

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# United States Travel and Tourism Exports, Imports, and the Balance of Trade: **2010**



## U.S. Travel & Tourism Trends: International Visitor Spending

### Travel and Tourism Stats-at-a-Glance

#### Did You Know...?

*...that the U.S. travel and tourism industry generates more than \$1.1 trillion in economic output for the U.S. economy each year?*

*...that U.S. travel and tourism-related industries support more than 7.5 million American jobs?*

*...that the United States welcomed nearly 60 million international visitors in 2010?*

*...that in 2010 international visitors spent more than \$134 billion experiencing the United States?*

*...that travel and tourism exports account for 24% of U.S. services exports and 7% of all U.S. exports?*

*...that in 2010 the United States enjoyed a \$31.7 billion travel and tourism balance of trade surplus?*

### International Visitor Spending in the United States: 2010

## United States Travel and Tourism Exports Rebound in 2010

Total international visitor spending in the United States dropped precipitously in 2009, resulting in a record-setting year-over-year decline of \$21.1 billion (15%). For perspective, the tragic attacks of September 11, 2001, facilitated a \$13.3 billion decline in U.S. travel and tourism-related exports (13%) when compared to 2000. Since then, however, the industry has been in recovery, though still falling short of the records set in 2008. In total (travel receipts + passenger fare receipts), international visitors spent \$134.4 billion experiencing the United States in 2010, averaging nearly \$1.2 billion more a month than the year before.

**Travel receipts**—purchases of travel and tourism-related goods and services by international visitors traveling in the United States—totaled \$103.5 billion for the year, an increase of nearly 10% when compared to 2009. These goods and services include

food, lodging, recreation, gifts, entertainment, local transportation in the United States, and other items incidental to foreign travel.

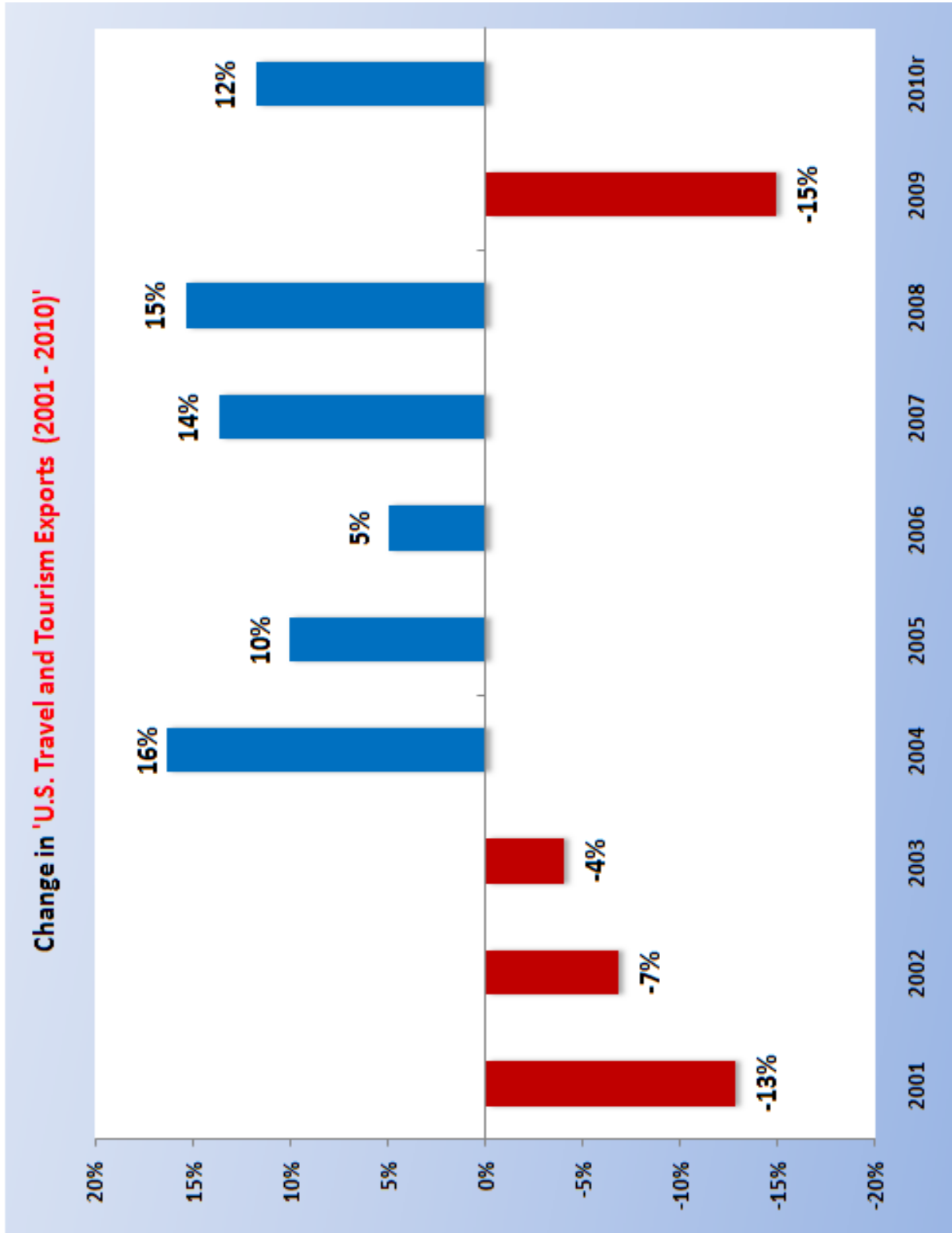
**Passenger fare receipts**—fares received by U.S. carriers (and U.S. vessel operators) from international visitors—increased more than 18 percent to \$30.9 billion for the year.



Our **Balance of trade**—exports minus imports—improved appreciably in 2010, increasing from a \$21.0 billion trade surplus to a \$31.7 billion surplus, 50 percent more favorable than in 2009.

2009 proved to be a very difficult year for U.S. travel and tourism industries. However, with the major impact of the economic downturn behind us, the industry began its recovery in 2010 and international visitors once again opened up their wallets and injected more than \$134 billion into local economies across the country.

