

2017 International Markets

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

Rank	Country of Origin	2017 Estimated Visitors	Percent Change from 2016	2017 Estimated Spending	Percent Change from 2016	Average Spending per Visitor
1	Canada	388,500	+5.3%	\$217m	-1.4%	\$559
2	United Kingdom	76,200	+2.0%	\$128m	+1.4%	\$1,680
3	Germany	50,600	+8.6%	\$74m	+7.9%	\$1,462
4	China	36,300	+9.2%	\$102m	+6.9%	\$2,810
5	Mexico	24,900	-3.6%	\$12m	-1.6%	\$482
6	India	24,700	+2.6%	\$57m	-3.2%	\$2,308
7	Japan	20,300	+1.7%	\$41m	-5.6%	\$2,020
8	France	17,100	-3.9%	\$22m	-3.6%	\$1,236
9	Brazil	13,700	-0.3%	\$33m	-0.7%	\$2,409
10	Australia	12,300	+5.0%	\$23m	+4.5%	\$1,870
11	South Korea	11,000	+12.2%	\$24m	+5.3%	\$2,182
12	Spain	10,200	+6.3%	\$11m	+4.9%	\$1,078
12	Italy	10,200	+5.2%	\$14m	-1.4%	\$1,373
14	Sweden	8,400	+5.0%	\$10m	+5.3%	\$1,190
15	Ireland	6,800	+4.6%	\$9m	+4.7%	\$1,324
16	Denmark	5,800	-1.7%	\$14m	0.0%	\$2,414
	Total	863,200	+5.1%	\$1.1b	+3.4%	\$1,274

*tied for 12th rank

Source: Tourism Economics, 2018