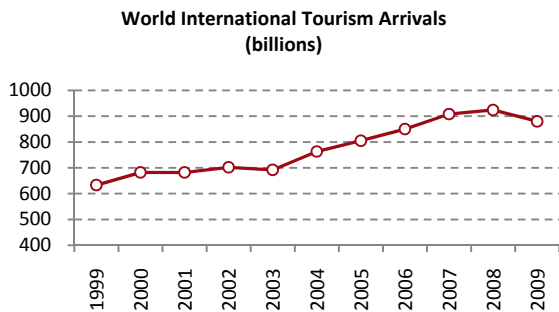




# WORLD TOURISM

**Total International Tourist Arrivals..... 880 Million** (2009f)

**Total International Tourist Spending\*..... \$887 Billion** (2009f)



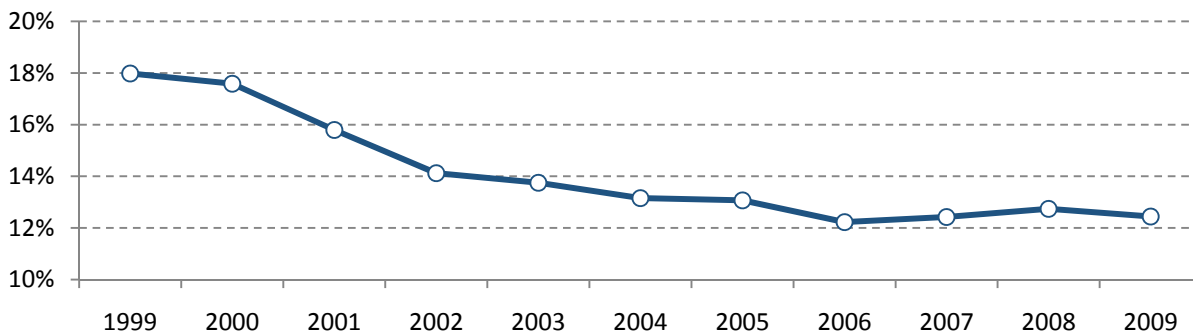
Source: [United Nations World Tourism Organization](http://www.unwto.org)

INTERNATIONAL TOURIST ARRIVALS 2008		
Rank		Millions
1	France	79.3
2	United States	58.0
3	Spain	57.3
4	China	53.0
5	Italy	42.7

INTERNATIONAL TOURISM RECEIPTS* 2008		
Rank		US\$ Billions
1	United States	110.1
2	Spain	61.6
3	France	55.6
4	Italy	45.7
5	China	40.8

Source: [United Nations World Tourism Organization](http://www.unwto.org)

## The U.S.'s Share of International Long-Haul Tourism



Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](http://www.dhs.gov) and [Tourism Economics](http://www.dhs.gov)

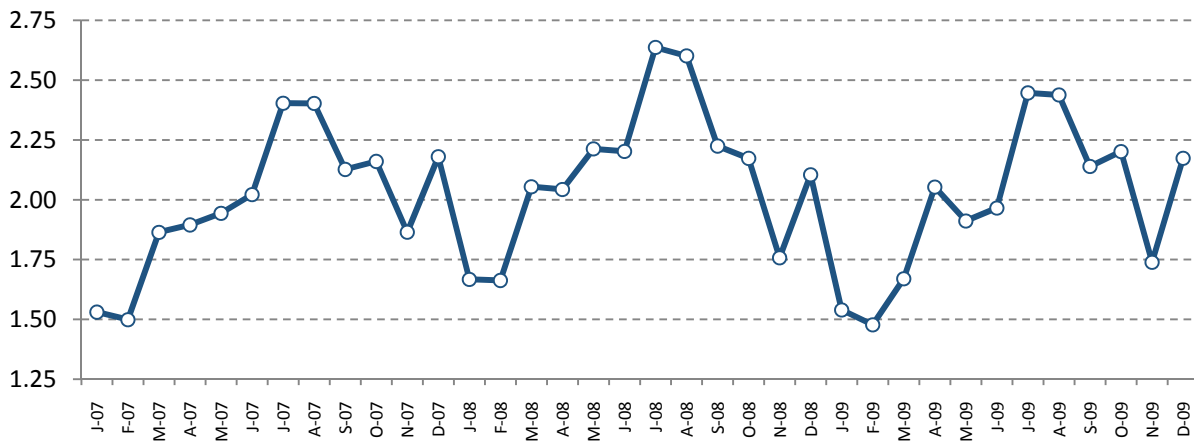




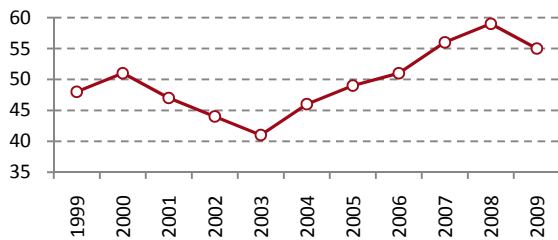
# THE UNITED STATES

**Total International Arrivals to U.S..... 54,884,000 (2009p)**  
**Total Overseas\*\* Arrivals to U.S..... 23,756,000 (2009p)**  
**Total International Travel Spending\* in U.S..... \$94 Billion (2009p)**  
**Total Overseas\*\* Travel Spending\* in U.S..... \$75 Billion (2009p)**

