



Office of Travel and Tourism Industries

# **International Visitation to the United States: A Statistical Summary of U.S. Arrivals (2009)**



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## Why is International Travel Important?

- » *The United States is the number two destination for global international travel.*
- » *International travel and tourism accounts for approximately four percent of total travelers within the United States.*
- » *But where it counts – “total spending, employment, payroll and taxes” - the international travel share is about ten percentage points higher, roughly 14 percent of all U.S. travel.*
- » *International travelers support an estimated 1.2 million jobs and generate about \$17 billion in federal, state and local taxes.*

## U.S. Travel & Tourism: International Visitation to the United States 2009

After two straight years of record international visitation to the United States, in 2009 visits dropped as the global economic downturn slowed travel around the world. The top inbound markets continued to be Canada and Mexico, both of which were down in arrivals along with six of the nine overseas regional markets. South America, Asia and Oceania experienced the strongest growth in the fourth quarter, due in part to increases from the emerging markets of China and Brazil.

During the fourth quarter total arrivals increased two percent. That marked the first quarter to experience growth in 2009. Positive growth occurred in 15 of the top 20 arrival markets. Arrivals from overseas, Canada and Mexico were up one percent, four percent and three percent, respectively.

Annual overseas arrivals (excluding Canada and Mexico) totaled 23.8 million during 2009, down six percent from 2008. Travel from overseas markets accounted for 43 percent of total arrivals to the United States. While overseas travel was still down 9 percent from its peak in 2000, visitation from overseas markets is up 32 percent from its low in 2003. Five of the top 50 overseas markets set new visitation records: Australia, China/PRC, Colombia, Ecuador and Panama.

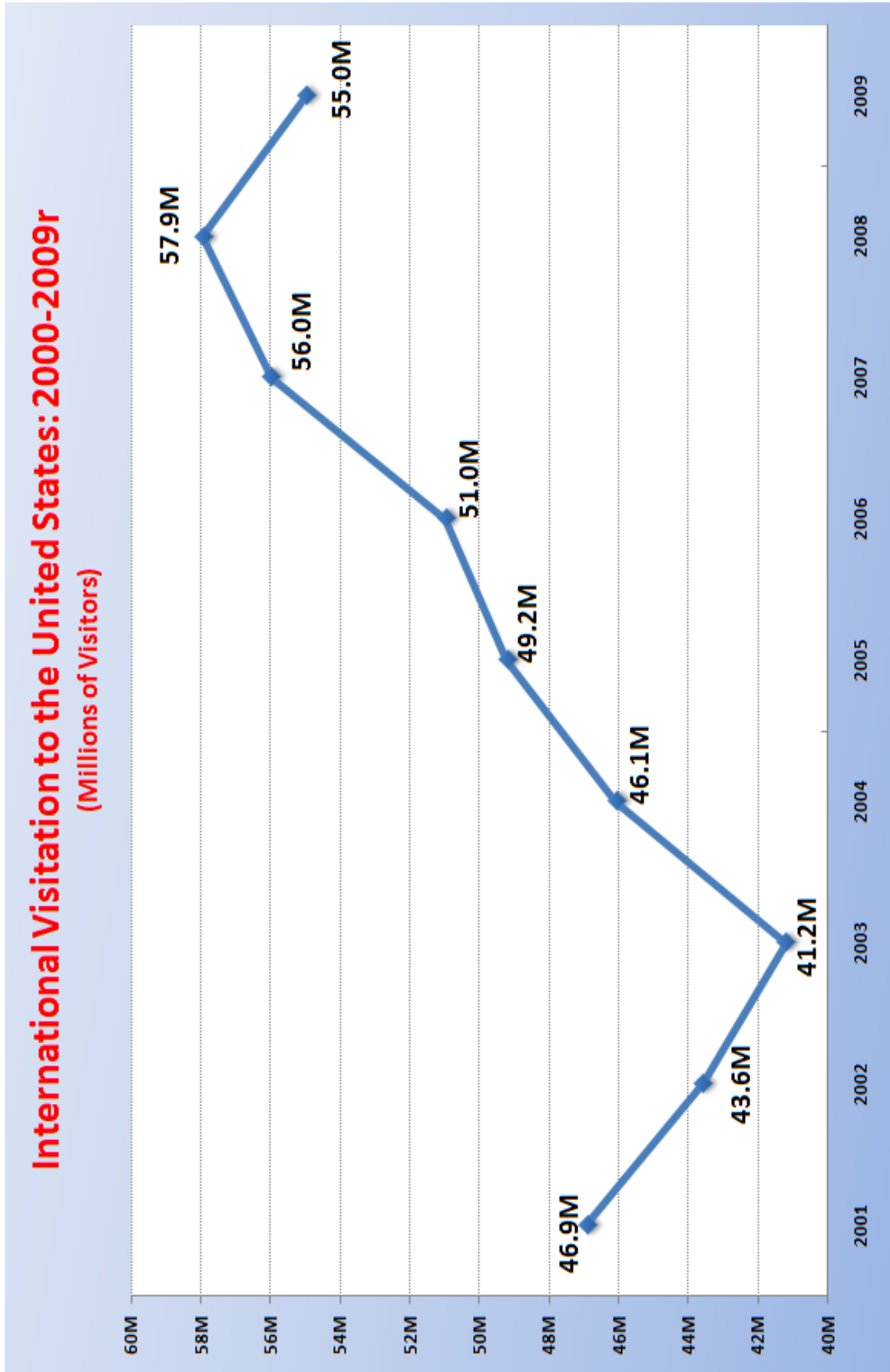


In 2009, seven of the top 20 arrival markets posted increases, with Brazil and Argentina accounting for double-digit increases. The United Kingdom and Japan were among thirteen markets which experienced declines for the year. The top 20 inbound visitor markets accounted for 89 percent of all international arrivals to the United States during 2009 and as a group it was down six percent compared to 2008.



