

Lawmaker Talking Points:

Travel's Essential Contribution to Economic Development

Lawmakers and community leaders who invest in destination promotion are able to reduce the tax burden on their constituents and are in a stronger financial position to fund essential services that make their communities stronger.

Travel provides essential support to state and local governments. Travel and tourism creates jobs and generates tax revenues that pay for important public services.

- Travel generated **\$165 billion** in total tax revenue, including **\$76 billion** in state and local tax revenues in 2017.
- Without these travel-generated tax revenues, each household would pay an average of **\$1,300 more in taxes** every year to maintain the same level of services.

Travel creates a sense of place for both residents and visitors and remains inextricably linked to economic development and job growth in communities—promoting broad economic growth.

- Between 2010 and 2017, the travel industry added **1.5 million jobs—an increase of 20 percent**, significantly outpacing the **12 percent** employment increase in the rest of the economy.
- Travel provides upward mobility for workers, as the average American whose first job was in travel obtained an average career salary of **\$81,900**.
- **83 percent** of travel companies are small businesses. Travel promotion can stimulate small business growth by generating visitor demand to destinations.
- More than **three-quarters (76%)** of employed Americans indicated that firsthand experience was instrumental in forming impressions of a community when assessing new job opportunities and relocation decisions.
- Destination marketing organizations are skilled storytellers that can empower and enliven efforts to entice businesses to headquarter or grow in an area.

As a job creator, tax revenue generator and destination storyteller, travel has ripple effects that touch the lives of millions of Americans.

- Travelers visiting a destination spend money at local attractions, hotels, retail establishments, restaurants and on transportation.
- Travel spending generated **\$2.4 trillion** in total economic output for U.S. communities last year.
- The travel industry is an economic engine and job creator across all 435 congressional districts, supporting **15.6 million** Americans—that's **1 in 9 U.S. jobs**.