



Research Catalog

UPDATED OCTOBER 2019

U.S. TRAVEL
ASSOCIATION®

U.S. TRAVEL

ASSOCIATION®

Dear Travel Colleague,

In today's highly competitive marketplace, data is power—whether you're communicating to the public, making the case for your budget, creating a strategic business plan, or influencing policy change at the local level.

U.S. Travel Association is the leading source of knowledge on travel research. We provide our members with expert analysis and insight on the size and scope of the industry, leading economic indicators, travel trends, forecasts and more.

Please consider taking advantage of this widely respected research from U.S. Travel. Enclosed is a listing of the many products and tools available.

Sincerely,

A handwritten signature in dark blue ink, reading "David Huether". The signature is fluid and cursive, with a long horizontal stroke extending from the end.

David Huether
Senior Vice President,
Research
U.S. Travel Association

Note: While some items are complimentary, some are at lower cost to U.S. Travel members, and others are exclusive to members. Consider cost savings of membership; visit ustravel.org for more information or to join.

CONTENTS

For more information on all research reports and products, please visit ustravel.org/research.

INTERACTIVE TOOLS AND RESOURCES

Playbook: Crisis Readiness and Response	4
Playbook: Protecting Your Budget	4
Webinars: The Debrief	4
Webinars: ESTO	5
Travel's Downstream Impact Calculator	5
Travel's Economic Impact Calculator	5
Interactive Travel Analytics	6

FACT SHEETS

Industry Answer Sheet	8
U.S. Travel & Tourism Overview	8
Travel Creates Jobs	8
International Fact Sheets	9
Policy Fact Sheets	9
Travel's Impact on the U.S. Economy	10
Domestic Travel Overview	10

MONTHLY INDICATORS & NEWSLETTERS

U.S. Travel Outlook	11
Travel Trends Index	11
U.S. Travel Barometer	12
Travel Price Index	12

ECONOMIC IMPACT

Economic Review of Travel in America	13
Impact of Travel on State Economies	13
Travel Forecast	14
Travel Economic Impact Custom Reports	14

INTERNATIONAL	
The Rising Dollar and International Travel to the U.S. with Brexit Addendum	15
Global Travel Market Review	15
POLICY	
Made in America: Travel's Essential Contribution to Economic Development	16
Economic Significance of Meetings to the U.S. Economy	16
Travel: America's Unsung Hero of Job Creation	17
Defining Conventions as Urban Innovation and Economic Accelerators	17
Transforming Security at Airports	18
The Power of Travel Promotion	18
Fast Forward: Travel Creates Opportunities and Launches Careers	19
DOMESTIC LEISURE TRAVEL	
The State of American Vacation	20
The Power of Vacation Planning	20
The Tethered Vacation	21
Under-Vacationed America: An Analysis of the States and Cities that Need to Take a Day	21
The High Price of Silence: Analyzing the Business Implications of an Under-Vacationed Workforce	22
The Work Martyr's Cautionary Tale: How the Millennial Experience Will Define America's Vacation Culture	22
The Work Martyr's Children: How Kids Are Harmed by America's Lost Week	23
The Work Martyr's Affair: How America's Lost Week Quietly Threatens Our Relationships	23
A Study of Lodging Charges and the Allocation of Revenues from Taxes and Assessments on Lodging	24
Leisure Travel Decision Making	24
Domestic Travel Market Report	25
Changing Demographics: Current Trends That Drive American Travel	25
SUBSCRIPTION PACKAGES	28
ORDER FORM	29

For more information on all research reports and products, please visit ustravel.org/research.

Playbook: Crisis Readiness and Response



DESCRIPTION: The freedom to travel is one of the many liberties we enjoy as Americans, but we are in a new era with shifting global landscapes and unexpected challenges. This playbook is intended to help U.S. Travel members and destination leaders ready themselves, their organizations and their staff for crises that may arise.

GEOGRAPHIC COVERAGE: National and Destination Case Studies

TIMEFRAME: *Released Summer 2018*

ACCESS RIGHTS: **ALL MEMBERS:** Full report

Playbook: Protecting Your Budget



DESCRIPTION: This playbook is intended to help better prepare destination organizations for a variety of scenarios related to the stability of their funding and reputation within their communities.