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# International Visitation to the United States



Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo.

(r) Revised.

Revised: February 2011.

# International Visitation to the United States

## International Visitors (Inbound) and U.S. Residents (Outbound) International Travelers to/from the United States 2001 - 2009<sup>r</sup>

International Visitors (Inbound)	2001	2002	2003	2004	2005	2006	2007	2008 <sup>r</sup>	2009 <sup>r</sup>
Total Inbound (000s)	46,927	43,581	41,218	46,086	49,206	50,977	55,979	57,937	54,958
% Change	-8%	-7%	-5%	12%	7%	4%	10%	3%	-5%
Overseas <sup>1</sup>	21,833	19,117	18,026	20,322	21,679	21,668	23,892	25,341	23,756
% Change	-16%	-12%	-6%	13%	7%	0%	10%	6%	-6%
Canada	13,527	13,024	12,666	13,857	14,862	15,992	17,760	18,910	17,973
% Change	-8%	-4%	-3%	9%	7%	8%	11%	6%	-5%
Mexico	11,567	11,440	10,526	11,907	12,665	13,317	14,327	13,686	13,229
% Change	9%	-1%	-8%	13%	6%	5%	8%	-4%	-3%
<b>U.S. Residents (Outbound)</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008<sup>r</sup></b>	<b>2009<sup>r</sup></b>
Total Outbound (000s)	59,442	58,065	56,250	61,809	63,503	63,662	64,028	63,564	61,419
% Change	-3%	-2%	-3%	10%	3%	0%	1%	-1%	-3%
Overseas	25,249	23,397	24,452	27,351	28,787	30,148	31,228	30,789	30,300
% Change	-6%	-7%	5%	12%	5%	5%	4%	-1%	-2%
Canada	15,570	16,167	14,232	15,088	14,391	13,855	13,375	12,504	11,667
% Change	3%	4%	-12%	6%	-5%	-4%	-3%	-7%	-7%
Mexico	18,623	18,501	17,566	19,370	20,325	19,659	19,425	20,271	19,452
% Change	-3%	-1%	-5%	10%	5%	-3%	-1%	4%	-4%

Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo.

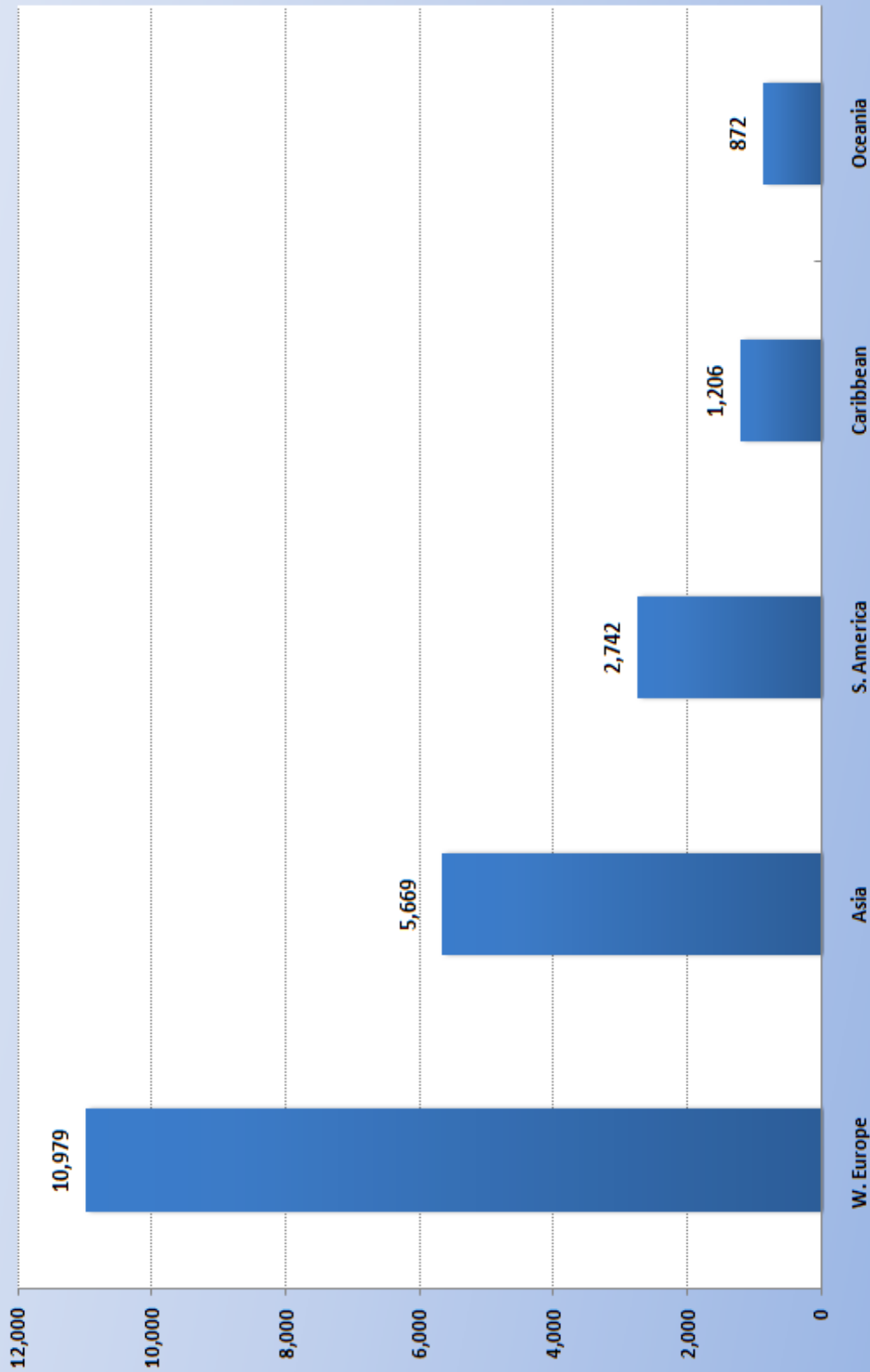
<sup>1</sup> Overseas excludes Canada and Mexico.

