

Travel Matters to Jobs.

Travel's Role in Achieving the American Dream

For millions of Americans, a career in the travel industry is not just a first job, but the first step toward the American dream of a stable, prosperous and rewarding life with a competitive salary for employees and their families. Travel jobs are accessible, often providing the first foothold on the career ladder, the flexibility to pursue education or raise a family and opportunities to reenter the workforce.

Made in America: Travel's Contribution to Workforce Development and Career Advancement explores how travel industry jobs provide opportunities and a path to prosperity for millions of Americans.

Travel jobs are a gateway to capturing the American dream.

The travel industry provides Americans a foothold toward financial success. For millions of Americans, employment in the travel industry is not just a first job; it leads to a future of financial security and economic prosperity.

- Americans whose **first job** was in travel went on to earn a maximum average salary of \$82,400 by the time they were 50 years old—higher than workers whose first jobs were in manufacturing, health care and most other industries.¹
- Not only that, the travel industry is one of the **top 10** largest employers of middle-class wage earners* in the U.S.²

Travel Offers Opportunity to Ultimately Earn Higher Wages

\$82,400
per year



\$76,900
per year



Manufacturing

\$61,200
per year



Health Care

\$75,900
per year



Other Industries

Source: Oxford Economics analysis based on Bureau of Labor Statistics

Travel jobs provide and cultivate essential skills for a successful career.

First jobs provide Americans with essential skills, confidence and experience that lead to rewarding careers. Employment in the travel industry develops practical skills such as communication, customer service and problem solving through on-the-job training.

- Nearly four in 10 (38%) Americans' **first job** was in travel and tourism. This fact spans across gender, race and ethnicity.³

Experience in travel fosters entrepreneurship and grows small business.

Entrepreneurship is a key driver of prosperity and competitiveness in the U.S.

- The skills gained through travel industry employment inspire entrepreneurship, particularly for women. Of women who started their career in the travel industry, 14% now consider themselves an entrepreneur; the same percentage are business owners.⁴

Travel jobs help return Americans to the workforce.

Americans leave the workforce for many reasons, such as furthering their education, raising a family or retiring. Due to its flexibility, number of entry level positions, acceptance of all backgrounds, diversity of available work and sheer size, the travel industry has been the No. 1 industry for getting more than three in 10 (31%) Americans⁴ back into the workforce over the past three decades.⁵

31%
of Americans reenter the workforce following an absence

12%



Manufacturing

11%



Education

8%



Health Care

7%



Construction

Source: Oxford Economics analysis based on Bureau of Labor Statistics

* Middle Class wage defined as between 75 and 200% of the median U.S. annual wage, based on discussions with the Economic Policy Institute.

Travel jobs offer flexibility.

The travel industry offers the flexibility workers need to gain additional knowledge, skills and training through educational programs and higher education opportunities.

- Of the 6.1 million Americans working part time while pursuing higher education in 2018, more than half were employed in travel-related industries.⁶
- Nearly one in five (18%) travel industry employees currently attend school, more than double the 8% of workers in other sectors of the economy.⁷
- Over the past three decades, travel has helped workers attain their educational goals. Among workers who began their careers in the travel industry, nearly one-third (32%) eventually earned at least a bachelor's degree.⁸

The travel industry is well positioned for the future.

The travel industry is more reflective of demographic shifts than the rest of the economy, employing a younger and more diverse workforce than many other sectors. As such, it is well positioned to provide Americans in practically all ranks and stations in life employment opportunities and a path to independence.

As the goods sector of the U.S. economy becomes increasingly automated, the service sector is projected to drive employment growth over the next decade. Nine out of 10 new jobs added between 2016 and 2026 will be in the service sector.⁹

- Total travel employment is expected to grow 5% in the next decade.¹⁰
- Not only that, travel jobs are less susceptible to the effects of automation, artificial intelligence and outsourcing due to the high level of personal service required in travel jobs.
 - Less than 4% of travel employment is expected to be 'displaced' as a result of automation and artificial intelligence.¹¹

Travel matters.

While the travel industry is poised to continue to grow, the pace is expected to slow as a result of increased global competition for long-haul travelers, rising trade tensions and potential economic slowdowns.

By joining together with the travel industry, leaders in both the government and the private sector can help advance policies that will continue the travel industry's progress and expand economic opportunity for millions of American workers. U.S. government leaders should prioritize pro-travel policies that will undoubtedly create good American jobs.

1. Oxford Economics analysis based on Bureau of Labor Statistics National Longitudinal Survey of Youth 1979.

2. U.S. Travel Association based on Bureau of Labor Statistics data, 2017

3. Oxford Economics analysis based on Bureau of Labor Statistics National Longitudinal Survey of Youth 1979.

4. U.S. Travel analysis based on U.S. Department of Commerce, Census Bureau.

5. Oxford Economics analysis based on Bureau of Labor Statistics National Longitudinal Survey of Youth 1979.

6. U.S. Travel analysis based on U.S. Department of Commerce, Census Bureau.

7. Oxford Economics analysis based on U.S. Census Bureau, American Community Survey, 2017.

8. Oxford Economics analysis based on Bureau of Labor Statistics National Longitudinal Survey of Youth 1979.

9. U.S. Department of Labor, Bureau of Labor Statistics

10. U.S. Department of Labor, Bureau of Labor Statistics

11. Oxford Economics, 'The A.I. Paradox, How Robots Will Make Work More Human,' December 2017. <https://www.cisco.com/c/en/us/about/csr/research-resources/ai-us-jobs.html>

Travel Matters to Jobs Sample Tweets

#TravelMatters to America's workforce—1 in 10 U.S. jobs rely on the travel industry

Total travel employment is expected to **GROW 5%** in the next decade.

Last year, spending by travelers generated \$2.5 trillion in economic output and \$171 billion in tax revenue. **#TravelMatters**

When **TRAVEL** thrives, so does **AMERICA.**

A thriving travel economy is essential to **#SmallBiz**, entrepreneurship and job growth. **#TravelMatters**

17% of Americans whose first job was in **travel** have owned a business

Jobs in the travel industry provide and cultivate essential skills to have a successful career. **#TravelMatters**

38% of Americans had their first job in **travel and tourism**

Americans who had their first job in the travel industry achieve higher salaries on average than most other industries.

\$82,400 per year	\$76,900 per year	\$61,200 per year	\$75,900 per year
TRAVEL	Manufacturing	Health Care	Other Industries

Sources: Oxford Economics analysis based on Bureau of Labor Statistics

A career in the travel industry is not just a first job, but the first step toward the American dream. **#TravelMatters**

32% of workers who began their careers in travel eventually earned at least a bachelor's degree

30%	18%	16%
Health Care	Manufacturing	Construction