

2022 International Markets

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

Rank	Country of Origin	2022 Estimated Visitors	Percent Change from 2021	2022 Estimated Spending	Percent Change from 2021	Average Spending per Visitor
1	Canada	269,138	454.5%	\$ 127,214,942	539.0%	\$ 473
2	United Kingdom	42,586	294.4%	\$ 64,683,588	404.5%	\$ 1,519
3	Germany	28,960	179.2%	\$ 39,098,264	257.5%	\$ 1,350
4	India	26,578	166.8%	\$ 41,170,684	124.3%	\$ 1,549
5	Mexico	19,400	5.2%	\$ 6,092,569	-7.0%	\$ 314
6	Brazil	15,360	332.8%	\$ 33,653,410	311.1%	\$ 2,191
7	France	9,210	161.2%	\$ 11,438,555	181.0%	\$ 1,242
8	Australia	8,493	587.8%	\$ 19,516,762	1133.2%	\$ 2,298
9	Spain	8,193	141.2%	\$ 9,324,495	239.2%	\$ 1,138
10	China	8,029	286.8%	\$ 17,641,316	28.2%	\$ 2,197
11	Italy	6,948	187.9%	\$ 8,722,245	262.8%	\$ 1,255
12	Netherlands	6,930	1188.8%	\$ 7,868,817	1548.1%	\$ 1,136
13	South Korea	6,707	234.6%	\$ 12,178,718	39.3%	\$ 1,816
14	Japan	5,313	232.6%	\$ 8,610,098	182.8%	\$ 1,621
15	Sweden	4,054	275.6%	\$ 5,609,374	318.7%	\$ 1,384
16	Ireland	3,992	277.9%	\$ 5,006,150	594.2%	\$ 1,254
17	Argentina	3,450	101.9%	\$ 4,736,637	224.1%	\$ 1,373
18	Israel	3,403	89.6%	\$ 4,396,858	55.9%	\$ 1,292
19	Switzerland	2,557	125.7%	\$ 4,984,536	161.7%	\$ 1,949
20	Poland	2,389	427.3%	\$ 4,646,626	376.2%	\$ 1,945
	Total	582,867	176.5%	\$ 598,957,552	1.3%	\$1,028

Source: Tourism Economics, 2023