

U.S. Department of Commerce
International Trade Administration













National Travel and Tourism Office

Top 10 International Markets: **2016** Visitation and Spending



Top 10 Markets: 2016 International Visitor Spending (Preliminary)

Rank	Country	2016 Spending
1	 China (+15%) A decade ago, China ranked seventh in terms of total tourism-related spending in the United States. Now, however, after more than a decade of double-digit growth (averaging 24% a year since 2004), China dominates the rankings as the #1 market for U.S. tourism exports—injecting more than \$95 million a day into the U.S. economy. Travel and tourism exports account for 65% of all U.S. services exports to China.	\$34.8 Billion
2	 Canada (-13%) Because Chinese visitor spending increased 15% in each of the last two years, while spending by visitors from Canada declined 13% in each of these years, no plausible scenario exists that shows Canada ever regaining the top spot in tourism spending. In fact, Canada will be hard-pressed to maintain second place in 2017. Travel and tourism exports account for 37% of all U.S. services exports to Canada.	\$19.8 Billion
3	 Mexico (-0%) Don't let the downturn fool you; this less than one half of one percent decline (-\$81 million) follows three consecutive years of record-setting spending by our neighbors to the south, and Mexico is still on pace to rival Canada as our second largest market for U.S. travel and tourism exports in 2017. Travel and tourism exports account for 63% of all U.S. services exports to Mexico.	\$19.7 Billion
4	 Japan (-5%) There has been virtually no growth out of Japan in nearly two decades—neither in population nor in the amount of money the dwindling citizenry spends in the United States. The \$16.4 billion spent in 2016 is nearly 12% off the record set back in 2000 when visitors from Japan spent \$18.6 billion experiencing the United States. Travel and tourism exports account for 37% of all U.S. services exports to Japan.	\$16.4 Billion
5	 United Kingdom (-2%) U.K. visitors substantially curtailed their spending in the United States during the global economic downturn in 2009; indeed, U.K. spending plummeted more than 28% that year. Since then U.K. spending fully recovered in 2015 with a record-setting \$16.2 billion, only to dip back down slightly in 2016. Travel and tourism exports account for 24% of all U.S. services exports to the United Kingdom.	\$15.9 Billion
6	 India (+11%) The United States has enjoyed increased visitor spending from travelers originating out of India in every single year ever reported, save one (spending was absolutely flat in 2009). In fact, over the last decade, travel and tourism exports to India have more than doubled, culminating into a record-setting \$13.1 billion in 2016. Travel and tourism exports account for 64% of all U.S. services exports to India.	\$13.1 Billion
7	 Brazil (-19%) It wasn't solely India's strong performance that sent Brazil packing in 2016, pushing Brazil down in the rankings; it was more so the substantial (and unexpected) decline in total Brazilian spending in the United States that pushed Brazil down to 7th place, markedly declining more than 19% in 2016 to \$11.6 billion. Travel and tourism exports account for 47% of all U.S. services exports to Brazil.	\$11.6 Billion
8	 South Korea (+10%) Back-to-back years of 10% growth have propelled South Korea up two spots in 2016 to assume 8th place in terms of total visitor spending in the United States. Growth of South Korean spending has averaged 10% a year since 2010 (with double-digit growth in four out of seven of those years). Travel and tourism exports account for 41% of all U.S. services exports to South Korea.	\$8.9 Billion
9	 Australia (-4%) After three record-setting years in a row, spending by visitors from Australia turned down in 2016 when visitors from down under spent \$8.9 billion enjoying the United States—only the second decline since 2004. In fact, since 2004 the average growth rate is an appreciable 14%, so we expect Aussies to bounce back in 2017. Travel and tourism exports account for 40% of all U.S. services exports to Australia.	\$8.9 Billion
10	 Germany (-8%) Germany, which ranked as high as 5th in 2008, has been slowly slipping in the rankings and will struggle to rise again given the growth of emerging markets like India and South Korea. Despite a record-setting 2015, the decline in visitor spending in 2016 further pushed Germany and now finds itself at the very bottom of the top ten. Travel and tourism exports account for 26% of all U.S. services exports to Germany.	\$8.2 Billion

Interested in obtaining data for your organization?

NTTO 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://travel.trade.gov/research/programs/ifs/customized.html>

For NTTO programs of interest visit:

<http://travel.trade.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

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