(r) Revised.

Revised: February 2011.

# International Visitation to the United States

## Top Five Overseas Regions for Visitation to the United States in 2009 (Thousands of Visitors)

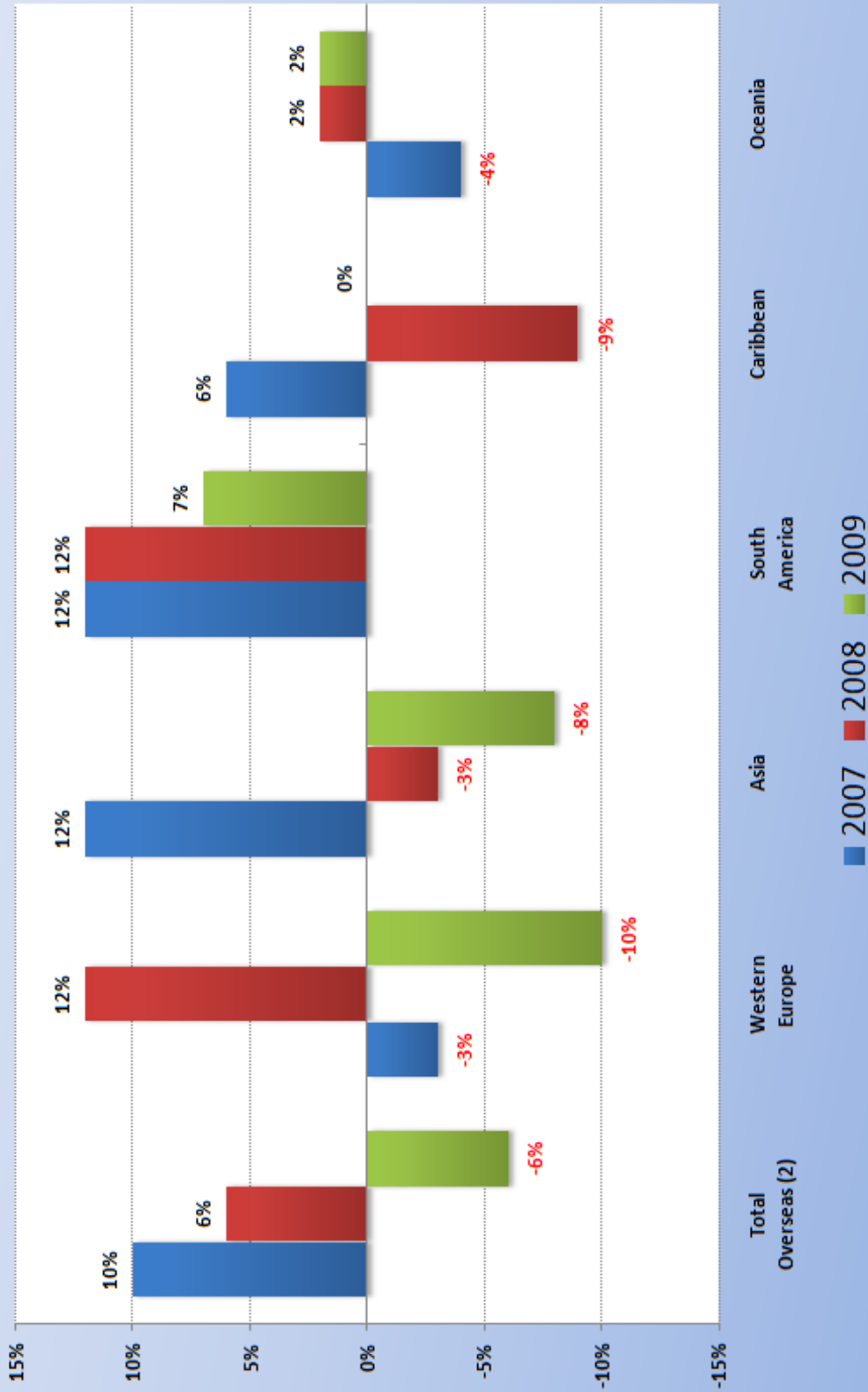


Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries

Released: March 2010.

