

# U.S. TRAVEL ANSWER SHEET

FACTS ABOUT A LEADING AMERICAN INDUSTRY THAT'S MORE THAN JUST FUN



## LEISURE TRAVEL

- Direct spending on leisure travel by domestic and international travelers totaled **\$644.9 billion** in 2014.
- Spending on leisure travel generated **\$96.6 billion** in tax revenue.
- More than 3 out of 4** domestic trips taken are for leisure purposes (78%).
- U.S. residents logged **1.7 billion** person-trips\* for leisure purposes in 2014.
- Top leisure travel activities for U.S. domestic travelers: (1) visiting relatives; (2) shopping; (3) visiting friends; (4) fine dining; and (5) beaches.

## BUSINESS TRAVEL

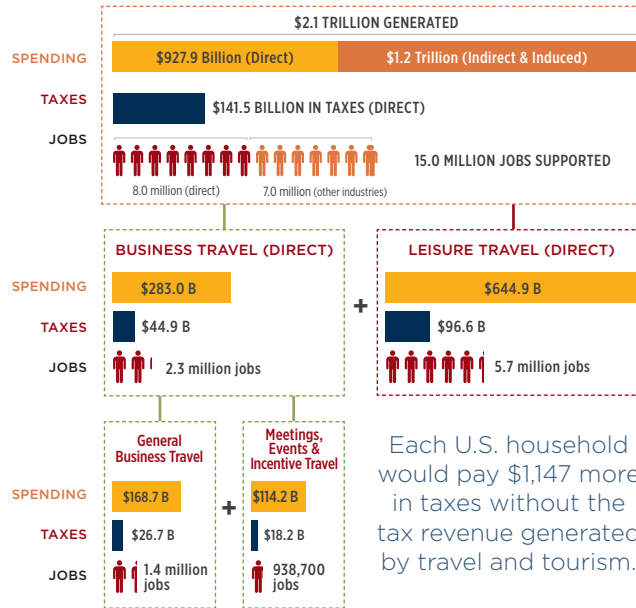


(Including Meetings, Events and Incentive)

- Direct spending on business travel by domestic and international travelers, including expenditures on meetings, events and incentive programs (ME&I), totaled **\$283.0 billion** in 2014.
- ME&I travel accounted for **\$114.2 billion** of all business travel spending.
- U.S. residents logged **452 million** person-trips\* for business purposes in 2014, with 36.7% for meetings and events.
- For every dollar invested in business travel, businesses benefit from an average of **\$9.50** in increased revenue and **\$2.90** in new profits (2012).

\* Person-trip defined as one person on a trip away from home overnight in paid accommodations or on a day or overnight trip to places 50 miles or more (one-way) away from home.

## U.S. TRAVEL INDUSTRY IMPACT

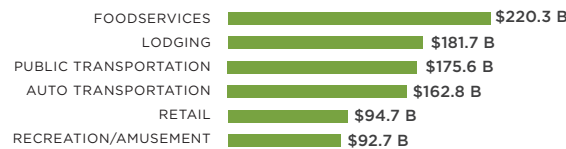


Source: U.S. Travel Association

Note: Direct spending totals do not include international passenger fares

1 icon = 1 million jobs

## SOURCES OF TRAVEL SPENDING



**TOTAL: \$927.9 billion**

Source: U.S. Travel Association

## INTERNATIONAL TRAVEL

- In 2014, U.S. travel exports (travel and passenger fare receipts) totaled **\$220.8 billion** and U.S. travel imports (travel and passenger fare payments) totaled \$145.7 billion, creating a trade surplus of **\$75.1 billion** in favor of U.S. exports.
- The U.S. received **75.0 million** international arrivals in 2014. Of those, approximately **34.9 million** came from overseas markets and **40.1 million** were from Canada and Mexico.
- The United States' share of total international arrivals is **6.6%** (down from **7.5%** in 2000).

Direct spending by resident and international travelers in the U.S. averaged \$2.5 billion a day, \$105.8 million an hour, \$1.8 million a minute and \$29,398 a second.

- International travel spending directly supported about **1.1 million** U.S. jobs and **\$29.2 billion** in wages.
- Each overseas traveler spends approximately **\$4,400** when they visit the U.S. and stay on average **18 nights**.
- Overseas arrivals represent **46.6%** of all international arrivals, yet account for **79.6%** of total U.S. travel exports.
- Top leisure travel activities for overseas visitors: (1) shopping; (2) sightseeing; (3) fine dining; (4) national parks/monuments; and (5) amusement/theme parks.

## TOP 5 INTERNATIONAL MARKETS TO THE U.S. (2014 ARRIVALS)

ORIGIN OF VISITOR	2014
Canada	23.0 million
Mexico	17.1 million
United Kingdom	4.1 million
Japan	3.6 million
Brazil	2.3 million

## TOP 5 HIGH-GROWTH TRAVEL MARKETS THRU 2020 (forecasted)

ORIGIN OF VISITOR	ARRIVALS % CHANGE '20/'14
China	129.2%
India	47.0%
Taiwan	39.1%
South Korea	36.0%
Australia	26.5%

Source: U.S. Travel estimates based on U.S. Department of Commerce - National Travel and Tourism Office

## U.S. TRAVEL ASSOCIATION

### BY THE NUMBERS

(all data 2014 unless indicated otherwise)

**\$2.1 trillion:** Economic output generated by domestic and international visitors (includes \$927.9 billion in direct travel expenditures that spurred an additional \$1.2 trillion in other industries)

**15.0 million:** Jobs supported by travel expenditures (includes 8.0 million directly in the travel industry and 7.0 million in other industries)

**\$221.7 billion:** Wages shared by American workers directly employed by travel

**\$141.5 billion:** Tax revenue generated by travel spending for federal, state and local governments

**2.7%:** Percentage of nation's gross domestic product (GDP) attributed to travel and tourism

**No. 1:** Where travel ranks among all U.S. service exports

**1 out of 9:** U.S. jobs that depend on travel and tourism

**No. 7:** Where travel ranks in terms of employment compared to other major private industry sectors

**84%:** Percentage of travel companies that are considered small businesses (2012)

**2.1 billion:** Number of person-trips\* that Americans took for business and leisure purposes

**75.0 million:** Number of international arrivals in the U.S. in 2014, including 34.9 million from overseas markets

Travel is among the **top 10 industries** in 49 states and D.C. in terms of employment

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The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.1 trillion in economic output. It is the voice for the collective interests of the U.S. travel industry and the association's 1,350 member organizations. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. For more information, visit [www.ustravel.org](http://www.ustravel.org)