

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

Top 10 International Markets: **2011** Visitation and Spending



Top 10 Markets: 2011 International Visitor Spending

Rank	Country	2011 Spending
1	 Canada (+15%) Canadian visitors opened their wallets wider than ever in 2011, spending a record-breaking \$24.0 billion on travel and tourism-related goods and services in the United States. As a result, our favorable balance of trade has never been better; the United States enjoys a \$16.3 billion travel and tourism trade surplus with Canada. In fact, travel and tourism exports account for 43% of all U.S. services exports to Canada.	\$24.0 Billion
2	 Japan (+2%) Japanese visitor spending in the United States increased 2% in 2011, following an increase of nearly 11% in 2010. Despite these much-welcomed back-to-back years of growth, U.S. travel and tourism exports to Japan are still off more than 17% from their peak in 1995 when Japanese visitors spent a record-breaking \$17.8 billion. Travel and tourism exports account for 33% of all U.S. services exports to Japan.	\$14.8 Billion
3	 United Kingdom (+6%) U.K. visitor spending in the United States increased nearly 6% in 2011, following a small decline of 1% the previous year. Total U.S. travel and tourism-related exports to the United Kingdom have declined more than 28% since 2008, the year in which U.K. visitor spending peaked at \$16.7 billion. Travel and tourism exports account for 23% of all U.S. services exports to the United Kingdom.	\$12.0 Billion
4	 Mexico (+6%) Visitors from Mexico spent \$9.2 billion experiencing the United States in 2011, an increase of 6% when compared to 2010. Although 2011 marks the second consecutive year of growth in U.S. travel and tourism-related exports to Mexico, this market has not fully recovered from the substantial downturn in 2009 (-17%). Travel and tourism exports account for 37% of all U.S. services exports to Mexico.	\$9.2 Billion
5	 Brazil (+36%) Talk about a growth market. 2011 marks the 8th consecutive year of double-digit growth in U.S. travel and tourism exports to Brazil. Visitors from Brazil spent a record-breaking \$8.5 billion on travel to, and tourism-related activities within, the United States in 2011, an increase of 36% that follows an increase of 36% in 2010. Travel and tourism exports account for 39% of all U.S. services exports to Brazil.	\$8.5 Billion
6	 China (+47%) Visitors from China spent a record-breaking \$7.7 billion in the United States last year, positioning China well ahead of Germany in rankings of top markets for the first time ever. Moreover, U.S. travel and tourism exports to China have increased by at least 30% in seven of the last eight years! Travel and tourism exports account for 29% of all U.S. services exports to China.	\$7.7 Billion
7	 Germany (+12%) German visitor spending in the United States increased 12% in 2011, following an increase of 1% in 2010. The increase in spending was not, however, enough to maintain their position in the rankings, dropping from 6th to 7th in terms of total spending in the United States. Travel and tourism exports account for 25% of all U.S. services exports to Germany.	\$6.3 Billion
8	 France (+18%) U.S. travel and tourism exports to France rose 18% in 2011 to a record-breaking \$5.0 billion. Passenger fare exports have never been higher, either. In 2011 U.S. carriers received a record-breaking \$1.2 billion from travelers from France, an increase of more than 24% when compared to 2010. Travel and tourism exports account for 28% of all U.S. services exports to France.	\$5.0 Billion
9	 Australia (+22%) Visitors from Australia spent a record-breaking \$5.0 billion on U.S. travel and tourism-related goods and services in 2011, propelling Australia up in the rankings ahead of India. This represents an increase of more than 22% when compared to 2010 and the second consecutive year exhibiting double-digit growth. Travel and tourism exports account for nearly a third (30%) of all U.S. services exports to Australia.	\$5.0 Billion
10	 India (+10%) Visitors from India spent a record-breaking \$4.4 billion in the United States in 2011, an increase of nearly 10% when compared to 2010. Annual U.S. travel and tourism exports to India have risen by double-digits in seven of the last eight years. Travel and tourism exports account for 40% of all U.S. services exports to India.	\$4.4 Billion

