

Top International Markets to California

2008 Visitor Volume and Spending

International Visitors to the United States			
	2008	2007	% Chg
Total International	57,949,451	55,954,060	4%
Mexico	13,686,000	14,327,000	-4%
Mexican (air)	1,708,320	1,878,399	-9%
Canada	18,922,000	17,734,783	7%
Total Overseas	25,341,451	23,892,277	6%
United Kingdom	4,654,895	4,497,858	3%
Japan	3,249,578	3,531,489	-8%
Germany	1,782,299	1,524,151	17%
Australia	689,927	669,536	3%
France	1,243,942	997,506	25%
S. Korea	759,394	806,175	-6%
China	492,958	397,405	24%
Taiwan	294,893	311,020	-5%
India	598,971	567,045	6%
Netherlands	607,802	506,852	20%

Sources: US Dept. of Commerce, StatsCanada, CIC Research, CTTC Research

International Visitors to California			
	2008	2007	% Chg
Total International	13,510,000	13,720,000	-2%
Mexico	6,740,000	7,380,000	-9%
Mexican (air)	378,000	428,000	-12%
Canada	1,260,000	1,150,000	7%
Total Overseas	5,501,000	5,185,000	6%
United Kingdom	818,000	765,000	7%
Japan	629,000	675,000	-7%
Germany	393,000	322,000	22%
Australia	341,000	333,000	2%
France	301,000	237,000	27%
S. Korea	300,000	331,000	-9%
China	273,000	227,000	20%
Taiwan	189,000	201,000	-6%
India	179,000	176,000	2%
Netherlands	153,000	115,000	33%

Sources: US Dept. of Commerce, StatsCanada, CIC Research, CTTC Research

California Market Share		
2008	2007	% Diff
23.3%	24.5%	-1.2%
49.2%	51.5%	-2.3%
22.1%	22.8%	-0.7%
6.7%	6.5%	0.2%
21.7%	21.7%	0.0%
17.6%	17.0%	0.6%
19.4%	19.1%	0.2%
22.1%	21.1%	0.9%
49.4%	49.7%	-0.3%
24.2%	23.8%	0.4%
39.5%	41.1%	-1.6%
55.4%	57.1%	-1.7%
64.1%	64.6%	-0.5%
29.9%	31.0%	-1.2%
25.2%	22.7%	2.5%

International Spending in the United States (\$Millions)			
	2008	2007	% Chg
Total International	110,469	96,937	14%
Mexico	7,383	7,419	0%
Mexican (air)	2,026	2,881	-30%
Canada	14,799	12,852	15%
Total Overseas	88,287	76,666	15%
United Kingdom	13,593	11,936	14%
Japan	11,285	11,019	2%
Germany	4,998	4,007	25%
Australia	3,052	2,711	13%
France	3,628	2,696	35%
S. Korea	2,697	2,515	7%
China	2,636	2,081	27%
Taiwan	1,118	1,026	9%
India	3,050	2,649	15%
Netherlands	1,544	1,188	30%

Sources: US Dept. of Commerce, StatsCanada, CIC Research, CTTC Research

*spending excludes international airfare.

International Spending in California (\$Millions)			
	2008	2007	% Chg
Total International*	18,300	16,700	10%
Mexico	1,010	1,380	-27%
Mexican (air)	264	389	-32%
Canada	1,100	1,000	10%
Total Overseas	7,443	6,043	23%
United Kingdom	865	875	-1%
Japan	782	842	-7%
Germany	444	355	25%
Australia	390	321	21%
France	313	236	33%
S. Korea	370	405	-9%
China	398	327	22%
Taiwan	285	341	-16%
India	280	220	27%
Netherlands	207	93	123%

* from Dean Runyan Impact report- does not match sum of numbers below

California Market Share		
2008	2007	% Diff
16.6%	17.2%	-0.7%
13.7%	18.6%	-4.9%
13.0%	13.5%	-0.5%
7.4%	7.8%	-0.3%
8.4%	7.9%	0.5%
6.4%	7.3%	-1.0%
6.9%	7.6%	-0.7%
8.9%	8.9%	0.0%
12.8%	11.8%	0.9%
8.6%	8.8%	-0.1%
13.7%	16.1%	-2.4%
15.1%	15.7%	-0.6%
25.5%	33.2%	-7.7%
9.2%	8.3%	0.9%
13.4%	7.8%	5.6%