

## TRAVEL AND TOURISM SPENDING GROWS IN 2010

### DIRECT IMPACT

Domestic and international travelers spent \$758.7 billion in the U.S., an increase of 7.7 percent over 2009. Of this total, \$655.6 billion was spent by domestic travelers (7.4% increase from 2009) and \$103.1 billion by international travelers to the U.S. (9.8% increase from 2009).

Real travel and tourism spending increased 3.7 percent in 2010, after two consecutive years of decline. Prices for travel goods and services increased 3.9 percent in 2010 after a decrease of 6.3 percent in 2009, according to the U.S. Travel Association's Travel Price Index (TPI).

In addition, international travelers paid a total of \$31.3 billion to U.S. air carriers on international passenger fares in 2010, an increase of 18.4 percent from 2009. U.S. travel exports, which includes international traveler spending in the U.S. and receipts on international passenger fares, totaled \$134.4 billion in 2010, up 11.7 percent. During the same year, U.S. travel imports, which include U.S. resident traveler expenditures in foreign countries and international passenger fares paid to foreign carriers, was \$102.7 billion. As a result, \$31.7 billion was generated as a U.S. travel trade surplus in 2010, \$10.5 billion more than 2009.

Direct travel-supported employment decreased slightly from 2009 (-0.2%) for the year 2010, after decreasing 4.3 percent in 2009. By comparison, total U.S. non-farm employment decreased 0.8% for the year 2010.

Travel expenditures directly generated \$188.4 billion in payroll income for Americans, as well as \$117.6 billion tax revenue for federal, state and local governments in 2010.

### TOTAL IMPACT

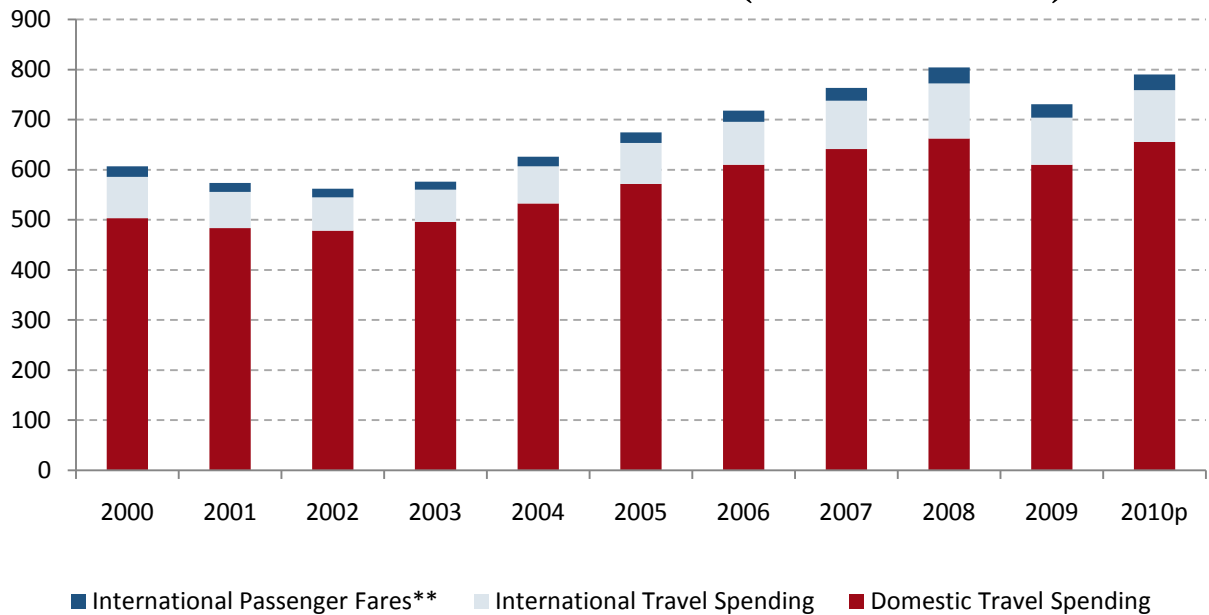
Travelers produce "multiplier" impact on the U.S. economy. In addition to the goods and services that are purchased directly by travelers, the inputs used to produce these goods and services are also purchased through travel industry business operators — indirect travel spending. Furthermore, as a result of spending in the areas by the employees of travel businesses and their suppliers, additional sales are generated - induced output. Total current-dollar travel related spending was \$1.8 trillion in 2010.

Total tourism-related employment was 14.1 million in 2010. This indicates that one in 9 U.S. non-farm jobs are directly and indirectly relying on the travel and tourism. Total travel related employment consisted of 7.4 million direct tourism jobs — jobs where workers produce goods and services sold directly to visitors — and 6.8 million indirect and induced travel related jobs — jobs where workers produce goods and services used to produce what visitors buy and jobs supported by induced sales.

### IMPACT OF TRAVEL ON U.S. ECONOMY - 2010P

Travel Expenditures*.....	<b>\$758.7 billion</b>
Travel-Generated Payroll.....	<b>\$188.4 billion</b>
Travel-Generated Employment.....	<b>7.4 million jobs</b>
Travel-Generated Tax Revenue.....	<b>\$117.6 billion</b>
Travel Trade Surplus.....	<b>\$31.7 billion</b>

## U.S. DOMESTIC AND INTERNATIONAL TRAVELER EXPENDITURES 2000-2010P (US\$ BILLIONS)



### TRAVEL EXPENDITURES IN THE U.S. (US\$ BILLIONS)

Year	Domestic Travel Spending	International Travel Spending	Total	International Passenger Fares**	Grand Total
2000	503.4	82.4	585.8	20.7	606.5
2001	483.8	71.9	555.7	17.9	573.6
2002	478.3	66.6	544.9	17.0	561.9
2003	495.8	64.3	560.1	15.9	576.0
2004	532.4	74.5	606.9	18.9	625.8
2005	572.0	81.7	653.7	21.0	674.7
2006	610.0	85.7	695.7	22.0	717.8
2007	641.3	96.7	738.0	25.6	763.6
2008	662.4	110.1	772.5	31.4	803.9
2009	610.2	93.9	704.1	26.4	730.5
2010p	655.6	103.1	758.7	31.3	790.0

Sources: [U.S. Travel Association](#), [Bureau of Economic Analysis](#), [U.S. Department of Commerce: Office of Travel & Tourism Industry](#)

*p = preliminary data, \* includes spending by domestic and international travelers in the U.S. on travel related expenses (i.e. transportation, lodging, meals, entertainment & recreation, and incidental items), \*\* Spending by international visitors traveling to the U.S. on U.S. flag carriers that are made outside the U.S.*