

2023 International Markets

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

Rank	Country of Origin	2023 Estimated Visitors	Percent Change from 2022	2023 Estimated Spending	Percent Change from 2022	Average Spending per Visitor
1	Canada	379,668	29%	\$211,051,502	59%	\$556
2	United Kingdom	51,525	17%	\$79,624,403	23%	\$1,545
3	India	43,037	38%	\$66,397,487	61%	\$1,543
4	Germany	40,146	28%	\$57,899,771	48%	\$1,442
5	China	22,901	65%	\$48,626,410	17%	\$2,123
6	Mexico	22,530	14%	\$7,569,226	25%	\$336
7	Brazil	19,346	21%	\$40,982,670	22%	\$2,118
8	Australia	15,348	45%	\$33,847,379	73%	\$2,205
9	France	13,839	33%	\$18,485,769	62%	\$1,336
10	South Korea	11,958	44%	\$19,235,060	58%	\$1,609
11	Japan	11,654	54%	\$18,078,423	110%	\$1,551
12	Italy	10,538	34%	\$14,093,879	62%	\$1,337
13	Spain	10,298	20%	\$13,273,303	42%	\$1,289
14	Netherlands	8,984	23%	\$10,864,202	38%	\$1,209
15	Sweden	5,928	32%	\$7,915,592	41%	\$1,335
16	Ireland	5,055	21%	\$6,975,185	39%	\$1,380
17	Singapore	4,915	73%	\$9,667,827	233%	\$1,967
18	Denmark	4,266	44%	\$8,351,040	57%	\$1,958
19	Argentina	4,264	19%	\$6,433,737	36%	\$1,509
20	Israel	4,143	18%	\$5,019,267	14%	\$1,211
	Total	690,343	34%	\$684,392,131	55%	\$991

Source: Tourism Economics, 2024