# International Visitation to the United States

## Top Five Overseas World Regions for Visitation to the United States 3 Year Comparison<sup>1</sup>



Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries.

(1) The percent change was calculated by comparing the yearly data to the previous year's data.

(2) "Overseas" excludes Canada and Mexico.

Released: March 2010.

# International Visitation to the United States

## International Visitors to the U.S. by Region of Residence 2008 vs 2009<sup>r</sup>

Region/Country of Residence	2008	2009 <sup>r</sup>	% Change (2009/2008)
Total Arrivals <sup>1</sup>	57,937,451	54,958,184	-5%
North America <sup>2</sup>	32,596,000	31,202,000	-4%
Canada <sup>3</sup>	18,910,000	17,973,000	-5%
Canada Air <sup>3</sup>	6,348,000	6,089,000	-4%
Mexico <sup>3</sup>	13,686,000	13,229,000	-3%
Mexico Air <sup>4</sup>	1,708,320	1,511,110	-12%
Overseas <sup>5</sup>	25,341,451	23,756,184	-6%
Western Europe	12,198,081	10,978,668	-10%
Asia	6,178,602	5,668,721	-8%
South America	2,555,599	2,741,535	7%
Caribbean	1,201,149	1,206,068	0%
Oceania	851,619	871,982	2%
Central America	775,590	757,905	-2%
Middle East	680,974	665,942	-2%
Eastern Europe	584,602	571,598	-2%
Africa	315,235	293,765	-7%

Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo.

(r) Revised

(1) Total Arrivals is the sum of Canada, Mexico and all Overseas.

(2) North America includes Canada and Mexico only.

(3) Figures are based on survey data obtained from their respective governments and therefore rounded to the nearest thousand.

(4) Mexico air data are based on the Department of Homeland Security I-94 form.

(5) "Overseas" excludes Canada and Mexico.

Revised: February 2011.





# International Visitation to the United States

## Top 50 Markets for International Visitors to the United States 2008 vs 2009<sup>r</sup>

Rank	Region/Country of Residence	2008	2009 <sup>r</sup>	% Change (2009/2008)
	Total Arrivals <sup>1</sup>	57,937,451	54,958,184	-5%
	North America <sup>2</sup>	32,596,000	31,202,000	-4%
1	Canada <sup>3</sup>	18,910,000	17,973,000	-5%
	Canada Air <sup>3</sup>	6,348,000	6,089,000	-4%
2	Mexico <sup>3</sup>	13,686,000	13,229,000	-3%
	Mexico Air <sup>4</sup>	1,708,320	1,511,110	-12%
	Overseas <sup>5</sup>	25,341,451	23,756,184	-6%
3	United Kingdom	4,564,895	3,899,167	-15%
4	Japan	3,249,578	2,918,268	-10%
5	Germany	1,782,299	1,686,825	-5%
6	France	1,243,942	1,204,490	-3%
7	Brazil	769,232	892,611	16%
8	Italy	779,463	753,310	-3%
9	South Korea	759,394	743,846	-2%
10	Australia	689,927	723,576	5%
11	Spain	658,333	596,766	-9%
12	India	598,971	549,474	-8%
13	Netherlands	607,802	547,790	-10%
14	China, PRC	492,958	524,817	6%
15	Venezuela	507,153	507,185	0%
16	Colombia	419,268	424,526	1%
17	Ireland	531,198	411,203	-23%
18	Argentina	318,144	356,428	12%
19	Switzerland	341,955	355,727	4%
20	Sweden	397,017	324,417	-18%
21	Israel	332,257	308,213	-7%
22	Belgium	265,383	245,710	-7%
23	Denmark	256,604	245,623	-4%
24	Taiwan	294,893	239,545	-19%
25	Dominican Republic	226,184	227,948	1%

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# International Visitation to the United States

## Top 50 Markets for International Visitors to the United States 2008 vs 2009<sup>r</sup>

Rank	Region/Country of Residence	2008	2009 <sup>r</sup>	% Change (2009/2008)
26	Bahamas	180,914	224,812	24%
27	Norway	213,983	193,318	-10%
28	Guatemala	188,177	189,455	1%
29	Jamaica	204,982	185,526	-9%
30	Philippines	179,820	171,680	-5%
31	Ecuador	152,112	168,432	11%
32	Austria	158,764	162,569	2%
33	Peru	162,883	160,474	-1%
34	Costa Rica	165,257	157,471	-5%
35	Russia	142,998	142,650	0%
36	Trinidad and Tobago	147,613	141,406	-4%
37	New Zealand	145,325	131,012	-10%
38	Chile	130,813	126,609	-3%
39	El Salvador	136,494	123,185	-10%
40	Hong Kong	139,359	116,023	-17%
41	Honduras	116,902	115,405	-1%
42	Poland	146,887	115,327	-21%
43	Finland	118,448	114,364	-3%
44	Panama	102,832	109,968	7%
45	Singapore	141,474	107,400	-24%
46	Turkey	107,572	94,302	-12%
47	Haiti	91,748	80,572	-12%
48	South Africa	93,692	78,934	-16%
49	Portugal	89,158	74,457	-16%
50	Thailand	76,820	69,204	-10%

Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo.

