percent decline in 2009, and builds on the strong growth performance from 2004-2008. The previous record visitation was 58 million set in 2008.

The largest visitor markets for the United States in 2010 were Canada (33%), Mexico (22%), U.K. (6%), Japan (5%), Germany (3%), France (2%), and Brazil (2%). Combined, these seven markets accounted for 75 percent of all 2010 international visitors.

The United States ranks second behind France for share of world international visitors. The U.S.'s share of 2010 arrivals was 6.4%.

2010 U.S. Visitors

Total	59.8 million		
1 Canada	20.0 million	6 France	1.3 million
2 Mexico	13.5 million	7 Brazil	1.2 million
3 U.K.	3.9 million	8 S. Korea	1.1 million
4 Japan	3.4 million	9 Australia	0.9 million
5 Germany	1.7 million	10 Italy	0.8 million

2010 Visitor Spending Levels

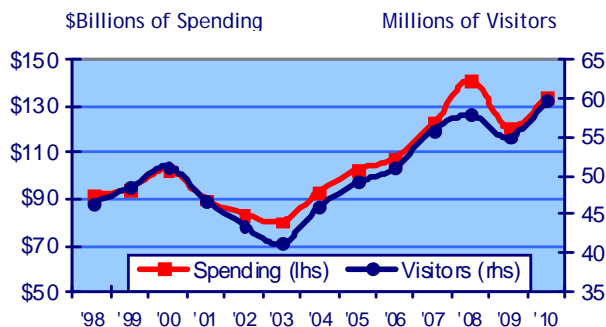
Spending by international travelers to the United States in 2010 was \$134 billion. Of this total, \$103 billion was spent in the United States and \$31 billion on passenger fares on U.S. carriers. Visitor spending for other countries excludes passenger fares. In 2010 the U.S. ranked first among worldwide destinations in travel spending excluding passenger fares, garnering 11.2 percent market share; this share is nearly double that of second-ranked Spain.

In 2010 Canada remained the top-ranked spending country among U.S. origin countries, accounting for 15 percent of total spending. Japan ranked 2nd (11%), followed by U.K. (9%), Mexico (6%), and Brazil (4%).

2010 U.S. Visitor Spending

Total	\$134.4 billion		
1 Canada	\$20.8 billion	6 Germany	\$5.8 billion
2 Japan	\$14.6 billion	7 China	\$5.0 billion
3 U.K.	\$11.6 billion	8 France	\$4.1 billion
4 Mexico	\$8.7 billion	9 India	\$4.0 billion
5 Brazil	\$5.9 billion	10 Australia	\$4.0 billion

U.S. Visitors and Spending 1998-2010



Note: International travelers include all non-U.S. residents who visit the country and stay one or more nights.

Sources: U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Services, Office of Travel and Tourism Industries; 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 Office of Travel and Tourism Industries' web site at: <http://tinnet.ita.doc.gov>.

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