



# ECONOMIC IMPACT OF TRAVEL ON THE 2016 CONVENTIONS

U.S. TRAVEL ASSOCIATION

Between getting there, staying there, eating and drinking there, and all other activity, attendees of the two major-party conventions will generate **\$360 million** in direct spending in the host cities this year.

Including **indirect and induced impact**, a total of **\$600 million in economic output**—\$300 million for each convention—is expected to be generated for both host regions. That total could support **1,800 jobs in each area**, or 3,600 jobs in total.



**\$33 Million**  
in lodging revenues

**\$300**  
average daily spending per attendee

**148,500**  
room nights

**100,000-120,000**  
total participants



*U.S. Travel Association estimate based on sources from STR, TNS and IMPLAN, as well as historical convention data.*

The travel-related spending total splits straight down the middle for the two events—\$180 million each for the Republican National Convention in Cleveland, July 18-21, and the Democratic National Convention in Philadelphia, July 25-28.

The Republican National Convention is projected to create \$180 million in direct spending, \$300 million in total output and support more than 1,800 total jobs.

The Democratic National Convention is projected to create \$180 million in direct spending, \$300 million in total output and support more than 1,800 total jobs.

==★ TRAVEL ★==

More than fun. Serious business.