(r) Revised.

(1) Total Arrivals is the sum of Canada, Mexico and all Overseas.

(2) North America includes Canada and Mexico only.

(3) Figures are based on survey data obtained from their respective governments and therefore rounded to the nearest thousand.

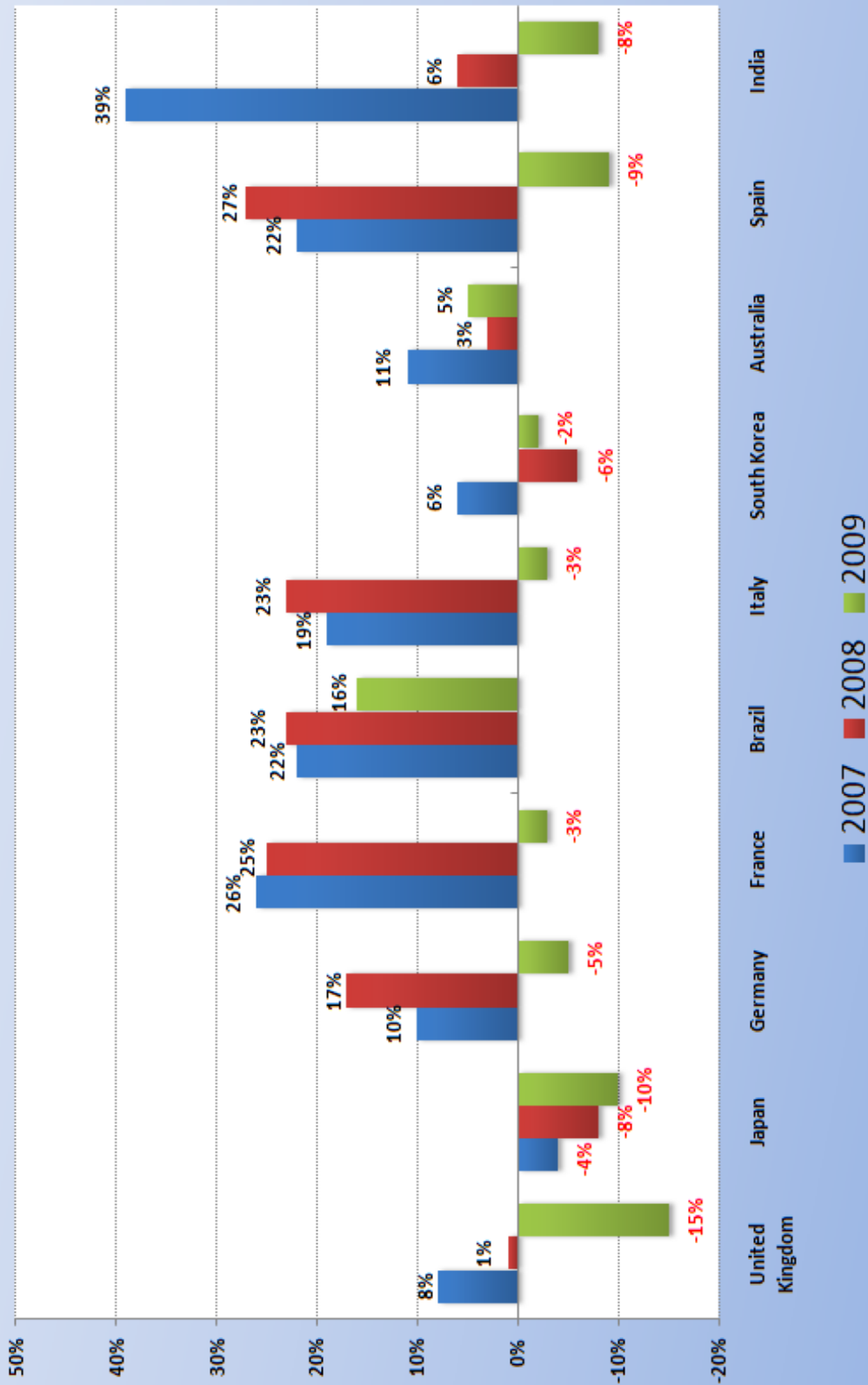
(4) Mexico air data are based on the Department of Homeland Security I-94 form.

(5) "Overseas" excludes Canada and Mexico.

Revised: February 2011.

# International Visitation to the United States

## Top 10 Overseas Markets for International Visitors 3 Year Comparison<sup>1</sup>



Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries.

