

# 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 2011.

In 2011 total U.S. international travel spending was \$153 billion. This level includes spending in the United States and international passenger airfare payments made by non-resident visitors arriving on U.S. carriers (both exports).

The U.S. generated a travel trade surplus of \$43 billion in 2011. 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 travelers visiting the United States in 2011 supported 1.2 million of the 7.6 million American jobs supported directly or indirectly by all traveler spending.

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 percent 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.

## 2011 Visitation Levels

A record 63 million international travelers visited the United States in 2011, up four percent from 2010. The increase in 2011 builds on the record-setting performance in 2010.

The largest visitor markets for the United States in 2011 were Canada (34%), Mexico (22%), U.K. (6%), Japan (5%), Germany (3%), Brazil (2%), and France (2%). Combined, these seven markets accounted for 75 percent of all 2011 international visitors.

The United States ranks second behind France for share of world international visitors. The U.S.'s share of 2011 arrivals was 6.4%.

## 2011 U.S. Visitors

<b>Total</b>	<b>62.7 million</b>		
1 Canada	21.3 million	6 Brazil	1.5 million
2 Mexico	13.5 million	7 France	1.5 million
3 U.K.	3.8 million	8 S. Korea	1.1 million
4 Japan	3.2 million	9 China	1.1 million
5 Germany	1.8 million	10 Australia	1.0 million

## 2011 Visitor Spending Levels

Spending by international travelers to the United States in 2011 was \$153 billion. Of this total, \$116 billion was spent in the United States and \$37 billion on passenger fares on U.S. carriers. In 2011 the U.S. ranked first among worldwide destinations in travel spending, garnering 11.3 percent market share; this share is nearly double that of second-ranked Spain.

In 2011 Canada remained the top-ranked spending country among U.S. origin countries, accounting for 16 percent of total spending. Japan ranked 2<sup>nd</sup> (10%), followed by U.K. (8%), Mexico (6%), and Brazil (6%).

## 2011 U.S. Visitor Spending

<b>Total</b>	<b>\$153.0 billion</b>		
1 Canada	\$24.0 billion	6 China	\$7.7 billion
2 Japan	\$14.8 billion	7 Germany	\$6.3 billion
3 U.K.	\$12.0 billion	8 France	\$5.0 billion
4 Mexico	\$9.2 billion	9 Australia	\$5.0 billion
5 Brazil	\$8.5 billion	10 India	\$4.4 billion

## U.S. Visitors and Spending 1998-2011



Notes: International travelers include all non-U.S. residents who visit the country and stay one or more nights. Passenger fares are not collected at a global level. Thus spending comparisons and rankings are based on spending within a country.

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://tinet.ita.doc.gov>.

June 2012

