

# 2024 International Markets

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

| Rank | Country of Origin | 2024 Estimated Visitors | Percent Change from 2023 | 2024 Estimated Spending | Percent Change from 2023 | Average Spending per Visitor |
|------|-------------------|-------------------------|--------------------------|-------------------------|--------------------------|------------------------------|
| 1    | Canada            | 385,592                 | 2%                       | \$204,803,863           | -2%                      | \$ 531                       |
| 2    | United Kingdom    | 62,040                  | -2%                      | \$119,153,751           | 0%                       | \$ 1,921                     |
| 3    | India             | 54,702                  | 31%                      | \$79,258,061            | 29%                      | \$ 1,449                     |
| 4    | Germany           | 43,963                  | 14%                      | \$64,953,199            | 15%                      | \$ 1,477                     |
| 5    | China             | 33,474                  | 56%                      | \$93,907,164            | 107%                     | \$ 2,805                     |
| 6    | Mexico            | 26,469                  | 17%                      | \$7,805,943             | 19%                      | \$ 295                       |
| 7    | Brazil            | 23,135                  | 23%                      | \$48,543,469            | 22%                      | \$ 2,098                     |
| 8    | Australia         | 15,846                  | 6%                       | \$42,012,978            | 22%                      | \$ 2,651                     |
| 9    | France            | 15,687                  | 9%                       | \$20,645,719            | 10%                      | \$ 1,316                     |
| 10   | Japan             | 13,979                  | 15%                      | \$18,611,468            | 5%                       | \$ 1,331                     |
| 11   | South Korea       | 13,018                  | 4%                       | \$23,072,273            | 14%                      | \$ 1,772                     |
| 12   | Italy             | 12,519                  | 18%                      | \$16,275,684            | 15%                      | \$ 1,300                     |
| 13   | Spain             | 11,371                  | 13%                      | \$13,940,114            | 10%                      | \$ 1,226                     |
| 14   | Sweden            | 5,814                   | 1%                       | \$7,430,947             | -3%                      | \$ 1,278                     |
| 15   | Ireland           | 5,683                   | 11%                      | \$8,479,053             | 16%                      | \$ 1,492                     |
| 16   | Argentina         | 5,263                   | 20%                      | \$7,816,445             | 20%                      | \$ 1,485                     |
| 17   | Poland            | 5,148                   | 26%                      | \$9,440,664             | 25%                      | \$ 1,834                     |
| 18   | Taiwan            | 4,915                   | 23%                      | \$5,851,944             | 56%                      | \$ 1,191                     |
| 19   | Denmark           | 4,754                   | -1%                      | \$9,275,964             | -2%                      | \$ 1,951                     |
| 20   | Israel            | 4,156                   | 5%                       | \$5,128,602             | 16%                      | \$ 1,234                     |
|      | Total             | 913,175                 | 9%                       | \$ 1,099,670,289        | 15%                      | \$ 1,204                     |

Source: Tourism Economics, 2025

\*2023 data revised from last publication