

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# Top 10 International Markets: **2012** Visitation and Spending



# Top 10 Markets: 2012 International Visitation

Rank	Country	2012 Arrivals
1	 <b>Canada (+6%)</b> Canada improved its position as the leader in arrivals to the United States, setting a volume record for the third consecutive year. One-half of the 6% increase over 2011 was from the small one-night auto segment, which was up 35% for the year. Monthly jumps in this segment began in June, coinciding with an increase in the exemption limit on duty-free goods. Canada accounted for a 33.9% share of 2012 visitor volume.	<b>22.70 Million</b>
2	 <b>Mexico (+8%)</b> Mexico visitor volume expanded in 2012 for the third consecutive year and surpassed the 2000 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 2012 visitor volume.	<b>14.51 Million</b>
3	 <b>United Kingdom (-2%)</b> United Kingdom visitor volume was down in 2012 for the fourth consecutive year. Visitor volume is now down nearly one million visitors from the 2000 peak of 4.7 million. Monthly moving averages all remain in negative territory, providing a bearish outlook for 2013. The U.K. accounted for a 6.1% share of 2012 visitor volume.	<b>3.76 Million</b>
4	 <b>Japan (+14%)</b> Post-tsunami optimism for a recovery in visitor volume was finally rewarded in 2012. There was a sharp increase in visitation, with the U.S. volume reaching five percentage points above the solid total outbound performance to the world (+9%). The 2012 visitor volume remains well below the 1997 record of 5.4 million visitors. Japan accounted for a 5.2% share of 2012 visitor volume.	<b>3.70 Million</b>
5	 <b>Germany (+3%)</b> Heading into the last quarter of 2012, Germany's YTD performance trend set hopes that the year might break the 2.0 million volume record set in 1996. Unfortunately, year-end negative monthly performances dashed those hopes as volume fell just short of the record. Germany accounted for a 2.9% share of 2012 volume.	<b>1.88 Million</b>
6	 <b>Brazil (+19%)</b> Brazil posted another double-digit growth rate in 2012. This performance extends the growth streak to nine years and resulted in a third consecutive record for arrivals. Brazil has now posted double-digit growth in 8 of the past 9 years. Brazil and Germany appear positioned to compete for the #5 spot in 2013. Brazil accounted for a 2.4% share of 2012 visitor volume.	<b>1.79 Million</b>
7	 <b>China (+35%)</b> China's 35% increase in 2012 visitor volume catapulted the country up two spots, surpassing both South Korea and France to reach 7th place in arrivals. This performance was the best in terms of percentage change among the top 30 origin markets. China accounted for a 1.7% share of 2012 visitor volume.	<b>1.47 Million</b>
8	 <b>France (-3%)</b> France slipped to the #8 spot as a result of a 3% decline in arrivals, coupled with China's 35% growth. France's 2012 performance continues the up-and-down trend seen over the past 12 years, with visitation having increased six times and decreased six times in that period. France accounted for a 2.4% share of 2012 visitor volume.	<b>1.46 Million</b>
9	 <b>South Korea (+9%)</b> South Korea posted a solid increase in 2012 to set a third consecutive arrivals record. Since inclusion in the Visa Waiver Program in late 2008, South Korea's annual performance has been uneven at -2%, +49%, +3%, and now +8%. South Korea accounted for a 1.8% share of 2012 visitor volume.	<b>1.25 Million</b>
10	 <b>Australia (+8%)</b> Australia built on steady performance and posted its eighth straight record year with 8% growth in 2012. The year included two months of performance declines, the first declines since June 2009. The 33 consecutive months of volume growth prior to these months is one of the longest growth strings of any origin country over the past few years. Australia accounted for a 1.7% share of 2012 visitor volume.	<b>1.12 Million</b>