# U.S. Travel & Tourism Trends: International Visitor Spending

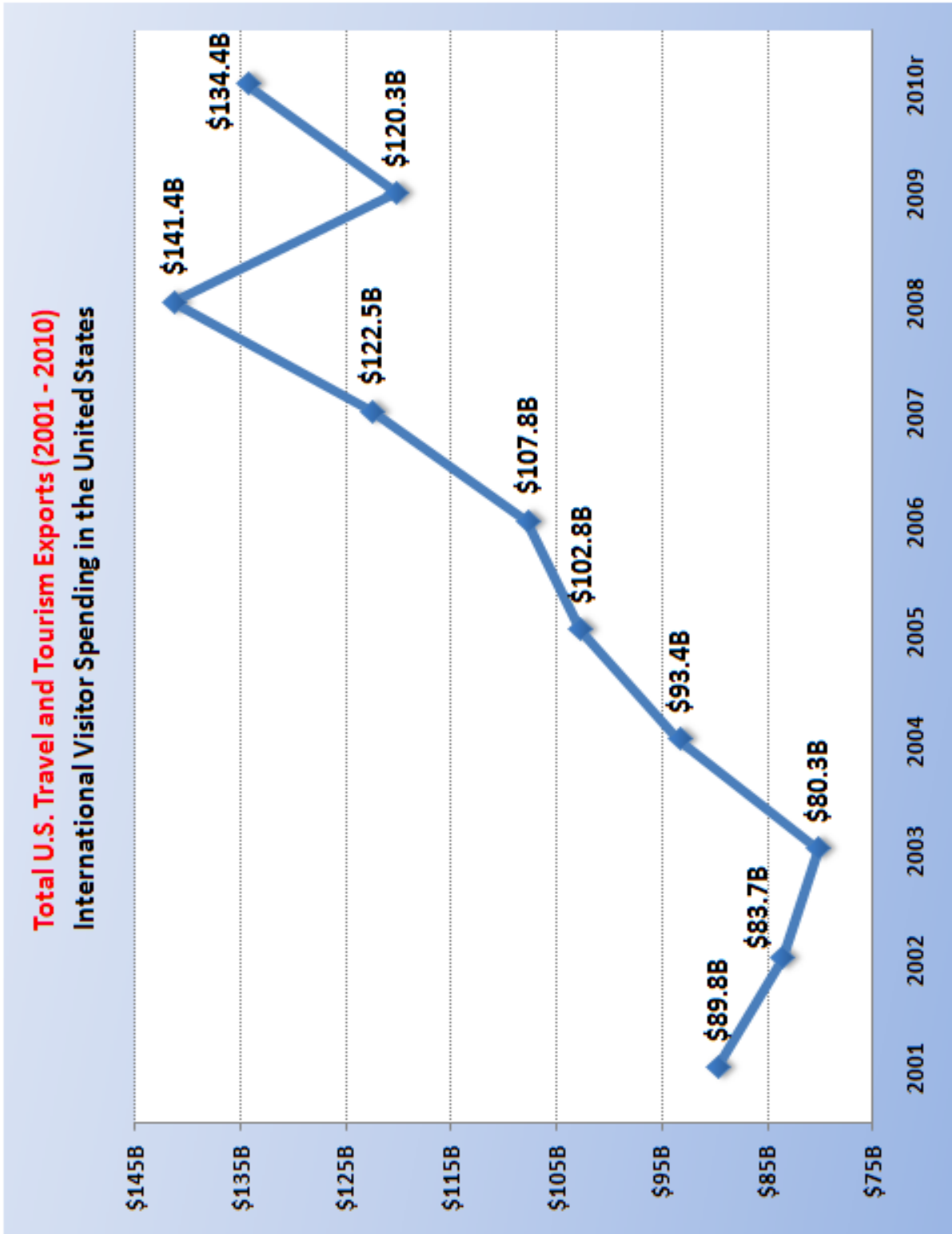


(r) Revised.

**Total U.S. Travel and Tourism Exports** = 'Travel' Receipts + 'Passenger Fare' Receipts.

**Source:** U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending



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**Source:** U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).



# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Trade: 2001-2010<sup>P</sup> International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

Receipts (Exports)	2001r	2002r	2003r	2004r	2005r	2006r	2007r	2008r	2009r	2010r
<b>Total</b>	\$89,819	\$83,651	\$80,250	\$93,397	\$102,769	\$107,825	\$122,542	\$141,380	\$120,294	\$134,436
<b>% Change</b>	-13%	-7%	-4%	16%	10%	5%	14%	15%	-15%	12%
<b>Travel</b>	\$72,638	\$67,360	\$65,159	\$75,465	\$82,160	\$86,187	\$97,355	\$110,423	\$94,191	\$103,505
<b>% Change</b>	-12%	-7%	-3%	16%	9%	5%	13%	13%	-15%	10%
<b>Passenger Fares</b>	\$17,181	\$16,291	\$15,091	\$17,932	\$20,609	\$21,638	\$25,187	\$30,957	\$26,103	\$30,931
<b>% Change</b>	-15%	-5%	-7%	19%	15%	5%	16%	23%	-16%	18%
<b>Payments (Imports)</b>	<b>2001r</b>	<b>2002r</b>	<b>2003r</b>	<b>2004r</b>	<b>2005r</b>	<b>2006r</b>	<b>2007r</b>	<b>2008r</b>	<b>2009r</b>	<b>2010r</b>
<b>Total</b>	\$82,833	\$78,684	\$78,436	\$90,468	\$95,119	\$99,605	\$104,808	\$112,335	\$99,255	\$102,786
<b>% Change</b>	-7%	-5%	0%	15%	5%	5%	5%	7%	-12%	4%
<b>Travel</b>	\$60,912	\$59,495	\$58,311	\$66,738	\$69,930	\$72,959	\$77,127	\$80,494	\$74,118	\$75,507
<b>% Change</b>	-7%	-2%	-2%	14%	5%	4%	6%	4%	-8%	2%
<b>Passenger Fares</b>	\$21,921	\$19,189	\$20,125	\$23,730	\$25,189	\$26,646	\$27,681	\$31,841	\$25,137	\$27,279
<b>% Change</b>	-7%	-12%	5%	18%	6%	6%	4%	15%	-21%	9%
<b>Balance of Trade</b>	<b>2001r</b>	<b>2002r</b>	<b>2003r</b>	<b>2004r</b>	<b>2005r</b>	<b>2006r</b>	<b>2007r</b>	<b>2008r</b>	<b>2009r</b>	<b>2010r</b>
<b>Trade Surplus</b>	\$6,986	\$4,967	\$1,814	\$2,929	\$7,650	\$8,220	\$17,734	\$29,045	\$21,039	\$31,650

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

(r) Revised.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Trade: 2010<sup>r</sup>

