

2020 International Markets

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

Rank	Country of Origin	2020 Estimated Visitors	Percent Change from 2019	2020 Estimated Spending	Percent Change from 2019	Average Spending per Visitor
1	Canada	93,851	-77%	\$52,150,403	-72%	\$556
2	United Kingdom	13,480	-84%	\$24,138,007	-82%	\$1,791
3	Mexico	11,535	-61%	\$5,752,779	-55%	\$499
4	Germany	7,002	-86%	\$9,852,891	-85%	\$1,407
5	India	5,669	-80%	\$13,002,167	-75%	\$2,293
6	Japan	4,179	-81%	\$8,204,571	-76%	\$1,963
7	Brazil	3,665	-78%	\$9,947,336	-74%	\$2,714
8	China	3,310	-90%	\$8,909,944	-87%	\$2,692
9	France	2,954	-84%	\$3,634,562	-81%	\$1,230
10	South Korea	2,444	-79%	\$4,780,549	-74%	\$1,956
11	Australia	2,292	-84%	\$4,587,931	-81%	\$2,002
12	Spain	1,639	-85%	\$1,890,856	-84%	\$1,154
13	Sweden	1,192	-84%	\$1,701,076	-81%	\$1,427
14	Russia	1,177	-78%	\$2,768,031	-74%	\$2,353
15	Ireland	1,115	-85%	\$1,293,080	-83%	\$1,160
16	Italy	1,070	-90%	\$1,303,290	-89%	\$1,218
17	Argentina	916	-79%	\$1,297,179	-76%	\$1,417
18	Denmark	865	-85%	\$2,102,719	-83%	\$2,431
19	Norway	803	-84%	\$1,531,393	-82%	\$1,908
20	Israel	756	-81%	\$1,603,871	-76%	\$2,122
	Total	189,202	-79%	\$237,651,150	-77%	\$1,256

Source: Tourism Economics, 2021