

2021 International Markets

North Carolina's Top International Markets by Market Share (ranked by visitor volume)

Rank	Country of Origin	2021 Estimated Visitors	Percent Change from 2020	2021 Estimated Spending	Percent Change from 2020	Average Spending per Visitor
1	Canada	48,540	-54%	\$19,909,103	-49%	\$ 410
2	Mexico	18,442	50%	\$ 6,552,480	62%	\$ 355
3	United Kingdom	10,796	-38%	\$12,820,865	-22%	\$1,188
4	Germany	10,372	-3%	\$10,936,022	39%	\$1,054
5	India	9,962	42%	\$18,355,824	57%	\$1,843
6	Brazil	3,549	-12%	\$ 8,187,144	19%	\$2,307
7	France	3,526	-23%	\$ 4,070,422	59%	\$1,154
8	Spain	3,397	34%	\$ 2,749,094	82%	\$ 809
9	Italy	2,413	35%	\$ 2,404,427	83%	\$ 996
10	China	2,076	-58%	\$13,756,593	-22%	\$6,627
	Total	210,784	-9%	\$285,602,735	44%	\$1,355

Source: Tourism Economics, 2022