

# CRUSA Overseas 2010 Report

Created on behalf of the Capital Region USA, Inc. (CRUSA) by TMI



## 2010 Overseas Arrivals to Washington, DC, Virginia and Maryland

	2009		2010		Percent Change
	Market Share	Arrivals in (000)	Market Share	Arrivals in (000)	
Total Overseas	7.8	1,853	7.7	2,030	10%

### CRUSA Highlights

- CRUSA received record overseas arrivals in 2010. 177,000 more overseas visitors explored Capital Region USA, compared to 2009.
- Overseas arrivals to CRUSA registered double-digit gains, up 10 percent.
- Market share was down slightly, primarily due to a decrease in visitors from Germany and Spain.
- 2010 arrivals surpassed record arrivals in 2009, assuring the recovery from the 2001 downturn.
- Nearly 1.3 million overseas travelers visited CRUSA for leisure in 2010, up 15% from 1 million in 2009.

### Market Insights

- Overseas arrivals to the U.S. grew by 11% in 2010. U.S. Arrivals grew for all world regions, with the strongest gains from Oceania, Asia, and South America.
- Capital Region USA registered gains in all key visitor markets except Germany, Benelux, Spain and Mexico.
- The strongest arrivals growth came from India, Italy, Brazil, Australia, S. Korea, France and China.
- CRUSA increased market share for half of the top 14 key visitor markets.
- Visitors from Western Europe accounted for 45% of the regions total visitors.