### International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

Country / Region	Exports				Imports				Balance of Trade
	Travel Receipts	Passenger Fare Receipts	Total Travel & Tourism Receipts	2010/2009 Change (%)	Travel Payments	Passenger Fare Payments	Total Travel & Tourism Payments	2010/2009 Change (%)	
<b>Total (All Countries)</b>	\$103,505	\$30,931	\$134,436	12%	\$75,507	\$27,279	\$102,786	4%	\$31,650
<b>Canada</b>	\$16,641	\$4,182	\$20,823	29%	\$6,539	\$501	\$7,040	12%	\$13,783
<b>Europe</b>	\$29,579	\$9,116	\$38,695	2%	\$21,790	\$11,663	\$33,453	3%	\$5,242
Belgium-Luxembourg	\$596	\$270	\$866	-5%	\$223	\$86	\$309	8%	\$557
France	\$3,142	\$948	\$4,090	-1%	\$2,409	\$1,473	\$3,882	7%	\$208
Germany	\$4,534	\$1,248	\$5,782	4%	\$2,606	\$2,562	\$5,168	11%	\$614
Ireland	\$1,033	\$280	\$1,313	0%	\$631	\$419	\$1,050	1%	\$263
Italy	\$2,312	\$900	\$3,212	7%	\$3,243	\$465	\$3,708	2%	-\$496
Netherlands	\$1,319	\$541	\$1,860	5%	\$1,085	\$635	\$1,720	3%	\$140
Norway	\$527	\$306	\$833	0%	\$140	\$0	\$140	3%	\$693
Spain	\$1,599	\$565	\$2,164	0%	\$1,557	\$413	\$1,970	0%	\$194
Sweden	\$858	\$204	\$1,062	0%	\$232	\$78	\$310	2%	\$752
Switzerland	\$1,043	\$320	\$1,363	0%	\$630	\$399	\$1,029	1%	\$334
United Kingdom	\$8,765	\$2,801	\$11,566	1%	\$4,324	\$3,705	\$8,029	3%	\$3,537
Other	\$3,851	\$733	\$4,584	2%	\$4,710	\$1,428	\$6,138	-1%	-\$1,554
<b>Latin America/Other Western Hemisphere</b>	\$24,511	\$8,947	\$33,458	9%	\$23,940	\$3,145	\$27,085	1%	\$6,373
South/Central America	\$21,579	\$8,001	\$29,580	12%	\$18,209	\$2,576	\$20,785	1%	\$8,795
Argentina	\$1,486	\$624	\$2,110	22%	\$551	\$63	\$614	-5%	\$1,496
Brazil	\$4,236	\$1,683	\$5,919	30%	\$1,014	\$286	\$1,300	13%	\$4,619
Chile	\$455	\$128	\$583	1%	\$278	\$160	\$438	-1%	\$145
Mexico	\$6,117	\$2,612	\$8,729	8%	\$8,999	\$697	\$9,696	1%	-\$967
Venezuela	\$1,738	\$737	\$2,475	3%	\$264	\$55	\$319	-4%	\$2,156
Other	\$7,547	\$2,217	\$9,764	8%	\$7,103	\$1,315	\$8,418	1%	\$1,346
Other W. Hemisphere	\$2,932	\$946	\$3,878	-8%	\$5,731	\$569	\$6,300	1%	-\$2,422
Bermuda	\$60	\$23	\$83	5%	\$245	\$0	\$245	3%	-\$162
Other	\$2,872	\$923	\$3,795	-8%	\$5,486	\$569	\$6,055	1%	-\$2,260

Continued...

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Trade: 2010<sup>r</sup>

...Continued

[Millions of U.S. Dollars]

Country / Region	Exports				Imports				Balance of Trade
	Travel Receipts	Passenger Fare Receipts	Total Travel & Tourism Receipts	2010/2009 Change (%)	Travel Payments	Passenger Fare Payments	Total Travel & Tourism Payments	2010/2009 Change (%)	
<b>Africa</b>	\$1,502	\$532	\$2,034	4%	\$3,269	\$576	\$3,845	1%	-\$1,811
South Africa	\$276	\$203	\$479	17%	\$785	\$142	\$927	14%	-\$448
Other	\$1,226	\$329	\$1,555	0%	\$2,484	\$434	\$2,918	-3%	-\$1,363
<b>Middle East</b>	\$3,058	\$476	\$3,534	14%	\$2,868	\$2,049	\$4,917	11%	-\$1,383
Israel	\$1,126	\$288	\$1,414	1%	\$1,119	\$508	\$1,627	7%	-\$213
Saudi Arabia	\$534	\$0	\$534	8%	\$145	\$36	\$181	37%	\$353
Other	\$1,398	\$188	\$1,586	32%	\$1,604	\$1,505	\$3,109	12%	-\$1,523
<b>Asia and Pacific</b>	\$28,214	\$7,677	\$35,891	18%	\$17,101	\$9,345	\$26,446	3%	\$9,445
Australia	\$3,489	\$484	\$3,973	16%	\$1,527	\$830	\$2,357	5%	\$1,616
China	\$3,780	\$1,225	\$5,005	39%	\$2,566	\$535	\$3,101	14%	\$1,904
Hong Kong	\$457	\$139	\$596	15%	\$1,064	\$1,214	\$2,278	-1%	-\$1,682
India	\$2,860	\$1,131	\$3,991	12%	\$2,108	\$207	\$2,315	-11%	\$1,676
Indonesia	\$204	\$0	\$204	0%	\$202	\$0	\$202	0%	\$2
Japan	\$10,198	\$4,360	\$14,558	12%	\$3,278	\$1,331	\$4,609	-5%	\$9,949
Korea, Republic of	\$3,343	\$87	\$3,430	30%	\$1,598	\$2,053	\$3,651	13%	-\$221
Malaysia	\$142	\$0	\$142	1%	\$149	\$33	\$182	1%	-\$40
New Zealand	\$510	\$0	\$510	0%	\$749	\$527	\$1,276	0%	-\$766
Philippines	\$620	\$80	\$700	0%	\$799	\$447	\$1,246	0%	-\$546
Singapore	\$501	\$5	\$506	31%	\$332	\$253	\$585	3%	-\$79
Taiwan	\$1,037	\$2	\$1,039	17%	\$977	\$1,476	\$2,453	11%	-\$1,414
Thailand	\$243	\$3	\$246	2%	\$546	\$60	\$606	-1%	-\$360
Other	\$830	\$161	\$991	58%	\$1,206	\$379	\$1,585	9%	-\$594
<b>Addenda:</b>									
European Union <sup>1</sup>	\$26,739	\$8,227	\$34,966	1%	\$19,434	\$10,753	\$30,187	4%	\$4,779
Overseas <sup>2</sup>	\$80,747	\$24,137	\$104,884	9%	\$59,969	\$26,081	\$86,050	3%	\$18,834

<sup>1</sup> The European Union includes Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, and the United Kingdom; beginning with 1995, it also includes Austria, Finland, and Sweden; and beginning with 2004, it also includes Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, and Slovenia.

<sup>2</sup> Excludes Mexico & Canada.

(r) Revised.

