

# International Visitors to Missouri in 2016

## 405,000 Visitors from 176 Countries



*Estimates based upon aggregate Visa card data from VisaVue Travel plus information from the US Dept. of Commerce and Tourism Economics.*

Rank	Originating Country	Visitation	Share %	Growth vs. 2015	Expenditures	Spending per Traveler
1	<b>CANADA</b>	<b>173,138</b>	<b>42.7%</b>	<b>-1.8%</b>	<b>\$46,850,960</b>	<b>\$271</b>
2	MEXICO	43,237	10.7%	0.5%	\$31,465,602	\$728
3	<b>UNITED KINGDOM</b>	<b>29,172</b>	<b>7.2%</b>	<b>-1.8%</b>	<b>\$26,007,683</b>	<b>\$892</b>
4	<b>CHINA</b>	<b>26,794</b>	<b>6.6%</b>	<b>3.3%</b>	<b>\$43,006,047</b>	<b>\$1,605</b>
5	<b>JAPAN</b>	<b>15,738</b>	<b>3.9%</b>	<b>-7.3%</b>	<b>\$19,810,310</b>	<b>\$1,259</b>
6	INDIA	10,005	2.5%	6.7%	\$15,382,579	\$1,537
7	GERMANY	9,072	2.2%	-1.1%	\$7,913,927	\$872
8	<b>AUSTRALIA</b>	<b>7,090</b>	<b>1.7%</b>	<b>-0.6%</b>	<b>\$7,554,913</b>	<b>\$1,066</b>
9	FRANCE	6,860	1.7%	-0.3%	\$6,012,664	\$876
10	BRAZIL	5,964	1.5%	-22.5%	\$7,995,607	\$1,341

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## 410,000 Visitors from 178 Countries



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Rank	Originating Country	Visitation	Share %	Growth vs. 2014	Expenditures	Spending per Traveler
1	<b>CANADA</b>	<b>176,261</b>	<b>43.0%</b>	<b>-1.7%</b>	<b>\$49,293,153</b>	<b>\$280</b>
2	MEXICO	43,023	10.5%	-0.8%	\$36,344,935	\$845
3	<b>UNITED KINGDOM</b>	<b>29,702</b>	<b>7.2%</b>	<b>4.5%</b>	<b>\$29,372,316</b>	<b>\$989</b>
4	<b>CHINA</b>	<b>25,938</b>	<b>6.3%</b>	<b>31.9%</b>	<b>\$42,467,804</b>	<b>\$1,637</b>
5	<b>JAPAN</b>	<b>16,976</b>	<b>4.1%</b>	<b>7.7%</b>	<b>\$18,247,978</b>	<b>\$1,075</b>
6	INDIA	9,375	2.3%	38.4%	\$12,117,112	\$1,292
7	GERMANY	9,170	2.2%	7.7%	\$8,179,550	\$892
8	BRAZIL	7,694	1.9%	-13.5%	\$9,108,175	\$1,184
9	<b>AUSTRALIA</b>	<b>7,137</b>	<b>1.7%</b>	<b>-2.0%</b>	<b>\$8,270,212</b>	<b>\$1,159</b>
10	FRANCE	6,879	1.7%	7.3%	\$6,244,760	\$908