GEOGRAPHIC COVERAGE: National and Destination Case Studies

TIMEFRAME: *Released Summer 2018*

ACCESS RIGHTS: **ALL MEMBERS:** Full report

Webinars: The Debrief



DESCRIPTION: A monthly webinar series exclusively for U.S. Travel members provides the advocacy and tools your organization needs. On the last Tuesday of each month, U.S. Travel staff will educate participants on timely resources, insights, new tools and upcoming events, providing valuable analysis from staff experts who will cover best practices and tips for tactical application across your organization.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Topics vary and will span research, policy and event activations (National Plan for Vacation Day and National Travel and Tourism Week)

TIMEFRAME: *Monthly, Fourth Tuesday*

ACCESS RIGHTS: **ALL MEMBERS**



= Requires member access. Some products are available for purchase or available publicly. See individual listings.

Webinars: ESTO



DESCRIPTION: Presented by industry leaders in marketing, research and travel services, this webinar series is geared towards destination marketers around the country. ESTO webinar topics range, offering content that inspires and educates in the world of tourism marketing helping destination professionals be better prepared, get new ideas and spark innovative thinking that enhances marketing strategy all year long.

DATA COVERED: Topics vary by month; visit esto.ustravel.org/webinar-series for more information

TIMEFRAME: *Monthly*

ACCESS RIGHTS: PUBLICLY AVAILABLE

For more information on ESTO Webinars, visit esto.ustravel.org

Travel's Downstream Impact Calculator



DESCRIPTION: This online tool and accompanying fact sheet helps tell the story of travel's \$2.4 trillion output on the broader economy. It measures the impact on other industries associated with an increase or decrease in travel spending and estimates how shifts in travel expenditures affect output and jobs linked with select travel-related policies.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Economic Output, Total Jobs

UPDATED: *Spring*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Travel's Economic Impact Calculator



DESCRIPTION: This interactive tool enables users to simulate the direct impact of a change in traveler spending on a state's economy.

GEOGRAPHIC COVERAGE: National, State

DATA COVERED: Travel Spending, Employment, Payroll, State and Local Tax Revenues, Public Sector Jobs (firefighters, police officers, teachers)

UPDATED: *Spring*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Interactive Travel Analytics



Interactive Travel Analytics (ITA), the only tool of its kind, enables travel professionals to access, analyze and compare travel economic data in different levels. Data covers historical information from 2000 to the most current year available. **Full data available includes the following.**

TRAVEL DATA	DOMESTIC				INTERNATIONAL		
	National	State	County	Congressional	World	Region	Country
Expenditures	✓	✓	✓	✓	✓	✓	✓
Employment/Payroll	✓	✓	✓	✓			
Tax Revenue	✓	✓	✓				
Visitation/Trade Statistics					✓	✓	✓

ACCESS RIGHTS: Travel economic impact statistics map • **PUBLICLY AVAILABLE**

For additional access, subscriptions can be purchased as outlined below. Some subscriptions are benefits of your level of membership.

ITA SUBSCRIPTION OPTION

Travel Economic Impact Subscription



GEOGRAPHIC COVERAGE: National, State, Congressional District, County/City (via custom report)

DATA COVERED: Travel Employment (travel and other industries), Payroll, Expenditures, Taxes (total, state and local), General economic statistics

TIMEFRAME: *Annual, Spring*

ACCESS RIGHTS: CC BC AB PC P – Full access

REGULAR MEMBERS: \$495 • **NON-MEMBERS:** \$1,295

ITA SUBSCRIPTION OPTION

Monthly Travel Statistics Subscription



GEOGRAPHIC COVERAGE: National

DATA COVERED: Employment (travel and total non-farm), International Trade Statistics, International Visitation (Coming in 2019), Travel Price Index (inflation) and Travel Trends Index; Employment and international trade data is available from 2000, international visitation is available from 2015, inflation data is available from 1985, travel trends index data goes back to 2000

TIMEFRAME: *Employment and International Trade: First Friday of month • International Visitation: Last day of month with a 5-month report lag • Travel Price Index: Mid month • Travel Trends Index: First Tuesday of month*

ACCESS RIGHTS: CC BC AB PC B P – Full access

REGULAR MEMBERS: \$495 • **NON-MEMBERS:** \$1,295



= Requires member access. Some products are available for purchase or available publicly. See individual listings.

ITA SUBSCRIPTION OPTION

Key Statistics and Travel Forecasts



GEOGRAPHIC COVERAGE: U.S.