(\*) Released in October

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Goods Exports: 2005-2010 (Millions of U.S. Dollars)

Export Categories (Goods)	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Goods Exports	\$911,686	\$1,039,406	\$1,163,957	\$1,307,499	\$1,069,491	\$1,288,699
Capital Goods	\$358,426	\$404,026	\$433,019	\$457,655	\$390,461	\$446,597
Industrial Supplies and Materials	\$242,361	\$287,903	\$329,591	\$405,606	\$307,674	\$406,224
Consumer Goods	\$115,262	\$129,068	\$145,962	\$161,281	\$150,035	\$165,883
Automotive Vehicles, Engines & Parts	\$98,406	\$107,263	\$121,264	\$121,451	\$81,715	\$111,989
Foods, Feeds, and Beverages	\$58,955	\$65,962	\$84,264	\$108,349	\$93,908	\$107,705
Other Goods	\$38,276	\$45,184	\$49,857	\$53,157	\$45,698	\$50,301

## U.S. Services Exports: 2005-2010 (Millions of U.S. Dollars)

Export Categories (Services)	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Services Exports	\$375,755	\$420,417	\$490,604	\$535,183	\$505,547	\$548,878
Travel and Tourism	\$102,769	\$107,825	\$122,542	\$141,380	\$120,294	\$134,436
Travel	\$82,160	\$86,187	\$97,355	\$110,423	\$94,191	\$103,505
Passenger Fares	\$20,609	\$21,638	\$25,187	\$30,957	\$26,103	\$30,931
Royalties and License Fees	\$74,448	\$83,549	\$97,803	\$102,125	\$97,183	\$105,583
Other Transportation	\$32,013	\$35,824	\$40,638	\$44,016	\$35,533	\$39,936
Other Services	\$166,525	\$193,219	\$229,621	\$247,662	\$252,537	\$268,923

## The Contribution of Travel and Tourism: 2005-2010 (Millions of U.S. Dollars)

	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Goods & Services Exports	\$1,287,441	\$1,459,823	\$1,654,561	\$1,842,682	\$1,575,037	\$1,837,577
Tourism as a % of Total Exports	8%	7%	7%	8%	8%	7%
Tourism as a % of Total Service Exports	27%	26%	25%	26%	24%	24%

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).



# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Goods Imports 2005-2010 (Millions of U.S. Dollars)

Import Categories (Goods)	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Goods Imports	\$1,692,416	\$1,875,095	\$1,982,843	\$2,137,608	\$1,575,400	\$1,934,555
Industrial Supplies and Materials	\$538,118	\$619,198	\$657,466	\$811,600	\$478,771	\$623,825
Consumer Goods	\$412,920	\$447,880	\$479,996	\$486,722	\$432,453	\$486,560
Capital Goods	\$382,833	\$422,611	\$449,117	\$458,698	\$372,660	\$449,967
Automotive Vehicles, Engines & Parts	\$238,715	\$255,962	\$258,497	\$233,204	\$159,165	\$225,593
Food, Feeds, and Beverages	\$69,072	\$76,081	\$82,974	\$90,439	\$82,849	\$92,475
Other Goods	\$50,758	\$53,363	\$54,792	\$56,945	\$49,503	\$56,135

## U.S. Services Imports 2005-2010 (Millions of U.S. Dollars)

Import Categories (Services)	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Services Imports	\$303,649	\$338,016	\$368,446	\$403,413	\$380,909	\$403,048
Travel and Tourism	\$95,119	\$99,605	\$104,808	\$112,335	\$99,255	\$102,786
Travel	\$69,930	\$72,959	\$77,127	\$80,494	\$74,118	\$75,507
Passenger Fares	\$25,189	\$26,646	\$27,681	\$31,841	\$25,137	\$27,279
Royalties and License Fees	\$25,577	\$25,038	\$26,479	\$29,623	\$29,849	\$33,450
Other Transportation	\$54,212	\$55,320	\$55,773	\$56,696	\$42,591	\$51,202
Other Services	\$128,741	\$158,053	\$181,386	\$204,759	\$209,214	\$215,610

## The Contribution of Travel and Tourism: 2005-2010 (Millions of U.S. Dollars)

	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Goods & Services Imports	\$1,996,065	\$2,213,111	\$2,351,288	\$2,541,020	\$1,956,310	\$2,337,604
Tourism as a % of Total Imports	5%	5%	4%	4%	5%	4%
Tourism as a % of Total Service Imports	31%	29%	28%	28%	26%	26%

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## Balance of Trade (Goods) 2005-2010 (Millions of U.S. Dollars)

Categories (Goods)	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Goods Imports	(\$783,801)	(\$839,456)	(\$823,192)	(\$834,652)	(\$506,944)	(\$647,077)
Consumer Goods	(\$296,249)	(\$317,065)	(\$332,226)	(\$323,435)	(\$280,668)	(\$320,458)
Industrial Supplies and Materials	(\$293,961)	(\$329,194)	(\$326,448)	(\$405,131)	(\$168,844)	(\$217,096)
Automotive Vehicles, Engines & Parts	(\$138,848)	(\$147,028)	(\$135,387)	(\$109,759)	(\$75,856)	(\$113,252)
Other Goods	(\$23,291)	(\$21,269)	(\$18,701)	(\$18,108)	(\$14,607)	(\$8,449)
Capital Goods	(\$22,313)	(\$15,924)	(\$13,011)	\$2,429	\$20,727	(\$3,800)
Food, Feeds, and Beverages	(\$9,139)	(\$8,976)	\$2,581	\$19,352	\$12,304	\$15,978

## Balance of Trade (Services) 2005-2010 (Millions of U.S. Dollars)

Categories (Services)	2005 <sup>r</sup>	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>
Total Services Imports	\$72,106	\$82,401	\$122,158	\$131,770	\$124,638	\$145,830
Travel and Tourism	\$7,650	\$8,220	\$17,734	\$29,045	\$21,039	\$31,650
Travel	\$12,230	\$13,228	\$20,228	\$29,929	\$20,073	\$27,998
Passenger Fares	(\$4,580)	(\$5,008)	(\$2,494)	(\$884)	\$966	\$3,652
Royalties and License Fees	\$48,871	\$58,511	\$71,324	\$72,502	\$67,334	\$72,133
Other Transportation	(\$22,199)	(\$19,496)	(\$15,135)	(\$12,680)	(\$7,058)	(\$11,266)
Other Services	\$37,784	\$35,166	\$48,235	\$42,903	\$43,323	\$53,313

