

International Travel Statistics, Facts, Figures

International travelers' spending in the U.S. equaled **\$66.7 billion** in 2002. (Travel Industry Association of America)

According to the U.S. Commerce Department, International visitors to the U.S. spent **\$93.7 billion in 2004**, up from \$80 billion in 2003. (Wall Street Journal)

The United States is the **third most popular tourist destination in the world**, attracting 45.5 million arrivals in 2003. (World Tourism Organization)
(Note that the two top destinations, France and Spain, are skewed by the fact that they are destinations of choice for American tourists.)

The U.S. Commerce Department said international visitors to the U.S. rose 12 percent from 2003. (Wall Street Journal)

Compared to U.S. workers (who average 13 vacation days per year), foreign visitors can boast of some of the highest number of vacation days per year: Italy 42 days, France 37 days, Germany 35 days, Brazil 34 days, U.K. 28 days, Canada 26 days, Korea 25 days, Japan 25 days. (World Tourism Organization)

The World Travel Market exhibition in 2005 was attended by more than 5,000 tourism companies, and was visited by more than 44,000 individuals. The exhibit was attended by individuals representing 193 different countries. Ninety seven percent of show attendees were *from* countries other than in North America. When visitors were asked their areas of geographic *interest*, **North America scored highest of all world destinations**. (World Travel Market)

In 2004, nearly **17 million Japanese** traveled outside their country. (World Tourism Organization/Wall Street Journal)

Insight Guides publishes their travel guidebooks in Danish, Dutch, French, German, Hungarian, Italian, Polish, Romanian, Spanish, Chinese, and Thai.

According to PhoCus Wright, Inc. (www.phocuswright.com), **online travel is projected to hit \$65.4 billion by 2005**. (ian.com)

Opodo Ltd., a European travel agency, said bookings to the U.S. from France rose 62 percent 2005 over 2004, and from Germany U.S. bookings increased 31 percent. (Wall Street Journal)

Felgueres Travel in Mexico said bookings from Mexico to the U.S. grew 28 percent in 2004, and 2005's bookings were projected to climb 35 percent. (Wall Street Journal)

Leading Hotels of the World said that Russian visitors to its hotels increased to 13 million travelers in 2004, from only 1 million in 1999. (Wall Street Journal)

The World Tourism Organization estimates that **100 million Chinese will travel abroad by 2020** (up from 29 million in 2004). (Wall Street Journal)

Chinese travelers spent roughly \$15 billion on travel in 2002, and it is estimated that they will have spent more than \$25 billion in 2004. (Wall Street Journal)

China has the second-largest population of internet users (more than 100 million as of January 2006) and is projected to surpass the U.S. within a few years. (Wall St. Journal)

More than **565,000 international students** are pursuing undergraduate and graduate degrees at American educational institutions. (U.S. Department of State)

Overseas, online travel planning is increasing even faster than it is in the U.S. It is estimated that **spending on online travel in Western Europe** will rise about 42% to **\$36.8 billion** in 2006. By the end of the decade that number will increase to about \$60 billion. (Forrester Research)