

2018 International Markets

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

Rank	Country of Origin	2018 Estimated Visitors	Percent Change from 2017	2018 Estimated Spending	Percent Change from 2017	Average Spending per Visitor
1	Canada	400,800	3.7%	\$232m	+1.3%	\$579
2	United Kingdom	77,500	1.8%	\$134m	+5.1%	\$1,729
3	Germany	51,200	1.2%	\$76m	+2.3%	\$1,484
4	China	32,400	-10.8%	\$90m	-12.0%	\$2,778
5	Mexico	27,500	10.1%	\$13m	+5.9%	\$473
6	India	25,400	2.9%	\$60m	+4.4%	\$2,362
7	Japan	18,800	-7.4%	\$39m	-5.7%	\$2,074
8	France	17,700	3.1%	\$22m	+1.2%	\$1,243
9	Brazil	15,800	15.3%	\$37m	+14.8%	\$2,342
10	Australia	14,200	15.1%	\$28m	+22.3%	\$1,972
11	Spain	10,600	3.9%	\$11m	+6.5%	\$1,038
12	Italy	10,200	0.1%	\$14m	-0.4%	\$1,373
13	South Korea	9,800	-10.3%	\$23m	-5.1%	\$2,347
14	Sweden	8,400	-0.4%	\$10m	-1.7%	\$1,190
15	Ireland	7,400	8.5%	\$10m	+9.3%	\$1,351
16	Switzerland	6,100	6.6%	\$12m	+8.5%	\$1,967
17	Denmark*	5,900	1.8%	\$15m	+1.6%	\$2,542
17	Norway*	5,900	15.6%	\$12m	+17.8%	\$2,034
19	Russia	5,000	0.1%	\$11m	+10.8%	\$2,200
20	Argentina	4,700	3.2%	\$7m	+4.4%	\$1,489
	Total	888,600	+3.2%	\$1.2b	+2.4%	\$1,350

*tied for 17th rank

Source: Tourism Economics, 2019