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

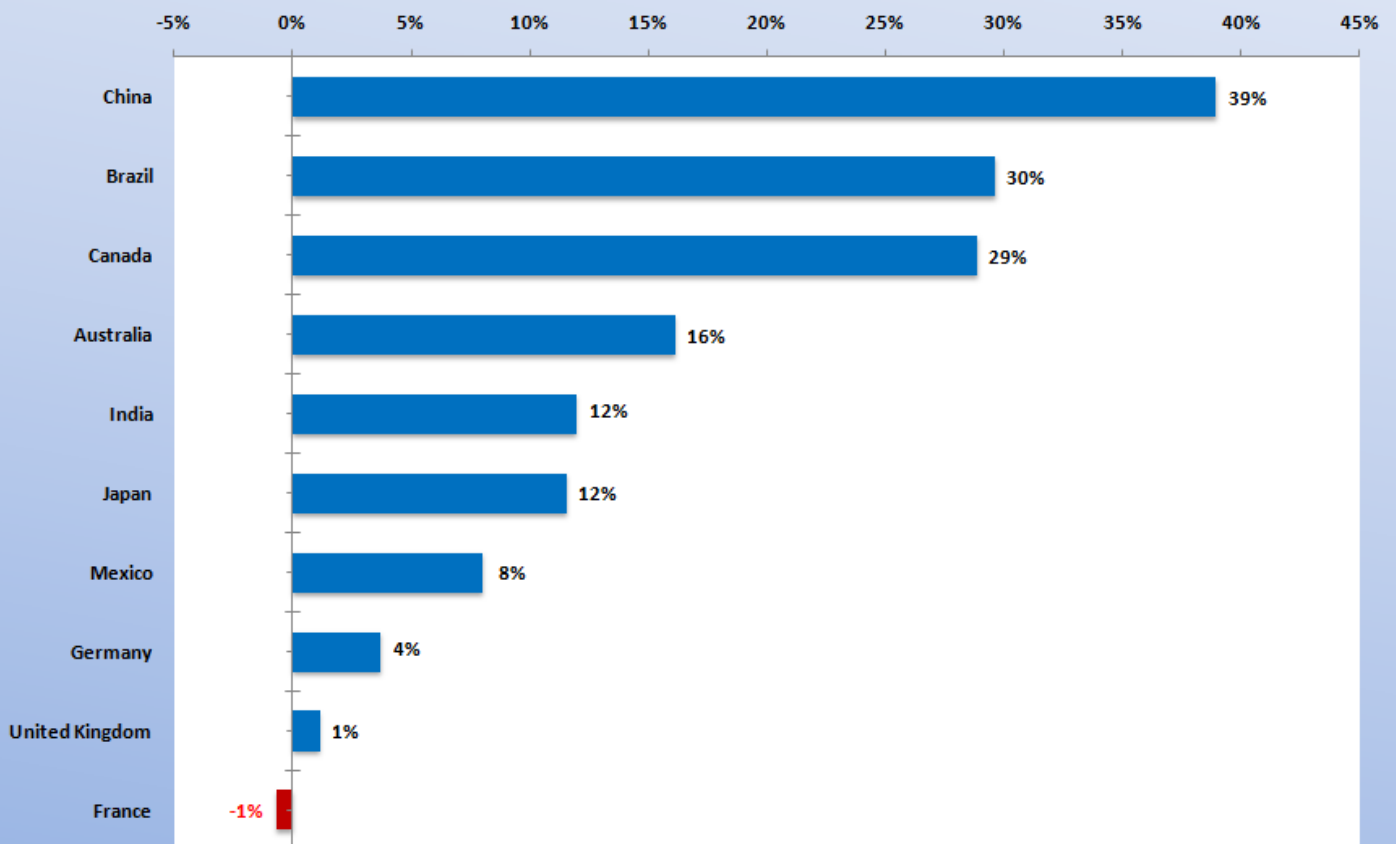


# U.S. Travel & Tourism Trends: International Visitor Spending


## International Visitor Spending: Top 10 Markets (Millions of U.S. Dollars)

Country/Region	2009 Receipts (Exports)	2010					
		Receipts (Exports)	Change (\$)	Change (%)	% of Total Spending	Cumulative % of Total	Rank (Total Exports)
<b>Total (All Countries)</b>	<b>\$120,294</b>	<b>\$134,436</b>	<b>\$14,142</b>	<b>12%</b>	-	-	-
Canada	\$16,085	\$20,823	\$4,738	29%	15%	15%	1
Japan	\$13,049	\$14,558	\$1,509	12%	11%	26%	2
United Kingdom	\$11,429	\$11,566	\$137	1%	9%	35%	3
Mexico	\$8,046	\$8,729	\$683	8%	6%	41%	4
Brazil	\$4,565	\$5,919	\$1,354	30%	4%	46%	5
Germany	\$5,572	\$5,782	\$210	4%	4%	50%	6
China	\$3,602	\$5,005	\$1,403	39%	4%	54%	7
France	\$4,119	\$4,090	-\$29	-1%	3%	57%	8
India	\$3,565	\$3,991	\$426	12%	3%	60%	9
Australia	\$3,423	\$3,973	\$550	16%	3%	63%	10

### Change in 'International Visitor Spending in the United States' 2010 vs 2009 (Top 10 Countries)



## U.S. Travel & Tourism Trends: International Visitor Spending

Rank	Country	2010 Spending
1	 <b>Canada (+29%)</b>	<b>\$20.8 Billion</b> Canadian visitors opened their wallets wider than ever before in 2010, spending nearly \$21 billion on travel and tourism-related goods and services in the United States. In fact, since the implementation of the Western Hemisphere Travel Initiative (WHTI) in 2007, the United States has enjoyed record levels of tourism spending from our neighbors to the north in three of the last four years.
2	 <b>Japan (+12%)</b>	<b>\$14.6 Billion</b> Declining in six of the last ten years, Japanese visitor spending in the United States increased 12% to \$14.6 billion in 2010, following a decrease of more than 10% in 2009 and a far cry from the record set in 1995 when Japanese visitors spent nearly \$18 billion experiencing the United States. Travel and tourism exports account for 32% of all U.S. services exports to Japan.
3	 <b>United Kingdom (+1%)</b>	<b>\$11.6 Billion</b> Total U.S. travel and tourism-related exports to the United Kingdom have dropped by nearly a third (31%) since 2008. Indeed, U.K. visitors spent nearly \$12 billion traveling in/to the United States in 2010, nearly \$5.2 billion less than was spent in 2008. U.S. travel and tourism exports account for 24% of all U.S. services exports to the United Kingdom.
4	 <b>Mexico (+8%)</b>	<b>\$8.7 Billion</b> Record-setting passenger fare exports to Mexico helped the United States export \$8.7 billion of travel and tourism-related goods and services to Mexico in 2010, an increase of more than 8% and a much-welcomed improvement over 2009, when international visitor spending from Mexico fell 17%. U.S. travel and tourism exports account for 36% of all U.S. services exports to Mexico.
5	 <b>Brazil (+30%)</b>	<b>\$5.9 Billion</b> Seven consecutive years of increased visitor spending in the United States has propelled Brazil up the rankings to become the fifth largest international market for U.S. travel and tourism-related exports. In 2010 visitors from Brazil spent a record-setting \$5.9 billion on U.S. travel and tourism-related goods and services, an increase on nearly 30% when compared to 2009.
6	 <b>Germany (+4%)</b>	<b>\$5.8 Billion</b> Displaced by the growth of U.S. travel and tourism exports to Brazil, Germany dropped to sixth in terms of total international spending in the United States. Following a 17% decline in 2009, exports to Germany increased nearly 4% to \$5.8 billion in 2010. U.S. travel and tourism exports account for 24% of all U.S. services exports to Germany.
7	 <b>China (+39%)</b>	<b>\$5.0 Billion</b> U.S. travel and tourism exports to China have increased by at least 30% in six of the last seven years! Following an ever-so-slight decline (.33%) in 2009, international visitors from China spent slightly more than \$5 billion in the United States last year, an increase of 39%, moving China up one place in the rankings. U.S. travel and tourism exports account for 24% of all U.S. services exports to China.
8	 <b>France (-1%)</b>	<b>\$4.1 Billion</b> For the second consecutive year, U.S. travel and tourism exports to France have declined (decreasing 14% and 1% in 2009 and 2010, respectively). As a result, France loses its grip on seventh place to China and drops down to eighth in terms of total travel and tourism exports. U.S. travel and tourism-related exports account for 26% of all U.S. services exports to France.
9	 <b>India (+12%)</b>	<b>\$4.0 Billion</b> Reversing the downturn in 2009, international visitor spending from India increased 12% in 2010 to \$4.0 billion, allowing India to maintain its ninth place ranking overall. India finished the year about \$300 million shy of its previous record set in 2008. U.S. travel and tourism exports account for 38% of all U.S. services exports to India.
10	 <b>Australia (+16%)</b>	<b>\$4.0 Billion</b> Record-setting international visitor spending in the United States secured Australia's tenth place position, a mere \$19 million short of moving up in the rankings. In 2010 visitors from Australia spent nearly \$4.0 billion on U.S. travel and tourism-related goods and services, an increase of more than 16% when compared to 2009. U.S. travel and tourism exports account for 29% of all U.S. services exports to Australia.



# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **Canada** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>										
<b>Total</b>	\$8,363	\$7,985	\$9,167	\$10,493	\$11,719	\$13,408	\$16,414	\$18,331	\$16,085	\$20,823
<b>% Change</b>	-5%	-5%	15%	14%	12%	14%	22%	12%	-12%	29%
<b>Travel</b>	\$7,014	\$6,706	\$7,438	\$8,665	\$9,235	\$10,581	\$13,221	\$14,847	\$12,864	\$16,641
<b>% Change</b>	-6%	-4%	11%	16%	7%	15%	25%	12%	-13%	29%
<b>Passenger Fares</b>	\$1,349	\$1,279	\$1,729	\$1,828	\$2,484	\$2,827	\$3,193	\$3,484	\$3,221	\$4,182
<b>% Change</b>	0%	-5%	35%	6%	36%	14%	13%	9%	-8%	30%
<b>Payments (Imports)</b>										
<b>Total</b>	\$7,030	\$7,083	\$6,817	\$7,734	\$7,518	\$7,765	\$7,820	\$7,287	\$6,270	\$7,040
<b>% Change</b>	-1%	1%	-4%	13%	-3%	3%	1%	-7%	-14%	12%
<b>Travel</b>	\$6,345	\$6,489	\$6,379	\$7,293	\$7,160	\$7,394	\$7,470	\$6,925	\$5,954	\$6,539
<b>% Change</b>	1%	2%	-2%	14%	-2%	3%	1%	-7%	-14%	10%
<b>Passenger Fares</b>	\$685	\$594	\$438	\$441	\$358	\$371	\$350	\$362	\$316	\$501
<b>% Change</b>	-14%	-13%	-26%	1%	-19%	4%	-6%	3%	-13%	59%
<b>Balance of Trade</b>	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Trade Surplus</b>	\$1,333	\$902	\$2,350	\$2,759	\$4,201	\$5,643	\$8,594	\$11,044	\$9,815	\$13,783

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **Japan** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>										
<b>Total</b>	\$11,700	\$11,301	\$10,017	\$13,094	\$16,524	\$14,586	\$14,470	\$14,554	\$13,049	\$14,558
<b>% Change</b>	-17%	-3%	-11%	31%	26%	-12%	-1%	1%	-10%	12%
<b>Travel</b>	\$8,902	\$8,492	\$7,595	\$10,051	\$12,735	\$11,258	\$11,035	\$10,784	\$9,495	\$10,198
<b>% Change</b>	-13%	-5%	-11%	32%	27%	-12%	-2%	-2%	-12%	7%
<b>Passenger Fares</b>	\$2,798	\$2,809	\$2,422	\$3,043	\$3,789	\$3,328	\$3,435	\$3,770	\$3,554	\$4,360
<b>% Change</b>	-26%	0%	-14%	26%	25%	-12%	3%	10%	-6%	23%
<b>Payments (Imports)</b>										
<b>Total</b>	\$3,689	\$3,925	\$3,289	\$3,632	\$4,048	\$4,253	\$4,659	\$5,205	\$4,838	\$4,609
<b>% Change</b>	-4%	6%	-16%	10%	11%	5%	10%	12%	-7%	-5%
<b>Travel</b>	\$2,674	\$2,874	\$2,323	\$2,467	\$2,788	\$2,970	\$3,379	\$3,745	\$3,570	\$3,278
<b>% Change</b>	-8%	7%	-19%	6%	13%	7%	14%	11%	-5%	-8%
<b>Passenger Fares</b>	\$1,015	\$1,051	\$966	\$1,165	\$1,260	\$1,283	\$1,280	\$1,460	\$1,268	\$1,331
<b>% Change</b>	8%	4%	-8%	21%	8%	2%	0%	14%	-13%	5%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	\$8,011	\$7,376	\$6,728	\$9,462	\$12,476	\$10,333	\$9,811	\$9,349	\$8,211	\$9,949

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **United Kingdom** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

Receipts (Exports)	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Total</b>	\$11,308	\$10,990	\$11,259	\$12,655	\$13,492	\$13,310	\$14,938	\$16,716	\$11,429	\$11,566
<i>% Change</i>	-11%	-3%	2%	12%	7%	-1%	12%	12%	-32%	1%
<b>Travel</b>	\$8,750	\$8,336	\$8,688	\$9,701	\$10,824	\$10,946	\$12,120	\$13,155	\$8,884	\$8,765
<i>% Change</i>	-13%	-5%	4%	12%	12%	1%	11%	9%	-32%	-1%
<b>Passenger Fares</b>	\$2,558	\$2,654	\$2,571	\$2,954	\$2,668	\$2,364	\$2,818	\$3,561	\$2,545	\$2,801
<i>% Change</i>	-3%	4%	-3%	15%	-10%	-11%	19%	26%	-29%	10%
<b>Payments (Imports)</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Total</b>	\$9,751	\$8,851	\$9,427	\$10,522	\$11,614	\$10,469	\$10,505	\$10,529	\$7,782	\$8,029
<i>% Change</i>	-13%	-9%	7%	12%	10%	-10%	0%	0%	-26%	3%
<b>Travel</b>	\$5,936	\$5,561	\$5,446	\$6,071	\$7,133	\$5,697	\$5,989	\$5,735	\$4,365	\$4,324
<i>% Change</i>	-7%	-6%	-2%	11%	17%	-20%	5%	-4%	-24%	-1%
<b>Passenger Fares</b>	\$3,815	\$3,290	\$3,981	\$4,451	\$4,481	\$4,772	\$4,516	\$4,794	\$3,417	\$3,705
<i>% Change</i>	-20%	-14%	21%	12%	1%	6%	-5%	6%	-29%	8%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	\$1,557	\$2,139	\$1,832	\$2,133	\$1,878	\$2,841	\$4,433	\$6,187	\$3,647	\$3,537

