

2012 International Visitation and Spend, United States and California

	2012 Visitation			2012 Spending			
	US	CA	CA Share	US (\$mill)	CA (\$ mill)	CA Share In Country	CA Spend per Trip
Total International	66,658,669	14,689,958	22.0%	\$126,214	\$16,756	13.3%	\$1,141
Mexico	14,198,645	6,949,484	48.9%	\$7,006	\$2,687	38.3%	\$387
Mexico Land (est)	12,080,645	6,445,349	53.4%	\$4,001	\$2,189	54.7%	\$340
Mexico Air	2,118,000	504,135	23.8%	\$3,005	\$498	16.6%	\$987
Canada	22,698,986	1,543,000	6.8%	\$20,648	\$2,123	10.3%	\$1,376
Overseas Total	29,761,038	6,197,474	20.8%	\$98,560	\$11,946	12.1%	\$1,928
China	1,474,420	670,817	45.5%	\$6,486	\$1,658	25.6%	\$2,472
UK	3,763,380	635,434	16.9%	\$9,486	\$886	9.3%	\$1,395
Japan	3,698,070	557,669	15.1%	\$11,308	\$1,076	9.5%	\$1,930
Australia	1,122,180	522,380	46.6%	\$4,683	\$938	20.0%	\$1,795
Germany	1,875,950	398,591	21.2%	\$5,364	\$721	13.4%	\$1,809
Korea	1,251,440	387,893	31.0%	\$4,019	\$844	21.0%	\$2,177
France	1,455,720	373,300	25.6%	\$4,075	\$624	15.3%	\$1,670
S. America	4,416,175	370,670	8.4%	\$26,964	\$517	1.9%	\$1,394
Scandinavia	1,093,829	225,325	20.6%	\$2,430	\$423	17.4%	\$1,879
Middle East	925,398	197,509	21.3%	\$4,088	\$273	6.7%	\$1,384
India	724,433	189,790	26.2%	\$3,367	\$377	11.2%	\$1,988
Brazil	1,791,100	182,975	10.2%	\$6,498	\$409	6.3%	\$2,237
Italy	831,343	164,134	19.7%	\$2,757	\$314	11.4%	\$1,916
Taiwan	290,163	137,961	47.5%	\$1,206	\$214	17.7%	\$1,551
Netherlands	591,746	121,727	20.6%	\$1,573	\$164	10.4%	\$1,345
New Zealand	185,706	102,065	55.0%	\$735	\$87	11.8%	\$850
Ireland	331,850	77,651	23.4%	\$799	\$141	17.7%	\$1,820
Hong Kong	132,905	63,366	47.7%	\$485	\$112	23.0%	\$1,762

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