



## TRAVEL AND TOURISM'S IMPACT: A SNAPSHOT

### *National Travel Statistics*

#### 1. Travel fuels the economy

- Travel strengthens our economy by contributing **\$740 billion** in expenditures by domestic and international travelers.
- Direct travel expenditures produce **\$115 billion** in tax revenue for local, state and federal governments.
- Each U.S. household would pay **\$988** more in taxes without the tax revenue generated by the travel and tourism industry.

#### 2. Travel means jobs and economic recovery and growth

- Travel and tourism generates **7.7 million** jobs.
- Travel generates **\$189 billion** in payroll.
- **One of every eight** U.S. jobs is created directly or indirectly by travel and tourism.
- Travel produces a **\$17.6 billion** balance of travel trade surplus to help offset America's worsening deficit.
- Travel is among the **top 10** industries in 48 out of 50 states and Washington, D.C.

#### 3. Travel enhances productivity

- A recent survey found that **82%** of top executives believe that travel is important to achieving their business objectives.\*
- **31%** of business executives believe that cuts to travel budgets will have a negative impact on their bottom line.\*
- **75%** executives believe that vacations improve their personal job performance.\*\*

*Sources: U.S. Travel Association, 2007 preliminary data, updated April 2009*

*\*U.S. Travel Association survey conducted by APCO Insight, in partnership with the Kellogg Business School*

*\*\*Williams, K. (1991). Avoid Burnout: Take Vacations. Management Accounting (New York, N.Y.) v. 73 (August) p. 14*