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **Mexico** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>										
<b>Total</b>	\$6,269	\$6,894	\$6,858	\$7,624	\$8,483	\$9,265	\$9,525	\$9,742	\$8,046	\$8,729
<b>% Change</b>	1%	10%	-1%	11%	11%	9%	3%	2%	-17%	8%
<b>Travel</b>	\$5,320	\$5,565	\$5,700	\$6,257	\$6,774	\$7,146	\$7,194	\$7,326	\$5,991	\$6,117
<b>% Change</b>	3%	5%	2%	10%	8%	5%	1%	2%	-18%	2%
<b>Passenger Fares</b>	\$949	\$1,329	\$1,158	\$1,367	\$1,709	\$2,119	\$2,331	\$2,416	\$2,055	\$2,612
<b>% Change</b>	-8%	40%	-13%	18%	25%	24%	10%	4%	-15%	27%
<b>Payments (Imports)</b>										
<b>Total</b>	\$7,539	\$8,526	\$9,097	\$10,177	\$10,830	\$10,904	\$11,109	\$11,125	\$9,569	\$9,696
<b>% Change</b>	0%	13%	7%	12%	6%	1%	2%	0%	-14%	1%
<b>Travel</b>	\$6,711	\$7,732	\$8,235	\$9,317	\$9,857	\$10,003	\$10,316	\$10,236	\$8,867	\$8,999
<b>% Change</b>	1%	15%	7%	13%	6%	1%	3%	-1%	-13%	1%
<b>Passenger Fares</b>	\$828	\$794	\$862	\$860	\$973	\$901	\$793	\$889	\$702	\$697
<b>% Change</b>	-10%	-4%	9%	0%	13%	-7%	-12%	12%	-21%	-1%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	<b>-\$1,270</b>	<b>-\$1,632</b>	<b>-\$2,239</b>	<b>-\$2,553</b>	<b>-\$2,347</b>	<b>-\$1,639</b>	<b>-\$1,584</b>	<b>-\$1,383</b>	<b>-\$1,523</b>	<b>-\$967</b>

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).



# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **Brazil** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>										
<b>Total</b>	\$2,532	\$1,899	\$1,688	\$1,870	\$2,201	\$2,654	\$3,129	\$4,162	\$4,565	\$5,919
<b>% Change</b>	-20%	-25%	-11%	11%	18%	21%	18%	33%	10%	30%
<b>Travel</b>	\$1,821	\$1,373	\$1,214	\$1,375	\$1,577	\$1,947	\$2,284	\$2,990	\$3,318	\$4,236
<b>% Change</b>	-18%	-25%	-12%	13%	15%	23%	17%	31%	11%	28%
<b>Passenger Fares</b>	\$711	\$526	\$474	\$495	\$624	\$707	\$845	\$1,172	\$1,247	\$1,683
<b>% Change</b>	-23%	-26%	-10%	4%	26%	13%	20%	39%	6%	35%
<b>Payments (Imports)</b>										
<b>Total</b>	\$1,163	\$938	\$981	\$946	\$991	\$1,012	\$1,212	\$1,279	\$1,147	\$1,300
<b>% Change</b>	-16%	-19%	5%	-4%	5%	2%	20%	6%	-10%	13%
<b>Travel</b>	\$823	\$662	\$720	\$687	\$674	\$749	\$919	\$953	\$892	\$1,014
<b>% Change</b>	-17%	-20%	9%	-5%	-2%	11%	23%	4%	-6%	14%
<b>Passenger Fares</b>	\$340	\$276	\$261	\$259	\$317	\$263	\$293	\$326	\$255	\$286
<b>% Change</b>	-12%	-19%	-5%	-1%	22%	-17%	11%	11%	-22%	12%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	\$1,369	\$961	\$707	\$924	\$1,210	\$1,642	\$1,917	\$2,883	\$3,418	\$4,619

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **Germany** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>										
<b>Total</b>	\$3,743	\$3,935	\$3,803	\$4,687	\$4,892	\$4,205	\$5,156	\$6,683	\$5,572	\$5,782
<b>% Change</b>	-27%	5%	-3%	23%	4%	-14%	23%	30%	-17%	4%
<b>Travel</b>	\$3,018	\$3,014	\$3,007	\$3,698	\$3,845	\$3,204	\$4,055	\$5,183	\$4,479	\$4,534
<b>% Change</b>	-26%	0%	0%	23%	4%	-17%	27%	28%	-14%	1%
<b>Passenger Fares</b>	\$725	\$921	\$796	\$989	\$1,047	\$1,001	\$1,101	\$1,500	\$1,093	\$1,248
<b>% Change</b>	-30%	27%	-14%	24%	6%	-4%	10%	36%	-27%	14%
<b>Payments (Imports)</b>										
<b>Total</b>	\$4,088	\$3,806	\$4,145	\$4,679	\$5,015	\$5,155	\$5,945	\$6,302	\$4,640	\$5,168
<b>% Change</b>	-12%	-7%	9%	13%	7%	3%	15%	6%	-26%	11%
<b>Travel</b>	\$2,378	\$2,275	\$2,320	\$2,511	\$2,591	\$2,559	\$2,867	\$2,956	\$2,382	\$2,606
<b>% Change</b>	-12%	-4%	2%	8%	3%	-1%	12%	3%	-19%	9%
<b>Passenger Fares</b>	\$1,710	\$1,531	\$1,825	\$2,168	\$2,424	\$2,596	\$3,078	\$3,346	\$2,258	\$2,562
<b>% Change</b>	-12%	-10%	19%	19%	12%	7%	19%	9%	-33%	13%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	<b>-\$345</b>	<b>\$129</b>	<b>-\$342</b>	<b>\$8</b>	<b>-\$123</b>	<b>-\$950</b>	<b>-\$789</b>	<b>\$381</b>	<b>\$932</b>	<b>\$614</b>

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **China** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>										
<b>Total</b>	\$1,326	\$1,185	\$858	\$1,115	\$1,534	\$2,071	\$2,699	\$3,614	\$3,602	\$5,005
<b>% Change</b>	-7%	-11%	-28%	30%	38%	35%	30%	34%	0%	39%
<b>Travel</b>	\$1,012	\$958	\$690	\$894	\$1,181	\$1,642	\$2,081	\$2,717	\$2,755	\$3,780
<b>% Change</b>	-10%	-5%	-28%	30%	32%	39%	27%	31%	1%	37%
<b>Passenger Fares</b>	\$314	\$227	\$168	\$221	\$353	\$429	\$618	\$897	\$847	\$1,225
<b>% Change</b>	3%	-28%	-26%	32%	60%	22%	44%	45%	-6%	45%
<b>Payments (Imports)</b>										
<b>Total</b>	\$1,407	\$1,416	\$1,155	\$2,025	\$2,591	\$2,758	\$3,152	\$2,997	\$2,722	\$3,101
<b>% Change</b>	7%	1%	-18%	75%	28%	6%	14%	-5%	-9%	14%
<b>Travel</b>	\$1,226	\$1,124	\$994	\$1,637	\$2,104	\$2,155	\$2,458	\$2,299	\$2,262	\$2,566
<b>% Change</b>	5%	-8%	-12%	65%	29%	2%	14%	-6%	-2%	13%
<b>Passenger Fares</b>	\$181	\$292	\$161	\$388	\$487	\$603	\$694	\$698	\$460	\$535
<b>% Change</b>	20%	61%	-45%	141%	26%	24%	15%	1%	-34%	16%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	<b>-\$81</b>	<b>-\$231</b>	<b>-\$297</b>	<b>-\$910</b>	<b>-\$1,057</b>	<b>-\$687</b>	<b>-\$453</b>	<b>\$617</b>	<b>\$880</b>	<b>\$1,904</b>

