

2020 INTERNATIONAL VISITATION TO MISSOURI & SPENDING ESTIMATES

July, 2021

		2020 Visitor Estimates	2019 Visitor Estimates	Visitor % of Change	2020 Spending Estimates	2019 Spending Estimates	Spending % of Change
1	CANADA	85,021	198,680	-57%	\$21,311,520.69	\$49,306,950.33	-57%
2	MEXICO	23,635	54,010	-56%	\$16,345,265.04	\$30,340,421.46	-46%
3	CHINA MAINLAND (4)	6,233	21,940	-72%	\$17,072,356.77	\$42,816,839.45	-60%
4	UNITED KINGDOM (3)	6,087	30,031	-80%	\$7,121,119.54	\$20,825,786.36	-66%
5	JAPAN	3,450	14,129	-76%	\$6,289,640.40	\$18,007,281.18	-65%
6	GERMANY (7)	2,035	10,510	-81%	\$3,458,903.46	\$12,247,183.22	-72%
7	INDIA (9)	1,827	6,282	-71%	\$2,964,482.61	\$5,674,564.80	-48%
8	AUSTRALIA (6)	1,779	11,984	-85%	\$1,922,992.88	\$7,696,572.07	-75%
9	FRANCE (8)	1,407	7,071	-80%	\$1,533,263.01	\$5,458,177.14	-72%
10	SPAIN	1,245	4,896	-75%	\$1,258,531.49	\$3,466,977.25	-64%
11	SOUTH KOREA (13)	1,076	3,705	-71%	\$1,881,225.32	\$4,278,423.48	-56%
12	BRAZIL (11)	1,049	4,574	-77%	\$1,507,651.14	\$5,959,468.57	-75%
13	SAUDI ARABIA (16)	916	2,422	-62%	\$1,895,758.45	\$3,810,419.24	-50%
14	IRELAND (12)	889	3,727	-76%	\$864,941.32	\$3,784,093.47	-77%
15	GUATEMALA (24)	816	1,631	-50%	\$1,180,767.15	\$2,206,036.27	-46%
16	ITALY (14)	752	3,424	-78%	\$1,278,521.53	\$3,740,223.64	-66%
17	HONDURAS (39)	620	1,099	-44%	\$890,929.63	\$1,348,873.34	-34%
18	COLOMBIA (26)	521	1,375	-62%	\$704,448.41	\$1,189,158.52	-41%
19	RUSSIAN FEDERATION (30)	518	1,237	-58%	\$692,216.59	\$1,026,037.30	-33%
20	NEW ZEALAND (15)	488	3,217	-85%	\$648,513.11	\$2,645,472.66	-75%
21	PERU	457	1,142	-60%	\$731,024.27	\$1,293,347.16	-43%
22	COSTA RICA	449	1,361	-67%	\$699,059.29	\$1,693,550.84	-59%
23	NETHERLANDS	438	1,737	-75%	\$645,981.08	\$1,571,637.15	-59%
24	NORWAY	434	2,196	-80%	\$313,894.78	\$1,519,808.44	-79%
25	SOUTH AFRICA	430	1,180	-64%	\$529,029.97	\$1,237,185.99	-57%
26	THAILAND	415	1,535	-73%	\$562,808.36	\$1,482,574.83	-62%
27	PANAMA	408	1,195	-66%	\$858,874.73	\$1,729,763.21	-50%
28	UNITED ARAB EMIRATES	390	1,180	-67%	\$884,363.12	\$1,181,705.53	-25%
29	TAIWAN	386	2,265	-83%	\$446,874.92	\$1,683,631.31	-73%
30	ISRAEL	368	1,299	-72%	\$478,817.32	\$1,739,848.52	-72%
31	SWITZERLAND	361	2,142	-83%	\$628,660.99	\$2,159,639.69	-71%
32	BAHAMAS	352	799	-56%	\$710,002.58	\$892,583.33	-20%
33	ARGENTINA	351	2,308	-85%	\$307,911.47	\$1,949,628.62	-84%
34	ECUADOR	346	859	-60%	\$327,765.45	\$939,674.46	-65%
35	REPUBLICA DOMINICANA	330	827	-60%	\$305,764.07	\$914,964.37	-67%
36	DENMARK	318	2,019	-84%	\$262,186.00	\$1,241,065.69	-79%
37	EL SALVADOR	290	678	-57%	\$440,972.31	\$474,312.60	-7%
38	SINGAPORE	272	2,278	-88%	\$217,177.34	\$1,249,447.88	-83%
39	VIETNAM	257	725	-65%	\$422,823.13	\$907,216.73	-53%
40	TURKEY	255	665	-62%	\$494,713.31	\$1,151,424.59	-57%
41	CHILE	245	726	-66%	\$524,068.21	\$839,753.43	-38%
42	FINLAND	244	1,178	-79%	\$163,664.59	\$658,046.17	-75%
43	PHILIPPINES	238	682	-65%	\$570,469.08	\$878,949.07	-35%
44	KUWAIT	238	584	-59%	\$374,077.21	\$498,268.81	-25%
45	POLAND	231	919	-75%	\$292,241.71	\$837,981.90	-65%
46	SWEDEN	227	1,348	-83%	\$231,367.23	\$859,943.72	-73%
47	GUAM	227	469	-52%	\$237,334.36	\$320,630.98	-26%
48	AUSTRIA	214	1,132	-81%	\$233,491.36	\$1,018,548.91	-77%
49	KENYA	210	551	-62%	\$602,393.63	\$955,286.58	-37%
50	HONG KONG, CHINA	207	1,149	-82%	\$697,062.74	\$1,403,439.06	-50%

