

# The Travel Industry Drives Economic Growth and Jobs in America

The travel industry is a primary driver of economic growth and job creation in the United States. Effective travel promotion leads to increased economic activity, well-paying jobs and crucial tax revenue supporting essential public services.

**In 2017, the travel industry generated \$2.4 trillion for the U.S. economy, supporting 15.6 million American jobs.** One in nine U.S. jobs directly and indirectly rely on the travel industry.

When travel thrives,  
so does America.

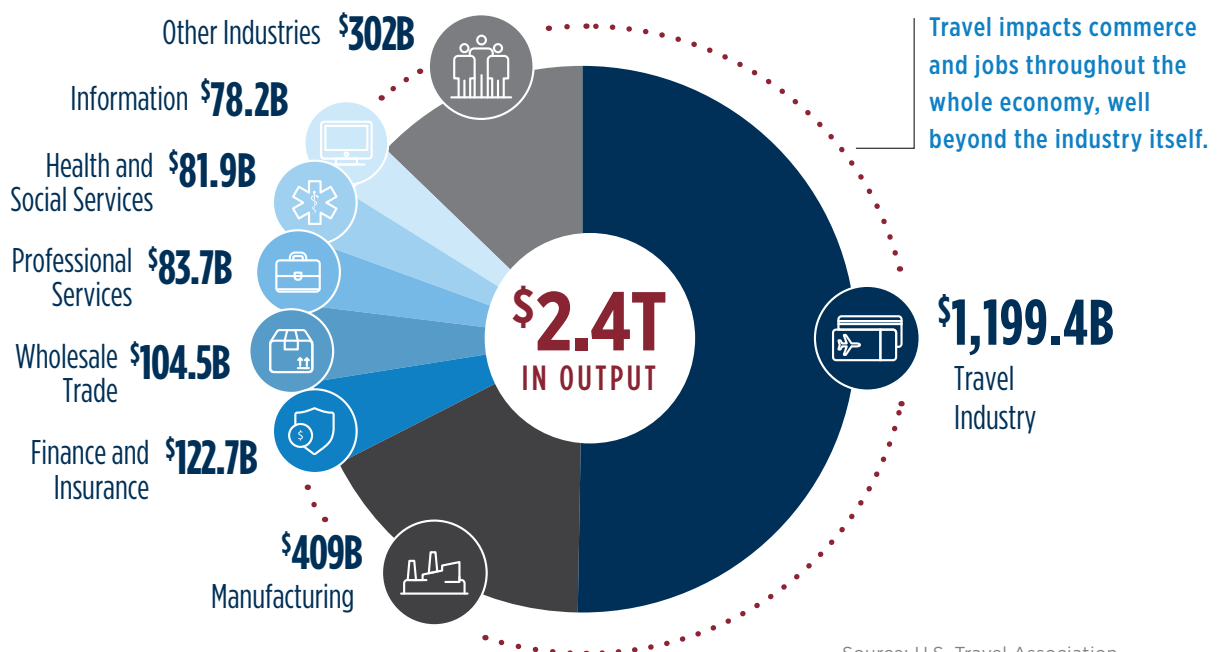




## Travel's Downstream Impact

Travelers generate gains for the entire U.S. economy. Aside from the spending on goods and services during trips, the business and materials necessary to produce these goods and services can be considered an indirect travel output. For example, the fruits and vegetables purchased by restaurants or linens used by hotels all have a positive economic impact for industries outside of travel.

Additionally, spending in local areas by the employees of travel businesses and their suppliers generates sales: induced output. For example, the gasoline purchased by employees to get to their jobs is considered an induced output.

