

2019 International Markets

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

Rank	Country of Origin	2019 Estimated Visitors	Percent Change from 2018	2019 Estimated Spending	Percent Change from 2018	Average Spending per Visitor
1	Canada	405,663	1.2%	\$224.2m	-3.5%	\$553
2	United Kingdom	84,425	8.9%	\$141.6m	5.5%	\$1,677
3	Germany	51,044	-0.4%	\$72.4m	-4.6%	\$1,418
4	China	32,993	1.9%	\$88.3m	-1.8%	\$2,676
5	Mexico	29,691	8.2%	\$13.5m	3.6%	\$455
6	India	27,772	9.4%	\$63.5m	6.4%	\$2,287
7	Japan	21,449	13.9%	\$42.3m	9.0%	\$1,970
8	France	18,071	2.3%	\$21.9m	-2.1%	\$1,214
9	Brazil	16,738	6.1%	\$37.9m	1.8%	\$2,266
10	Australia	14,117	-0.3%	\$25.6m	-7.2%	\$1,814
11	South Korea	11,456	16.5%	\$24.9m	9.7%	\$2,176
12	Spain	11,216	5.6%	\$11.5m	1.0%	\$1,022
13	Italy	10,424	1.9%	\$13.1m	-4.8%	\$1,260
14	Ireland	7,639	3.3%	\$9.3m	-3.8%	\$1,217
15	Sweden	7,528	-10.0%	\$8.8m	-10.2%	\$1,167
16	Switzerland	5,892	-3.8%	\$11.7m	-6.0%	\$1,983
17	Denmark	5,755	-3.1%	\$13.2m	-9.4%	\$2,286
18	Russia	5,434	8.2%	\$11.3m	2.4%	\$2,078
19	Norway	5,107	-13.8%	\$9.4m	-18.9%	\$1,842
20	Argentina	4,361	-7.6%	\$6.3m	-13.1%	\$1,444
	Total	920,535	3.6%	\$1.2b	1.3%	

Source: Tourism Economics, 2020