(1) The percent change was calculated by comparing the yearly data to the previous year's data.

Released: March 2010.

# International Visitation to the United States

## International Visitors to United States: Country of Residency Historical Arrivals 2001 - 2009<sup>r</sup>(Top 50 Origin Countries)

Rank	Country of Residence	2001	2002	2003	2004	2005	2006	2007	2008	2009 <sup>r</sup>
	Total Visitation	46,927,242	43,580,904	41,217,718	46,085,774	49,205,624	50,977,290	55,979,277	57,937,451	54,958,184
1	Canada	13,527,000	13,024,000	12,666,000	13,857,000	14,862,000	15,992,000	17,760,000	18,910,000	17,973,000
2	Mexico	11,567,000	11,440,000	10,526,000	11,907,000	12,665,000	13,317,000	14,327,000	13,686,000	13,229,000
3	United Kingdom	4,097,258	3,816,736	3,936,112	4,302,737	4,344,957	4,176,211	4,497,858	4,564,895	3,899,167
4	Japan	4,082,661	3,627,264	3,169,682	3,747,620	3,883,906	3,672,584	3,531,489	3,249,578	2,918,268
5	Germany	1,313,756	1,189,856	1,180,212	1,319,904	1,415,530	1,385,520	1,524,151	1,782,299	1,686,825
6	France	875,854	734,260	688,887	775,274	878,648	789,815	997,506	1,243,942	1,204,490
7	Brazil	551,406	405,094	348,945	384,734	485,373	525,271	639,431	769,232	892,611
8	Italy	472,348	406,160	408,633	470,805	545,546	532,829	634,152	779,463	753,310
9	South Korea	617,892	638,697	617,573	626,595	705,093	757,721	806,175	759,394	743,846
10	Australia	425,934	407,130	405,698	519,955	581,773	603,275	669,536	689,927	723,576
11	Spain	291,052	269,520	284,031	333,432	385,640	424,224	516,471	658,333	596,766
12	India	269,674	257,271	272,161	308,845	344,926	406,845	567,045	598,971	549,474
13	Netherlands	411,742	384,367	373,690	424,872	448,650	446,785	506,852	607,802	547,790
14	China (PRC)	232,416	225,565	157,326	202,544	270,272	320,450	397,405	492,958	524,817
15	Venezuela	555,292	395,913	284,423	330,285	340,315	369,037	458,678	507,153	507,185
16	Colombia	371,747	321,439	280,259	295,371	325,398	348,388	389,752	419,268	424,526
17	Ireland	276,806	259,687	254,320	345,119	383,400	414,423	491,055	531,198	411,203
18	Argentina	434,011	164,658	150,719	167,726	188,865	212,096	266,971	318,144	356,428
19	Switzerland	310,826	253,940	230,042	243,186	256,730	270,571	296,369	341,955	355,727
20	Sweden	230,538	204,156	211,386	254,258	290,530	285,994	337,474	397,017	324,417
21	Israel	305,431	263,097	249,034	275,373	284,310	283,889	313,077	332,257	308,213
22	Belgium	181,693	159,052	151,069	175,997	191,596	188,311	216,579	265,383	245,710
23	Denmark	126,345	118,716	125,435	150,839	174,581	185,337	217,593	256,604	245,623
24	Taiwan	357,064	288,032	238,999	297,684	318,886	300,382	311,020	294,893	239,545
25	Dominican Republic	171,568	153,586	153,019	180,048	221,449	236,622	263,452	226,184	227,948

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# International Visitation to the United States

## International Visitors to United States: Country of Residency Historical Arrivals 2001 - 2009<sup>r</sup> (Top 50 Origin Countries)

Rank	Country of Residence	2001	2002	2003	2004	2005	2006	2007	2008	2009 <sup>r</sup>
26	Bahamas	293,022	262,469	253,229	265,681	237,140	243,300	256,433	180,914	224,812
27	Norway	123,268	112,593	113,233	130,400	139,043	145,359	172,882	213,983	193,318
28	Guatemala	171,955	162,367	151,891	161,983	170,076	173,793	201,286	188,177	189,455
29	Jamaica	229,003	183,903	159,484	163,059	175,351	204,912	221,521	204,982	185,526
30	Philippines	180,549	173,203	134,338	143,962	153,821	153,887	171,829	179,820	171,680
31	Ecuador	147,527	139,094	119,737	133,046	143,073	147,173	155,328	152,112	168,432
32	Austria	123,295	97,930	99,924	112,950	117,688	117,191	131,339	158,764	162,569
33	Peru	186,008	164,482	154,324	151,409	151,823	133,398	148,967	162,883	160,474
34	Costa Rica	143,434	124,993	112,880	127,112	133,820	130,702	160,444	165,257	157,471
35	Russia	70,348	64,228	62,330	72,419	84,780	94,681	114,850	142,998	142,650
36	Trinidad & Tobago	127,102	118,336	111,820	121,158	128,392	133,906	143,009	147,613	141,406
37	New Zealand	144,216	109,580	107,214	127,394	139,780	138,486	147,735	145,325	131,012
38	Chile	150,350	115,359	95,389	101,171	101,550	110,143	123,152	130,813	126,609
39	El Salvador	207,890	197,159	177,240	181,209	164,492	153,835	159,783	136,494	123,185
40	Hong Kong	170,267	135,409	114,112	123,335	135,108	137,278	142,419	139,359	116,023
41	Honduras	87,645	85,322	82,099	85,506	89,718	92,445	111,059	116,902	115,405
42	Poland	108,244	108,707	107,892	123,003	134,430	137,588	138,525	146,887	115,327
43	Finland	72,864	64,860	67,761	78,612	89,125	87,904	96,173	118,448	114,364
44	Panama	87,714	75,495	72,413	76,032	78,855	81,358	87,329	102,832	109,968
45	Singapore	99,010	97,259	87,525	106,527	115,939	122,995	135,209	141,474	107,400
46	Turkey	82,222	78,662	75,227	76,404	84,434	90,122	95,568	107,572	94,302
47	Haiti	65,169	59,444	59,756	60,521	63,970	58,918	83,837	91,748	80,572
48	South Africa	94,882	73,910	72,029	78,433	89,102	89,017	93,719	93,692	78,934
49	Portugal	67,222	56,012	54,572	60,930	68,111	71,406	80,611	89,158	74,457
50	Thailand	73,745	66,848	55,884	66,287	66,833	69,236	77,009	76,820	69,204