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **India** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>										
<b>Total</b>	\$1,174	\$1,145	\$1,206	\$1,391	\$1,617	\$2,558	\$3,702	\$4,289	\$3,565	\$3,991
<b>% Change</b>	2%	-2%	5%	15%	16%	58%	45%	16%	-17%	12%
<b>Travel</b>	\$1,048	\$1,093	\$1,180	\$1,367	\$1,519	\$1,865	\$2,649	\$3,028	\$2,577	\$2,860
<b>% Change</b>	-6%	4%	8%	16%	11%	23%	42%	14%	-15%	11%
<b>Passenger Fares</b>	\$126	\$52	\$26	\$24	\$98	\$693	\$1,053	\$1,261	\$988	\$1,131
<b>% Change</b>	241%	-59%	-50%	-8%	308%	607%	52%	20%	-22%	14%
<b>Payments (Imports)</b>										
<b>Total</b>	\$846	\$867	\$890	\$1,266	\$1,680	\$2,368	\$2,211	\$2,754	\$2,606	\$2,315
<b>% Change</b>	-13%	2%	3%	42%	33%	41%	-7%	25%	-5%	-11%
<b>Travel</b>	\$723	\$703	\$723	\$1,112	\$1,493	\$2,178	\$2,069	\$2,431	\$2,402	\$2,108
<b>% Change</b>	-15%	-3%	3%	54%	34%	46%	-5%	17%	-1%	-12%
<b>Passenger Fares</b>	\$123	\$164	\$167	\$154	\$187	\$190	\$142	\$323	\$204	\$207
<b>% Change</b>	10%	33%	2%	-8%	21%	2%	-25%	127%	-37%	1%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	\$328	\$278	\$316	\$125	-\$63	\$190	\$1,491	\$1,535	\$959	\$1,676

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).



# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **France** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Total</b>	\$3,039	\$2,752	\$2,268	\$2,668	\$3,098	\$2,857	\$3,323	\$4,782	\$4,119	\$4,090
<b>% Change</b>	-17%	-9%	-18%	18%	16%	-8%	16%	44%	-14%	-1%
<b>Travel</b>	\$2,246	\$2,052	\$1,793	\$2,070	\$2,371	\$2,289	\$2,696	\$3,797	\$3,193	\$3,142
<b>% Change</b>	-16%	-9%	-13%	15%	15%	-3%	18%	41%	-16%	-2%
<b>Passenger Fares</b>	\$793	\$700	\$475	\$598	\$727	\$568	\$627	\$985	\$926	\$948
<b>% Change</b>	-18%	-12%	-32%	26%	22%	-22%	10%	57%	-6%	2%
<b>Payments (Imports)</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Total</b>	\$4,573	\$3,922	\$3,617	\$4,404	\$4,578	\$4,988	\$4,804	\$5,104	\$3,640	\$3,882
<b>% Change</b>	-5%	-14%	-8%	22%	4%	9%	-4%	6%	-29%	7%
<b>Travel</b>	\$3,423	\$2,919	\$2,528	\$3,129	\$2,937	\$3,124	\$3,129	\$3,169	\$2,256	\$2,409
<b>% Change</b>	-6%	-15%	-13%	24%	-6%	6%	0%	1%	-29%	7%
<b>Passenger Fares</b>	\$1,150	\$1,003	\$1,089	\$1,275	\$1,641	\$1,864	\$1,675	\$1,935	\$1,384	\$1,473
<b>% Change</b>	-3%	-13%	9%	17%	29%	14%	-10%	16%	-28%	6%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	-\$1,534	-\$1,170	-\$1,349	-\$1,736	-\$1,480	-\$2,131	-\$1,481	-\$322	\$479	\$208

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

# U.S. Travel & Tourism Trends: International Visitor Spending

## U.S. Travel and Tourism Balance of Trade: **Australia** International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>Receipts (Exports)</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Total</b>	\$1,743	\$1,812	\$1,814	\$2,554	\$2,808	\$3,054	\$3,336	\$3,733	\$3,423	\$3,973
<b>% Change</b>	-27%	4%	0%	41%	10%	9%	9%	12%	-8%	16%
<b>Travel</b>	\$1,382	\$1,473	\$1,502	\$2,074	\$2,267	\$2,505	\$2,737	\$3,077	\$2,974	\$3,489
<b>% Change</b>	-26%	7%	2%	38%	9%	10%	9%	12%	-3%	17%
<b>Passenger Fares</b>	\$361	\$339	\$312	\$480	\$541	\$549	\$599	\$656	\$449	\$484
<b>% Change</b>	-32%	-6%	-8%	54%	13%	1%	9%	10%	-32%	8%
<b>Payments (Imports)</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Total</b>	\$2,311	\$1,638	\$1,685	\$1,936	\$2,089	\$2,091	\$2,313	\$2,375	\$2,251	\$2,357
<b>% Change</b>	10%	-29%	3%	15%	8%	0%	11%	3%	-5%	5%
<b>Travel</b>	\$1,549	\$997	\$1,037	\$1,128	\$1,188	\$1,156	\$1,343	\$1,361	\$1,472	\$1,527
<b>% Change</b>	5%	-36%	4%	9%	5%	-3%	16%	1%	8%	4%
<b>Passenger Fares</b>	\$762	\$641	\$648	\$808	\$901	\$935	\$970	\$1,014	\$779	\$830
<b>% Change</b>	23%	-16%	1%	25%	12%	4%	4%	5%	-23%	7%
<b>Balance of Trade</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Trade Surplus</b>	-\$568	\$174	\$129	\$618	\$719	\$963	\$1,023	\$1,358	\$1,172	\$1,616

**Travel:** These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

**Passenger Fares:** These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

**Source:** U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2011).

## Sources:

U.S. Department of Commerce, Office of Travel & Tourism Industries.  
U.S. Department of Commerce, Bureau of Economic Analysis.

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.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
- Travel Trade Barometer

For more information on the U.S. Travel and Tourism Satellite Accounts (TTSA), please visit:

<http://www.bea.gov/industry/iedguide.htm#TTSA>

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