

Travel Impacts Communities Across America

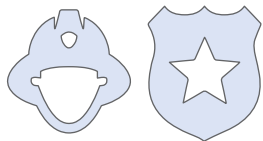
KEY TAKEAWAY

Investing in tourism promotion stimulates visitor demand, which in turn generates tax revenue benefiting local residents. Lawmakers and community leaders who understand and invest in the value of travel are able to reduce the tax burden on their constituents and are in a more favorable financial position to fund essential services that make their communities stronger.

States, destinations and communities across the country rely on travel—and traveler spending—for economic development, job creation and tax revenues. The travel industry is a significant economic driver in **every congressional district** across the country. Within 344 out of 435 congressional districts (79%), the travel industry was among the top seven largest employers among all private industries in 2016.⁴

Travel spending generated \$165 billion in total tax revenue, including \$76 billion in state and local tax revenue, in 2017. Without these revenues, each U.S. household would pay \$1,300 more in taxes every year.⁵ This is pure profit for a local economy.

The **\$76 billion** generated in state and local tax revenue is enough to pay for a host of resources:



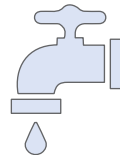
The salaries of all **320,000** state and local firefighters and **662,000** state and local police officers across the U.S. **combined**.⁶

OR



The salaries of every single one of the **one million public high school teachers**, or 39 percent of all public school teacher wages across the country.⁷

OR



Fifty-eight percent of state and local governments' capital spending on transportation and water infrastructure nationwide.⁸

OR



The cost of educating **5.6 million of the 50 million students (11%)** enrolled in elementary and secondary public schools across the country.⁹

CASE STUDY

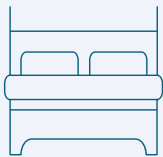
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“[Un]Real Arizona” Achieves Real Results

Arizona's warm weather and natural beauty made tourism the state's number one export in 2016, with 43 million visitors collectively spending \$21.2 billion in the state.¹⁰ **The revenue generated from travelers directly supported 184,000 jobs and generated \$3.1 billion in tax revenues—saving every Arizona household close to \$1,200.¹¹**

Arizona's Governor Doug Ducey is a strong advocate for the industry, understanding the many benefits it brings to his state. He continually supports investing in tourism promotion because he sees the value firsthand.



Nationally, the digital campaign returned **\$33.22 in hotel revenue per dollar of advertising spend.**



“Arizona is consistently **one of the 10 most-visited states in America**, and it is the only one that's home to one of the Seven Natural Wonders of the World. We are blessed with an amazingly beautiful and diverse tourism product in Arizona, **but competition for visitor dollars is fierce and global.** To elevate Arizona's brand and continue to grow the state's \$21 billion tourism industry, the Arizona Office of Tourism has been a trailblazer when it comes to **forging brand partnerships, adopting new technologies and pursuing data-driven advertising strategies.** The result has been more visitors, more tax revenue and more job growth.”

– Arizona Governor Doug Ducey

With the support of the governor, Arizona Office of Tourism launched a new advertising campaign—“[Un]Real Arizona”—in 2018. The campaign strategically targeted four cities where research showed market share gains were most attainable. **Nationally, the digital campaign returned \$33.22 in hotel revenue per dollar of advertising spend.**