Sources: U.S. Department of Commerce, ITA, Manufacturing & Services, Office of Travel & Tourism Industries; Statistics Canada and Banco de Mexico/Secretaria de Turismo.  
(<sup>r</sup>) Revised: February 2011.

# International Visitation to the United States

## Visitation to the United States: Pleasure Travel<sup>1</sup> vs. Business Travel From Top Overseas Countries Sending Pleasure Travelers to the United States January - December 2009

Country of Residence	Percent Change Pleasure Travelers	Pleasure Arrivals Rank	Percent Change Business Travelers	Total Arrivals	Percent Change Total Arrivals	Total Arrivals Rank	Pleasure Travel Percent of Total	Business Travel Percent of Total
United Kingdom	-14	1	-20	3,899,152	-15	1	87.5%	12.2%
Japan	-7	2	-32	2,918,264	-10	2	89.8%	8.8%
Germany	-1	3	-23	1,686,825	-5	3	83.0%	16.1%
France	1	4	-22	1,204,489	-3	4	85.6%	13.4%
Brazil	25	5	-19	892,604	16	5	85.6%	12.7%
Italy	-1	6	-18	753,308	-3	6	86.3%	12.7%
Australia	9	7	-17	723,571	5	8	86.2%	13.3%
Spain	-9	8	-17	596,762	-9	9	88.8%	9.8%
South Korea	5	9	-18	743,843	-2	7	68.2%	18.1%
Venezuela	3	10	-22	507,148	0	13	88.5%	9.9%
Netherlands	-7	11	-21	547,789	-10	11	81.9%	17.6%
Ireland	-24	12	-9	411,202	-23	15	90.8%	8.8%
Colombia	4	13	-11	424,332	1	14	83.9%	14.1%
India	-1	14	-22	549,212	-8	10	63.3%	25.0%
Argentina	20	15	-19	356,426	12	16	85.8%	13.5%
Total Overseas <sup>2</sup> Arrivals	-4		-20	23,756,005	-6		82.4%	14.6%

Source: U.S. Department of Commerce, ITA, Manufacturing & Services, Office of Travel & Tourism Industries