# Top 10 Markets: 2012 International Visitor Spending

Rank	Country	2012 Spending
1	 <b>Canada (+9%)</b> In 2012 visitors from Canada opened their wallets wider than ever before, injecting a record-breaking \$26.1 billion in the U.S. economy. In fact, following the full implementation of the Western Hemisphere Travel Initiative in 2009, visitors from Canada have set spending records in every subsequent year! Travel and tourism exports account for 45% of all U.S. services exports to Canada.	<b>\$26.1 Billion</b>
2	 <b>Japan (+12%)</b> U.S. travel and tourism-related exports to Japan have been fraught with difficulties—SARS in 2003, the economic slowdown of 2009, and nuclear emergencies in 2011. In 1995 international visitors from Japan spent an estimated \$17.8 billion in the United States, more than \$1.2 billion more (7%) than was spent in 2012. Travel and tourism exports account for 35% of all U.S. services exports to Japan.	<b>\$16.6 Billion</b>
3	 <b>United Kingdom (+9%)</b> Devastated by the global economic slowdown, U.S. travel and tourism exports to the United Kingdom plummeted by nearly a third (32%) in 2009 and have been slow to recover. Indeed, annual visitor spending by U.K. residents is down nearly \$3.7 billion when compared to 2008, but is once again on the rise. Travel and tourism exports account for 23% of all U.S. services exports to the United Kingdom.	<b>\$13.0 Billion</b>
4	 <b>Mexico (+9%)</b> In 2012 visitors from Mexico spent a record-breaking \$10.1 billion in the United States, an increase of 9% when compared to 2011 and the first time Mexico has breached the \$10 billion barrier. After falling 17% in 2009, U.S. travel and tourism exports to Mexico have risen 8%, 6%, and 9% in 2010, 2011, and 2012, respectively. Travel and tourism exports account for 38% of all U.S. services exports to Mexico.	<b>\$10.1 Billion</b>
5	 <b>Brazil (+10%)</b> 2012 marks the 9th consecutive year of double-digit growth in visitor spending and the 5th consecutive year of record-breaking visitor spending in the United States. “ <i>Order and Progress</i> ”—Brazil’s motto. Even during the global economic slowdown of 2009, Brazil broke the previous year’s record. How’s that for <i>progress</i> ? Travel and tourism exports account for 41% of all U.S. services exports to Brazil.	<b>\$9.3 Billion</b>
6	 <b>China (+19%)</b> In 2008 China wasn’t even on the Top 10 radar. Now, however, after stringing three consecutive years of strong double-digit growth (47%, 47%, and 19% in 2010, 2011 2012, respectively), China firmly commands 6th place after spending a record-breaking \$9.2 billion experiencing the United States in 2012. Travel and tourism exports account for 31% of all U.S. services exports to China.	<b>\$9.2 Billion</b>
7	 <b>Germany (+10%)</b> Back-to-back years of double-digit growth of U.S. travel and tourism exports to Germany pushed their annual spending in the United States up to an all-time record of \$7 billion in 2012, an increase of 10%. Germany maintained their 7th place ranking in 2012 after being supplanted by China in 2011 when they ranked 6th. Travel and tourism exports account for 28% of all U.S. services exports to Germany.	<b>\$7.0 Billion</b>
8	 <b>Australia (+11%)</b> Visitors from Australia have spent record levels on U.S. travel and tourism goods and services in 8 out of the last 10 years, helping to propel Australia up in the rankings to our 8th largest market abroad in 2012; in fact, visitors from Australia spent a record-breaking \$5.5 billion in 2012, an increase of 11% when compared to 2011. Travel and tourism exports account for 32% of all U.S. services exports to Australia.	<b>\$5.5 Billion</b>
9	 <b>France (+7%)</b> Despite spending more than ever before in 2012, France fell from 8th to 9th in terms of total spending in the United States as a result of slower growth than that of Australia (7% vs. 11%, respectively). Nonetheless, 2012 marks the second consecutive year in which visitors from France spent more than ever before in the United States. Travel and tourism exports account for 30% of all U.S. services exports to France.	<b>\$5.3 Billion</b>
10	 <b>India (+11%)</b> Outspending visitors from Italy by a full \$1 billion secured India’s position in the top 10. However, since 2008 India has fallen from 7th to 10th in terms to total spending in the United States, but not because they aren’t spending. Indeed, spending by visitors from India has exhibited double-digit growth rates in 8 of the last 10 years! Travel and tourism exports account for 41% of all U.S. services exports to India.	<b>\$4.9 Billion</b>

# 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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