

Germany

Germany was CTTC's fifth largest international market in 2008, with 393,000 visitors coming to California - an increase of 22% over 2007. Germans spent \$444 million in California in 2008 - up 25% from 2007. German visitor spending in 2007 averaged \$95 per day during an 11.6-night average stay, or approximately \$1,102 per person.

The very positive U.S. trend is backed up by 2008 year-end arrivals statistics released by OTTI. There were 1.8 million German arrivals to the U.S. in 2008, a 17% increase over 2007. And, German arrivals at California ports of entry were up an even more impressive 21% in 2008, to reach 224,000. This ranks Germany very high in terms of gains in arrivals among California's top 10 markets.