California Travel and Tourism Commission

Top Overseas Markets to California

Preliminary 2008 Volume and Market Share

	Volume			Market Share		
	2008p	2007	% Chg	2008p	2007	% Chg
United Kingdom	798,053	765,000	4.3%	17.5%	17.0%	2.8%
Japan	633,646	675,000	-6.1%	19.5%	19.1%	2.1%
Germany	388,905	322,000	20.8%	21.8%	21.1%	3.4%
Australia	340,201	333,000	2.2%	49.3%	49.8%	-1.0%
France	305,424	237,000	28.9%	24.6%	23.8%	3.2%
S. Korea	305,002	331,000	-7.9%	40.2%	41.1%	-2.3%
China	280,391	227,000	23.5%	56.9%	57.2%	-0.6%
Taiwan	190,280	201,000	-5.3%	64.5%	64.5%	0.0%
Total Overseas	5,486,063	5,185,000	5.8%	21.6%	21.7%	-0.2%
Mexican (air)	366,000	428,000	-14.5%	21.4%	22.8%	-6.0%

Sources: US Dept. of Commerce, Office of Travel and Tourism Industries; CIC Research, Inc.; CTTC Research