51	BELGIUM	191	1,100	-83%	\$197,431.63	\$831,824.33	-76%
52	BOLIVIA	174	347	-50%	\$472,411.86	\$614,213.41	-23%
53	EGYPT	166	305	-46%	\$202,024.56	\$251,860.36	-20%
54	UKRAINE	165	318	-48%	\$265,171.54	\$474,252.26	-44%
55	JAMAICA	154	380	-59%	\$277,995.51	\$407,497.24	-32%
56	TRINIDAD AND TOBAGO	152	377	-60%	\$653,303.45	\$767,891.15	-15%
57	ROMANIA	148	417	-65%	\$374,966.39	\$496,193.61	-24%
58	PORTUGAL	138	587	-77%	\$178,631.27	\$407,826.09	-56%
59	MONGOLIA	116	244	-52%	\$250,145.02	\$518,620.80	-52%
60	CZECH REPUBLIC	116	595	-80%	\$162,749.60	\$386,322.43	-58%
61	INDONESIA	115	357	-68%	\$129,282.37	\$373,272.66	-65%
62	PARAGUAY	112	276	-59%	\$78,767.53	\$199,104.24	-60%
63	REPUBLIC OF SERBIA	99	189	-48%	\$184,433.58	\$242,547.69	-24%
64	MALAYSIA	95	432	-78%	\$147,491.45	\$375,260.43	-61%
65	QATAR	93	262	-64%	\$343,711.99	\$549,388.42	-37%
66	NIGERIA	90	252	-64%	\$144,459.62	\$259,652.84	-44%
67	GHANA	87	172	-49%	\$95,190.49	\$112,575.13	-15%
68	JORDAN	86	245	-65%	\$446,988.30	\$672,831.26	-34%
69	LEBANON	85	226	-63%	\$59,491.60	\$431,018.48	-86%
70	CROATIA	80	210	-62%	\$114,159.62	\$163,745.04	-30%
71	SLOVAKIA	79	315	-75%	\$30,750.82	\$161,558.50	-81%
72	HUNGARY	75	234	-68%	\$95,630.08	\$144,241.85	-34%
73	ICELAND	75	813	-91%	\$68,785.16	\$608,582.32	-89%
74	URUGUAY	72	307	-77%	\$111,122.27	\$227,697.84	-51%
75	NICARAGUA	71	139	-49%	\$103,062.87	\$166,062.42	-38%
76	OMAN	69	172	-60%	\$148,066.84	\$278,598.74	-47%
77	BULGARIA	66	161	-59%	\$101,284.98	\$324,967.64	-69%
78	PAKISTAN	63	254	-75%	\$92,847.91	\$201,278.38	-54%
79	KAZAKHSTAN	56	113	-51%	\$233,776.99	\$288,208.09	-19%
80	GREECE	56	173	-68%	\$87,379.26	\$112,914.22	-23%
81	SRI LANKA	50	127	-61%	\$50,642.73	\$137,391.95	-63%
82	BANGLADESH	50	88	-43%	\$87,900.56	\$86,276.41	2%
83	OCCUPIED PALESTINIAN TERR	49	89	-44%	\$91,762.06	\$70,922.71	29%
84	SLOVENIA	47	166	-72%	\$49,954.15	\$217,720.42	-77%
85	BOSNIA AND HERZEGOVINA	46	68	-33%	\$42,161.93	\$49,575.37	-15%
86	SINT MAARTEN	43	54	-20%	\$47,907.83	\$39,207.78	22%
87	CAYMAN ISLANDS	43	161	-73%	\$218,224.24	\$256,989.21	-15%
88	GABON	41	49	-17%	\$46,675.15	\$92,931.21	-50%
89	TURKS & CAICOS ISLANDS	40	68	-41%	\$66,549.05	\$71,742.43	-7%
90	BELARUS	39	92	-58%	\$186,601.92	\$122,810.02	52%
91	SENEGAL	38	62	-39%	\$60,107.99	\$70,205.12	-14%
92	LUXEMBOURG	37	160	-77%	\$51,015.56	\$131,783.79	-61%
93	TANZANIA, UNITED REP. OF	36	77	-54%	\$115,589.83	\$179,596.21	-36%
94	ST. LUCIA	35	33	6%	\$66,504.84	\$37,459.20	78%
95	CYPRUS	35	78	-56%	\$111,399.06	\$124,349.99	-10%
96	BERMUDA	34	176	-81%	\$36,705.61	\$224,011.11	-84%
97	BARBADOS	32	97	-67%	\$23,238.81	\$122,095.59	-81%
98	AZERBAIJAN	32	42	-25%	\$35,061.87	\$64,806.57	-46%
99	LIBYAN ARAB JAMAHIRIYA	30	317	-90%	\$83,705.80	\$1,497,010.07	-94%
100	ALBANIA	28	26	7%	\$106,698.97	\$117,491.60	-9%
	ALL OTHERS	889	2,484	-64%	\$1,483,517.85	\$2,886,476.01	-49%
	TOTALS	154,764	437,558	-65%	\$113,931,363.55	\$278,763,680.00	-59%

Source: Estimates based upon aggregated Visa credit card data from Visa Destination Insights plus information from the US Dept. of Commerce and Tourism Economics.