

2025 International Markets

North Carolina’s Top International Markets by Market Share (ranked by visitor volume)

Rank	Country of Origin	2025 Estimated Visitors	Percent Change from 2024	2025 Estimated Spending	Percent Change from 2024	Average Spending per Visitor
1	Canada	278,773	-25%	\$161,817,472	-27%	\$580
2	United Kingdom	62,136	0%	\$124,193,622	4%	\$1,999
3	India	51,340	-6%	\$75,050,829	-10%	\$1,462
4	Germany	39,431	-10%	\$61,867,514	-5%	\$1,569
5	China	32,150	-5%	\$104,299,688	4%	\$3,244
6	Mexico	28,429	7%	\$8,609,142	8%	\$303
7	Brazil	22,838	0%	\$56,323,952	5%	\$2,466
8	France	15,103	-6%	\$19,235,838	-8%	\$1,274
9	Japan	14,854	6%	\$24,337,931	18%	\$1,638
10	Australia	14,610	-7%	\$32,954,404	-21%	\$2,256
11	Italy	13,465	5%	\$18,488,741	11%	\$1,373
12	South Korea	12,210	-3%	\$20,532,929	11%	\$1,682
13	Spain	11,684	2%	\$15,903,007	7%	\$1,361
14	Ireland	5,787	-1%	\$8,168,887	-4%	\$1,412
15	Argentina	5,688	15%	\$8,765,753	15%	\$1,541
16	Sweden	5,420	-7%	\$6,762,345	-7%	\$1,248
17	Poland	5,400	5%	\$10,483,815	1%	\$1,941
18	Taiwan	5,241	7%	\$7,535,364	21%	\$1,438
19	Israel	4,834	16%	\$5,608,557	2%	\$1,160
20	Denmark	3,819	-24%	\$6,682,595	-31%	\$1,750
	Total	794,438	-12%	\$1,071,211,019	-6%	\$1,348

Source: Tourism Economics, 2026

*2024 data revised from last publication