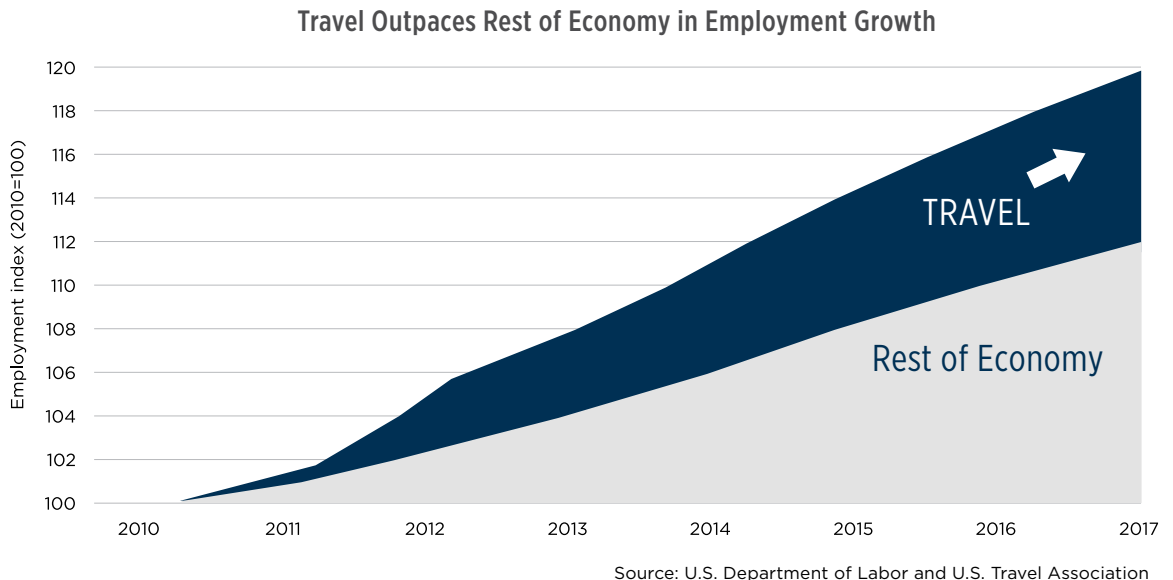


Source: U.S. Travel Association

# Travel: An Indispensable Source of American Jobs

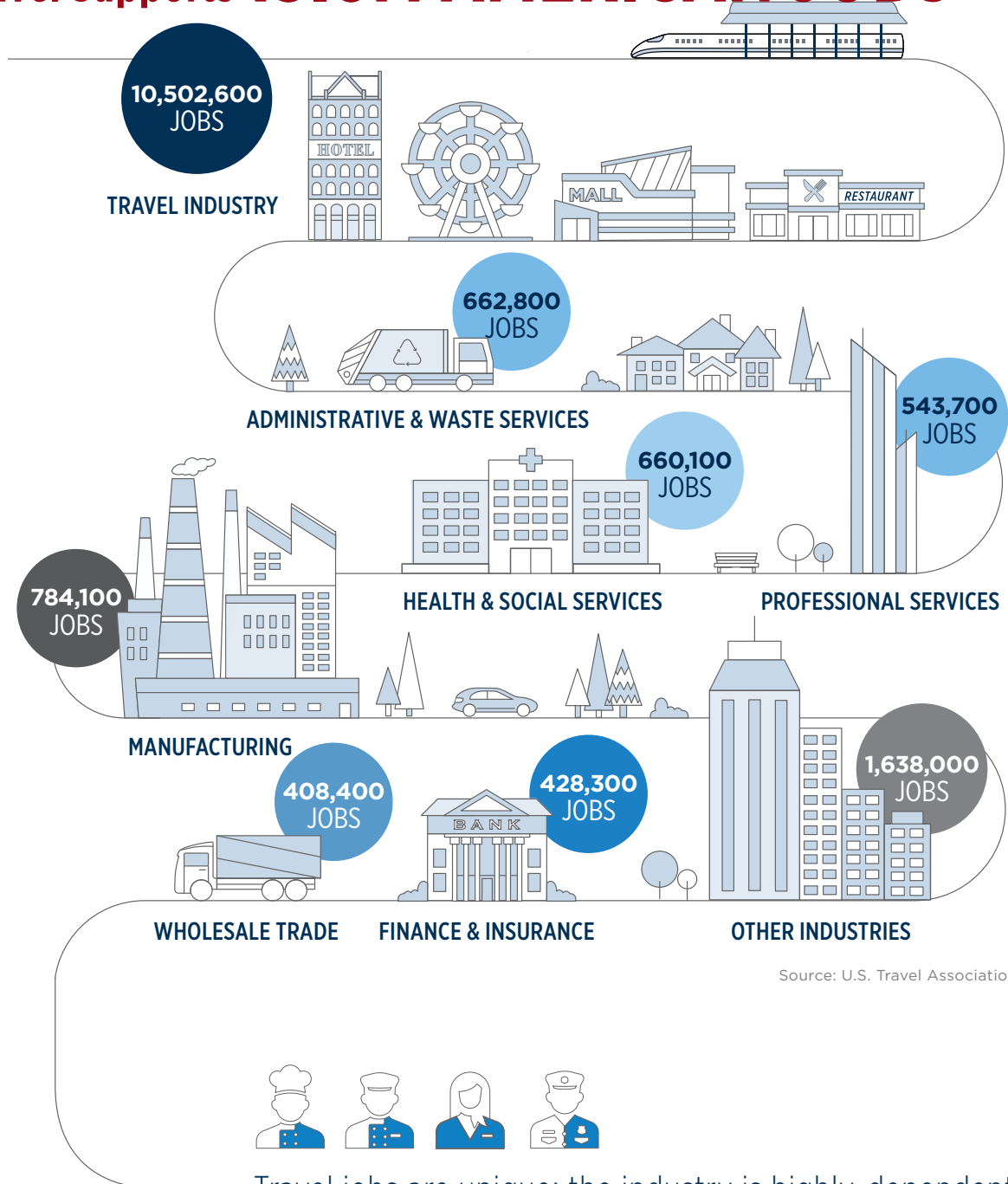
As a labor-intensive industry, the power of travel to create jobs is much greater than other industries. **On average, every \$1 million in travel goods and services sales directly supports eight jobs. In contrast, on average, every \$1 million in sales in other industries directly supports five jobs.**

While certainly not immune to the negative effects of recession or other economic downturns, the travel industry is resilient, bouncing back before other industries and generally creating jobs faster than other sectors of the economy. From 2010-2017, 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. Nine percent of all new jobs created during this period were in the travel industry.



**Travel jobs are unique: the industry is highly dependent on human labor and generally immune to outsourcing abroad.** The majority of employees earn middle-class wages or higher.<sup>1</sup> For many young workers, a travel job means a first foothold on the career ladder. For part-time students, a travel job means the flexibility to pursue education and training while gaining the benefit of on-the-job experience.<sup>2</sup> For workers at all stages of life, travel provides a viable path of upward mobility. On average, Americans whose first job was in the travel industry obtained an average career salary of \$81,900, higher than those who began working in most other industries.<sup>3</sup>

# Travel Supports **15.6M AMERICAN JOBS**



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Travel impacts commerce and jobs **throughout the whole economy, well beyond the industry itself.** U.S. Travel's **Downstream Impact Calculator** allows you to simulate this change and its effect throughout the U.S. economy.