DATA COVERED: General Economic Statistics, Travel Spending, International Visitations, Domestic Travel Volume *(includes historic data from 2000 and forecasts through 2022)*

TIMEFRAME: *Updated twice annually (spring and fall)*

ACCESS RIGHTS: CC BC AB PC B P – Full access

REGULAR MEMBERS: \$495 • **NON-MEMBERS:** \$1,295

ITA SUBSCRIPTION OPTION

International Travel Statistics Subscription



GEOGRAPHIC COVERAGE: U.S., More than 50 Top Source Markets, World Regions

DATA COVERED: International visitation to the U.S. by Country, U.S. Resident Travel Abroad, Travel Trade Statistics, Travel Spending, Long-Haul Travel Statistics and Global-Long Haul Share *(Includes historic data from 2000 and forecasts through 2020)*

TIMEFRAME: *Updated twice annually (spring and fall)*

ACCESS RIGHTS: CC BC AB PC B P – Full access

REGULAR MEMBERS: \$495 • **NON-MEMBERS:** \$1,295

ITA SUBSCRIPTION OPTION

Survey of U.S. State Tourism Office Budgets Subscription



GEOGRAPHIC COVERAGE: National, State

DATA COVERED: State Tourism Office Budgets (public, private, marketing promotion) of all 50 states; Results of this survey compare state-by-state budget for tourism development and promotion across the U.S.; Data covers tourism office budget total (from FY1972-73), public/private funding (from FY2000-01) and domestic/international advertising/promotion budget (from FY1999-00)

TIMEFRAME: *Annual, Summer/Fall*

ACCESS RIGHTS: CC BC AB PC B P – Full access

REGULAR MEMBERS: \$495 • **NON-MEMBERS:** \$1,295

Subscription provided complimentary to State Tourism Offices

Industry Answer Sheet



DESCRIPTION: This one page overview showcases travel's impact on the U.S. economy.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Economic Impact, Visitation and Industry Breakdowns (leisure/business/international)

TIMEFRAME: *Annual, Spring*

ACCESS RIGHTS: PUBLICLY AVAILABLE

U.S. Travel & Tourism Overview



DESCRIPTION: An overview of travel volumes to and within the United States and the economic impact of travel (domestic and international) on the U.S. economy, which also highlights spending levels of leisure and business travel, as well as of the food services and lodging sectors.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Visitation, Economic Impact, Domestic, Leisure and Business Breakdowns

TIMEFRAME: *Annual, Spring*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Travel Creates Jobs



DESCRIPTION: Travel is essential to the American economy, providing an indispensable source of job creation. This factsheet highlights that the travel industry is unique, highly dependent on human labor, generally immune to outsourcing and plays a key role in international trade.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Travel Employment, Average Career Salary

TIMEFRAME: *Annual, Spring*

ACCESS RIGHTS: PUBLICLY AVAILABLE



= Requires member access. Some products are available for purchase or available publicly. See individual listings.

International Fact Sheets



- **International Inbound Travel:** An overview and illustration of the United States' top inbound visitation markets.
- **Cartogram:** A map of the world, with all countries sized by their residents' share of global visitations to the U.S.
- **Global Travel Trends:** An overview of global travel trends and spending, focusing in particular on long-haul travel.
- **Top 20 Inbound Markets:** Ranking of top U.S. inbound travel markets, changes in rankings over time, and projections for the future.
- **World Travel:** An overview of global travel trends and spending, focusing in particular on long-haul travel.
- **Country-level Inbound Profiles:** One-page summary profiles describing visitations, traveler spending, economic conditions, opportunities and threats by travelers to the U.S from top inbound markets to the U.S.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Visitation, Travel Spending, Travel Trade Balance, Market Share

TIMEFRAME: *Annual*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Policy Fact Sheets



DESCRIPTION: U.S. Travel provides policy-specific fact sheets throughout the year that help explain policy initiatives and their benefits for the U.S. Topics range from infrastructure to security and more.

TIMEFRAME: *Dependent per issue*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Travel's Impact on the U.S. Economy



DESCRIPTION: Travel is serious business, generating \$2.4 trillion in economic output and supporting 15.6 million American jobs across all U.S. industries. This fact sheet provides an overview of travel's contribution to the U.S. economy.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Travel Total Spending and Employment, Breakdown by Sector

TIMEFRAME: *Annual, Spring*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Domestic Travel Overview



DESCRIPTION: A fact sheet which provides an overview of domestic travel in the United States including leisure and business breakouts. U.S. Travel also provides a tool, Travel's Downstream Impact Calculator which simulates travel's impact on other industries by adjusting increases or decreases in travel spending. See Page 5 for more info.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Domestic Visitation, Travel Spending, Employment, Tax Revenues, Leisure, Business and Industry sector breakdowns

TIMEFRAME: *Annual, Spring*

ACCESS RIGHTS: **ALL MEMBERS:** Complimentary • **NON-MEMBER:** \$150



= Requires member access. Some products are available for purchase or available publicly. See individual listings.

