

2014 International Travel to California- Top Markets	2014 Visitation					2014 Spending			
	US	% Chg	CA	% Chg	CA Share	CA (\$ millions)	% Chg	CA Share In Country	CA Spend per Trip
Mexico	17,096,500	19.2%	7,572,000	1.3%	44.3%	\$2,942	-1.8%	34.5%	\$389
Mexico Land (est)	14,738,824	21.6%	7,030,000	1.0%	47.7%	\$2,416	-2.7%	48.9%	\$344
Mexico Air	2,357,676	6.3%	542,000	5.3%	23.0%	\$526	2.7%	16.0%	\$970
Canada	22,975,200	-1.8%	1,625,000	3.7%	7.1%	\$2,270	3.8%	10.7%	\$1,397
Overseas Total	34,419,016	7.4%	7,262,000	9.9%	21.1%	\$13,591	6.0%	12.3%	\$1,872
China	2,188,387	21.1%	996,000	21.6%	45.5%	\$2,244	15.2%	25.6%	\$2,253
UK	3,972,655	3.6%	686,000	5.3%	17.3%	\$905	4.4%	9.6%	\$1,319
Australia	1,276,124	5.9%	589,000	6.4%	46.1%	\$914	-7.7%	19.8%	\$1,553
Japan	3,579,363	-4.0%	575,000	7.3%	16.1%	\$1,173	11.4%	10.1%	\$2,041
France	1,624,604	8.0%	445,000	14.8%	27.4%	\$786	16.8%	16.4%	\$1,765
Germany	1,968,536	2.7%	439,000	4.2%	22.3%	\$720	2.4%	14.1%	\$1,641
S. Korea	1,449,538	6.6%	397,000	2.1%	27.4%	\$965	6.3%	18.6%	\$2,430
Scandinavia	1,297,474	12.0%	268,000	11.2%	20.7%	\$479	7.9%	17.5%	\$1,789
India	961,790	11.9%	262,000	9.1%	27.2%	\$481	7.7%	11.6%	\$1,835
Brazil	2,263,865	9.9%	220,000	6.9%	9.7%	\$442	1.9%	6.0%	\$2,008
Taiwan	413,048	7.4%	214,000	15.1%	51.8%	\$339	7.1%	25.0%	\$1,583
Italy	934,066	11.3%	178,000	13.3%	19.0%	\$280	-10.2%	11.0%	\$1,574
New Zealand	260,601	24.6%	135,000	13.5%	51.8%	\$145	-4.2%	17.2%	\$1,073
Netherlands	615,856	4.5%	126,000	11.2%	20.4%	\$206	0.4%	14.0%	\$1,643

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

Note from U.S. Dept. of Commerce: Beginning in 2014, definitional changes were made to the I-94 Program to include one-night stay travelers. I-94 Program data now reflect better conformity with UNWTO's one-plus night definition of a traveler. Prior to 2014, the Program's definition of a traveler to the United States was a visitor that stayed two or more nights because of incomplete data on transiting air passengers with non-U.S. destinations and limited availability of departure date data on zero and one-night stays. With the inclusion of one-night stay travelers in 2014, year over year percent changes, 2014 vs. 2013, could overstate the percent change volume for any given overseas country. 2014 and 2013 U.S. arrivals data from overseas countries may not be comparable.

Note on BEA spending data: In 2014 the Bureau of Economic Analysis revised methodology for calculating visitor spending in the U.S. to include spending by foreign students, temporary workers, and health related travel, and revised historical reporting to include these categories. California data do not include these additions, focusing instead on the traditional categories of leisure and business travel.