Top 10 Markets: 2011 International Visitation

Rank	Country	2011 Arrivals
1	 Canada (+7%) Canada improved its position as the leader in arrivals to the United States, due to a 7% increase from 2010, setting a second-straight record. Through December, visitor volume had increased for 26 consecutive months. The increase of 1.4 million visitors in 2011 was—by far—the largest of any visitor origin country. Canada accounted for a 34.0% share of 2011 visitor volume, a record high.	21.34 Million
2	 Mexico (+0%) Mexico visitor volume ticked up ever-so-slightly in 2011. However, visitor volume remains down 836,000 from the 2007 record of 14.3 million. As usual from this market, monthly performance throughout the year produced no discernible patterns. Mexico accounted for a 21.5% share of 2011 visitor volume.	13.49 Million
3	 United Kingdom (-0%) United Kingdom visitor volume also was down slightly in 2011. The 2011 decline was small, but built on the large 15% drop in 2009 and the small decline in 2010. Following a solid recovery from the volcano-induced declines in April 2010, monthly performance tailed off the rest of the year. Visitation remains well below the 2000 record of 4.7 million. The U.K. accounted for a 6.2% share of 2011 visitor volume.	3.84 Million
4	 Japan (-4%) The March tsunami and its aftermath spoiled the optimism for the return of this key market created by 2010's 16% increase. Monthly performance improved throughout the year after May and was nearly positive the final three months of the year. Visitor volume remains well below the 1997 record of 5.4 million visitors. Japan accounted for a 5.2% share of 2011 visitor volume.	3.25 Million
5	 Germany (+6%) The 2011 performance continues the “up-and-down” trend seen over the past 11 years—visitation has declined five times and increased six times, including 2011. Monthly performance throughout 2011 reflected a similar lack of defining trend. The 2011 visitation level remains below the record 2.0 million set in 1996. Germany accounted for a 2.9% share of 2011 volume.	1.82 Million
6	 Brazil (+26%) Brazil continued its march up the top-ten ladder by leap-frogging over France with significant growth in 2011, extending the arrivals expansion streak to eight years and setting a second consecutive record. Brazil has now posted double-digit growth in 7 of the past 8 years. The OTTI Travel Forecast calls for Brazil and Germany to vie for the #5 spot in 2013. Brazil accounted for a 2.4% share of 2011 visitor volume.	1.51 Million
7	 France (+12%) France slipped to the #7 spot despite a solid 12% gain in 2011 that set another volume record. Mirroring Germany, France's 2011 performance continues the “up-and-down” trend posted over the past 11 years—visitation has declined five times and increased six times, including 2011. France accounted for a 2.4% share of 2011 visitor volume.	1.50 Million
8	 South Korea (+3%) South Korea posted an increase of 3% in 2011 to set a second consecutive record, but the performance was unimpressive following the dramatic 49% increase in 2010 and in relation to much loftier expectations for 2011 and beyond following inclusion in the Visa Waiver Program in late 2008. South Korea accounted for a 1.8% share of 2010 visitor volume.	1.15 Million
9	 China (+36%) China's 36% increase in 2011 visitor volume catapulted the country into the top ten list by surpassing both Italy and Australia. The performance was the best among the top 39 origin markets. The OTTI Travel Forecast calls for China to continue to move up a spot in ranking in each of the next two years. China accounted for a 1.7% share of 2011 visitor volume.	1.09 Million
10	 Australia (+15%) Australia built on steady progress and yielded its seventh straight record year with a 15% growth from 2010, and the market surpassed the one million arrivals market for the first time. Despite this strong performance, China's 36% increase pushed the country down one position in ranking. Australia accounted for a 1.7% share of 2011 visitor volume.	1.04 Million

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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