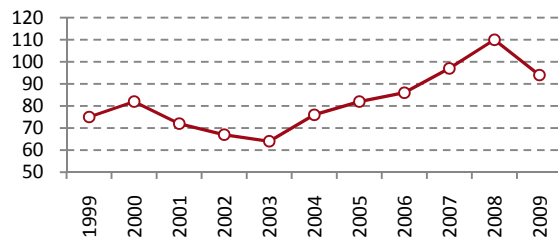
**Monthly International Arrivals to the U.S. (millions)**



**Total U.S. Visitor Arrivals (millions)**



**Total U.S. Visitor Spending (U.S. \$ billions)**



Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](#)

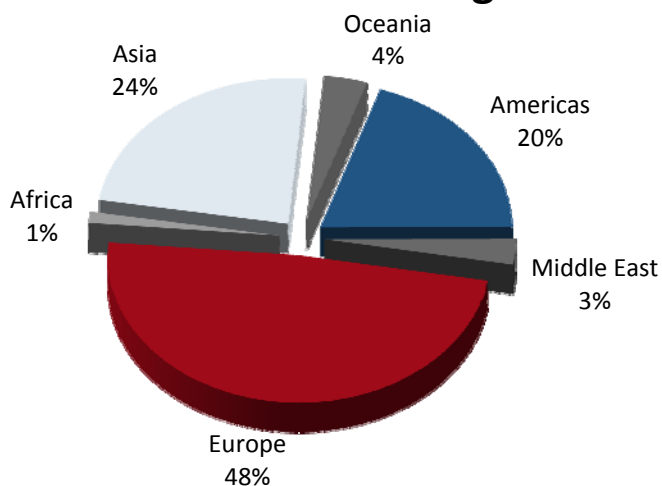
<b>U.S. TOURISM SUMMARY &amp; FORECAST</b>	<b>2009p</b>	<b>2010f</b>	<b>2011f</b>	<b>2012f</b>
<b>% Change in International Arrivals</b>	-5.3%	2.9%	6.0%	4.7%
<b>% Change in Overseas** Arrivals</b>	-6.3%	2.4%	5.6%	5.2%
<b>% Change in International Travel Receipts*</b>	-14.7%	13.4%	-12.9%	4.4%

Source: [Tourism Economics](#) and [U.S. Department of Commerce, Office of Travel & Tourism Industries](#)

U.S. OVERSEAS** VISITOR PROFILE	2005	2006	2007	2008
Average Travel Spending* per Visitor	\$3,484	\$3,209	\$3,148	\$2,580p
Average Advance Trip Decision Time (days)	80	79	79	87
Average Length of Stay in U.S. (nights)	16.2	15.8	16.0	16.4
Average Party Size (Adults and Children)	1.6	1.6	1.5	1.6
Prepaid Package	19%	18%	16%	16%
Average Male Age	43	43	42	42
Average Female Age	40	39	39	39
Average Annual Household Income	\$86,700	\$87,500	\$96,100	\$100,200
Total Business Travel	29%	28%	31%	30%

Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](#)

## 2009 U.S. Overseas\*\* Visitor Regions of Origin



Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](#)

ARRIVALS FROM THE TOP 10 INBOUND MARKETS TO THE U.S.	2007	% Change 07/06	2008	% Change 08/07	2009	% Change 09/08
Canada	17,760,000	11.1%	18,910,000	6.5%	17,964,000	-5.0%
Mexico	14,327,000	7.6%	13,686,000	-4.5%	13,164,000	-3.8%
United Kingdom	4,497,858	7.7%	4,564,895	1.5%	3,899,167	-14.6%
Japan	3,531,489	-3.8%	3,249,578	-8.0%	2,918,268	-10.2%
Germany	1,524,151	10.0%	1,782,299	16.9%	1,686,825	-5.4%
France	997,506	-26.3%	1,243,942	24.7%	1,204,490	-3.2%
Brazil	639,431	21.7%	769,232	20.3%	892,611	16.0%
Italy	634,152	19.0%	779,463	22.9%	753,310	-3.4%
South Korea	806,175	6.4%	759,394	-5.8%	743,846	-2.0%
Australia	669,536	11.0%	689,927	3.0%	723,576	4.9%

Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](#)

*p* = preliminary data, *f* = forecasted data, \* = excludes international airfare, \*\* = excludes Canada & Mexico