

2013 International Travel to California- Top Markets	2013 Visitation					2013 Spending						
	US	% Chg	CA	% Chg	CA Share	US (\$millions)	% Chg	US Spend/Trip	CA (\$ millions)	% Chg	CA Share In Country	CA Spend per Trip
Total International	69,768,455	4.7%	15,653,000	4.5%	22.4%	\$135,734	7.5%	\$1,945	\$18,002	6.8%	13.3%	\$1,150
Mexico	14,342,722	1.0%	7,477,000	3.4%	52.1%	\$7,387	5.4%	\$515	\$2,996	7.6%	40.6%	\$402
Mexico Land (est)	12,124,722	0.4%	6,962,000	3.5%	57.4%	\$4,219	5.4%	\$348	\$2,484	8.7%	58.9%	\$357
Mexico Air	2,218,000	4.7%	515,000	2.2%	23.2%	\$3,168	5.4%	\$1,428	\$512	2.9%	16.2%	\$994
Canada	23,387,275	3.0%	1,567,000	1.6%	6.7%	\$21,576	4.5%	\$923	\$2,187	3.0%	10.1%	\$1,396
Overseas Total	32,038,000	7.7%	6,609,000	6.6%	20.6%	\$106,772	8.3%	\$3,333	\$12,820	7.3%	12.0%	\$1,940
China	1,806,553	22.5%	819,000	22.1%	45.3%	\$7,643	17.8%	\$4,231	\$1,947	17.4%	25.5%	\$2,377
UK	3,835,268	1.9%	652,000	2.6%	17.0%	\$9,212	-2.9%	\$2,402	\$867	-2.2%	9.4%	\$1,329
Australia	1,205,060	7.4%	553,000	5.9%	45.9%	\$5,017	7.1%	\$4,163	\$990	5.6%	19.7%	\$1,791
Japan	3,730,287	0.9%	536,000	-3.9%	14.4%	\$11,612	2.7%	\$3,113	\$1,053	-2.2%	9.1%	\$1,964
Germany	1,916,471	2.2%	421,000	5.6%	22.0%	\$5,059	-5.7%	\$2,640	\$703	-2.5%	13.9%	\$1,670
S. Korea	1,359,924	8.7%	389,000	0.3%	28.6%	\$4,685	16.6%	\$3,445	\$908	7.6%	19.4%	\$2,335
France	1,504,562	3.4%	388,000	3.9%	25.8%	\$4,373	7.3%	\$2,907	\$673	7.9%	15.4%	\$1,734
Scandinavia	1,158,378	5.9%	241,000	7.0%	20.8%	\$2,524	3.8%	\$2,179	\$444	4.9%	17.6%	\$1,843
India	859,156	18.6%	240,000	26.5%	27.9%	\$3,735	10.9%	\$4,347	\$446	18.3%	11.9%	\$1,859
Brazil	2,060,291	15.0%	206,000	12.6%	10.0%	\$7,038	8.3%	\$3,416	\$434	6.0%	6.2%	\$2,106
Taiwan	384,581	32.5%	186,000	34.8%	48.4%	\$1,358	12.6%	\$3,531	\$316	14.6%	23.3%	\$1,701
Italy	838,883	0.9%	157,000	-4.3%	18.7%	\$2,886	4.7%	\$3,440	\$312	-0.8%	10.8%	\$1,987
New Zealand	209,136	12.6%	119,000	16.6%	56.9%	\$802	9.0%	\$3,833	\$151	12.9%	18.9%	\$1,271
Netherlands	589,296	-0.4%	113,000	-7.2%	19.2%	\$1,563	-0.7%	\$2,652	\$206	-7.4%	13.2%	\$1,821

Sources: U.S. Dept. of Commerce; CIC Research, Inc.; Bureau of Economic Analysis; Tourism Economics