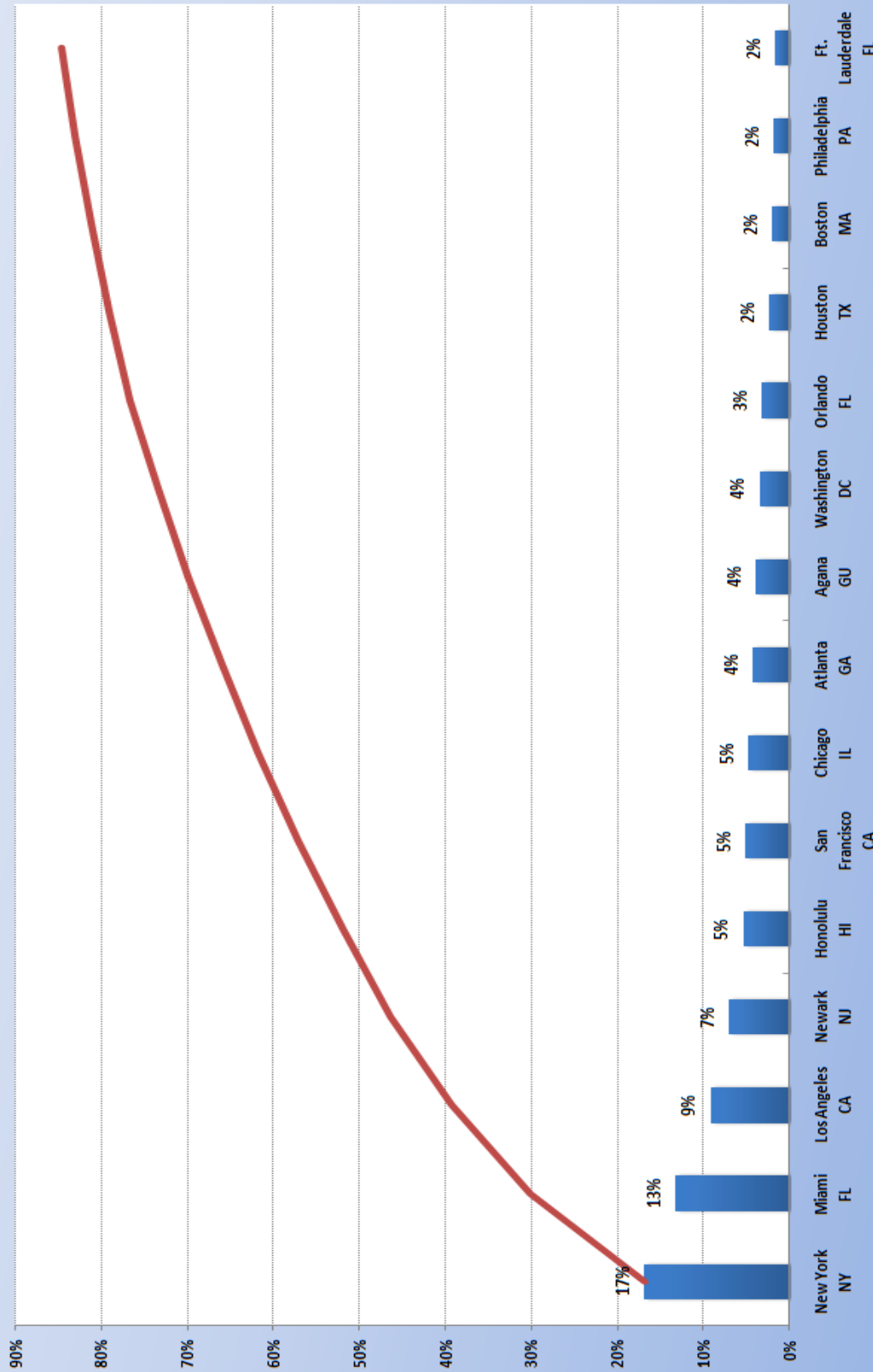
(1) The monthly figures on all travelers from each country to the United States represent mainly business, pleasure and student travelers. For some countries, there is a significant difference in the rate of change by the type of visa. The table above shows these differences for the top 15 overseas tourist-generating countries, specifically the change in pleasure travel versus business travel.

(2) "Overseas" excludes Canada and Mexico, but includes all visitor visa types.

Released: March 2010.

# International Visitation to the United States

**Overseas Passengers Handled at the Top 15 U.S. Airports  
Cumulative Market Share 2009**



Source: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries  
The data presented in this graph is from a report containing 29 tables of international arrivals data. Forty ports of entry are tracked each month by world region and selected countries.

Released: March 2010.

# International Visitation to the United States

## Top 15 Ports-of-Entry for Overseas<sup>1</sup> Visitors to the United States 2008 vs. 2009

Rank	PORTS <sup>2</sup>	2008 Total Overseas	2009 Total Overseas	% Change 2009/2008	2009 Market Share	Cumulative Market Share
--	GRAND TOTAL	25,341,451	23,756,184	-6%	100.0%	--
1	NEW YORK, NY	4,255,262	4,011,310	-6%	16.9%	16.9%
2	MIAMI, FL	3,097,120	3,136,189	1%	13.2%	30.1%
3	LOS ANGELES, CA	2,345,741	2,194,780	-6%	9.2%	39.3%
4	NEWARK, NJ	1,834,483	1,688,467	-8%	7.1%	46.4%
5	HONOLULU, HI	1,314,662	1,292,461	-2%	5.4%	51.9%
6	SAN FRANCISCO, CA	1,422,728	1,230,389	-14%	5.2%	57.1%
7	CHICAGO, IL	1,347,963	1,132,921	-16%	4.8%	61.8%
8	ATLANTA, GA	1,064,096	989,376	-7%	4.2%	66.0%
9	AGANA, GU	976,620	929,407	-5%	3.9%	69.9%
10	WASHINGTON, DC	836,176	820,026	-2%	3.5%	73.4%
11	ORLANDO, FL	708,337	791,894	12%	3.3%	76.7%
12	HOUSTON, TX	549,496	551,912	0%	2.3%	79.0%
13	BOSTON, MA	532,013	502,624	-6%	2.1%	81.1%
14	PHILADELPHIA, PA	427,212	448,020	5%	1.9%	83.0%
15	FT. LAUDERDALE, FL	373,667	386,555	3%	1.6%	84.6%

Source: U.S. Department of Commerce, ITA, Manufacturing & Services, Office of Travel & Tourism Industries

(1) "Overseas" excludes Canada and Mexico.

(2) This is one column from a report containing 29 tables of international arrivals data.  
Forty ports of entry are tracked each month by world region and select countries.

Released: March 2010.



# Interested in obtaining data for your organization?

OTTI 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://www.tinet.ita.doc.gov/research/monthly/arrivals/index.html>

## 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

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