

# History of International Travel & Markets

## New York City 2000-2010

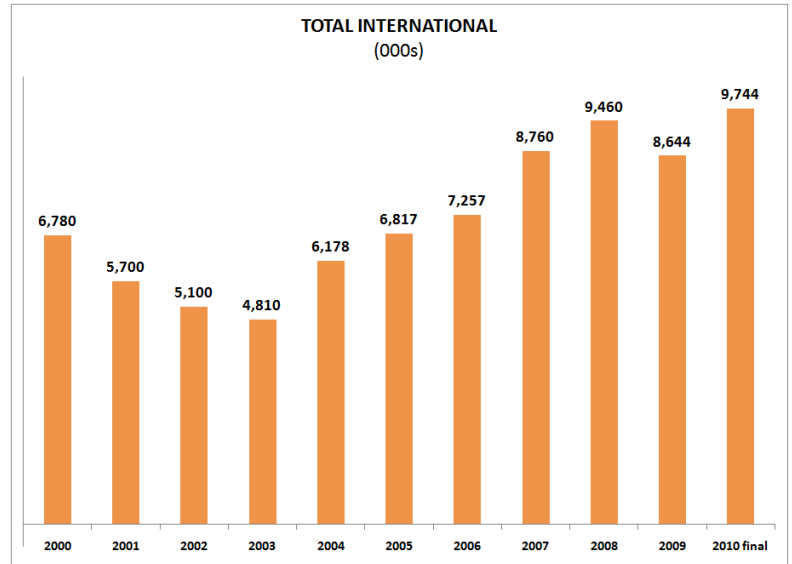
### Historical Performance:

From a negative picture in 2009, where most key inbound markets fell from previous levels, especially as business travel collapsed, 2010 reversed the trend – producing a record performance overall as well as in many key markets.

The key producers in 2010 were to be found in the emerging market areas in Latin America (Brazil, Argentina, and Colombia), Asia (India, China, South Korea and the first turn around in Japanese travel in since 2004), and Oceania.

In Europe, performance was mixed as economic pressures held down travel from Ireland, Scandinavia, the UK and Germany, while Italy, Spain, France, Belgium, Holland, and Russia showed positive results.

NYC held onto its number one position as the most popular destination for overseas visitors (8.4 million visitors, a nearly 33% market share). Los Angeles and Miami pulled 13% and 12% respectively.



### Key International NYC Markets

(000s)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% change 2010 v 2009
<b>TOTAL INTERNATIONAL</b>	6,780	5,700	5,100	4,810	6,178	6,817	7,257	8,760	9,460	8,644	9,744	13%
<b>OVERSEAS</b>	5,700	4,800	4,200	4,000	5,200	5,800	6,200	7,600	8,700	7,721	8,383	9%
Argentina	116	97	N/A	31	39	43.4	76	134	154	175	205	17%
Australia	124	87	123	103	162	235	216	327	336	419	479	14%
BeNeLux (Belgium, Netherlands, Luxembourg)	215	192	156	157	183	217	248	300	371	306	343	12%
Brazil	183	105.6	88	75.7	95	112	151	251	341	332	589	77%
Canada	920	736	706	693	762	815	840	881	964	880	977	11%
Eastern Europe					168	206	216	268	342	353	298	-16%
France	341	308	217	218	205	268	305	423	561	519	596	15%
Germany	461	261	232	270	327	401	420	547	590	568	528	-7%
India			81	72	83	96	107	157	170	147	185	26%
Ireland	102.9	101	80.6	75	183	253	270	290	353	268	225	-16%
Israel					155	122	174	157	177	169	190	12%
Italy	244	162	141	148	194	292	317	360	457	431	469	9%
Japan	410	318	297	292	322	299	275	283	257	210	295	40%
Mexico	145	113	126	133	267	192	198	230	288	234	384	64%
Middle East								291	370	355	406	14%
PR China/Hong Kong			59	71	89	133	145	153	218	183	266	45%
Russia			17	35.9	37	46	63	81	98	94	108	15%
Sweden, Finland, Norway, Denmark, & Iceland						282	350	365	457	400	376	-6%
South Korea	109	100	81	119	161	205	242	238	235	203	223	10%
Spain	181	115.3	136	123	161	205	256	318	412	357	388	9%
United Kingdom	1,138	885	866	870	1,102	1,123	1,169	1,237	1,328	1,088	1,055	-3%

Blank spaces indicate that data were not available for that particular market in that year. N/A means that data are currently not available. "f" – indicates a forecast value., "r" – revised. "p" – preliminary. Sources: Office of Travel & Tourism Industries, Tourism Economics, NYC & Company.