U.S. Travel Outlook



DESCRIPTION: A highly informative monthly e-newsletter focusing on industry trends, the current state of the economy, related news, data releases and forecasts.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Economic Overview, Labor, Consumer Spending, Consumer Confidence, State of Business, Travel Trends Index, Domestic, International, Lodging Industry, Transportation, and U.S. Travel updates

TIMEFRAME: *Monthly, Last week of each month*

ACCESS RIGHTS: ALL MEMBERS: All editions • **NON-MEMBERS:** Current edition

Travel Trends Index



DESCRIPTION: Travel Trends Index (TTI) tracks the pace and direction of travel to and within the United States on a monthly basis. The TTI consists of the Current Travel Index (CTI) and the Leading Travel Index (LTI)—both of which include subcomponents (domestic, international, leisure and business).

The CTI measures the current direction and pace of monthly person-trips (involving a hotel stay and/or air travel).

The LTI forecasts the future direction and pace of person-trips over the coming three to six months.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Total travel as well as the breakdown of domestic, international, leisure and business

TIMEFRAME: *Monthly, First Tuesday of each month*

ACCESS RIGHTS: ALL MEMBERS: All editions • **NON-MEMBERS:** Current edition



U.S. Travel Barometer



DESCRIPTION: This forward-looking monthly report—based on 30 billion global online lodging searches from 5,000 consumer travel websites (representing nearly 60 percent of all global lodging searches and conversions) is aggregated exclusively for U.S. Travel by nSight. The U.S. Travel Barometer tracks how intent to travel to the U.S. is trending and the near-term outlook for travel to and within the U.S.

GEOGRAPHIC COVERAGE: National, Regional

DATA COVERED: U.S. Share of International and Domestic Lodging Searches

TIMEFRAME: *Monthly, First week of the month*

ACCESS RIGHTS: MEMBERS ONLY

Travel Price Index



DESCRIPTION: The Travel Price Index (TPI) measures the one-month change in the cost of travel away from home in the United States on a seasonally adjusted basis and the 12-month change of the cost of travel away from home in the U.S. on a seasonally unadjusted basis. The TPI is based on U.S. Department of Labor price data collected for the monthly Consumer Price Index (CPI). The TPI is directly comparable to the CPI.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Consumer and Travel Price Index

TIMEFRAME: *Monthly, Middle of month*

ACCESS RIGHTS: ALL MEMBERS: All editions • **NON-MEMBERS:** Current edition



The Economic Review of Travel in America



DESCRIPTION: *The Economic Review of Travel in America (ERTIA)* details the impact of the travel industry on the U.S. economy and provides analysis on the performance of major travel-related industries in the U.S., such as airlines, lodging, amusement/recreation services and food service. In addition, international visitations highlights the importance of the United States in global tourism.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Visitation, Travel Spending, Employment, Payroll, Tax Revenues, Domestic, International, Travel Sector Breakdown

TIMEFRAME: *Annual, Fall*

ACCESS RIGHTS: CC BC B P – Full report
REGULAR MEMBERS: Executive Summary • Full report - \$300
NON-MEMBERS: Full report - \$495

Impact of Travel on State Economies



DESCRIPTION: *Impact of Travel on State Economies (ITSE)* details the importance of the travel industry to the U.S. economy. Economic impact statistics for each of the 50 states and Washington, D.C. is included. The report demonstrates that travel—transportation, lodging, food service, entertainment and retail—is one of the America’s largest industries and employers.

GEOGRAPHIC COVERAGE: National, State

DATA COVERED: Travel Spending, Employment, Payroll, Tax Revenues

TIMEFRAME: *Annual, Winter*

ACCESS RIGHTS: CC BC B P – Full report
REGULAR MEMBERS: Executive Summary • Full report - \$195
NON-MEMBERS: Full report - \$295

Travel Forecast



DESCRIPTION: Driven by U.S. Travel's proprietary travel forecasting model and data from the National Travel and Tourism Office, these semi-annual domestic and international forecasts allow members to review the industry's performance and consider the prospects for the coming year and the next five years.

To complement the travel forecast table, U.S. Travel has released an accompanying background document providing context to the latest projections and insights into how we expect key drivers influencing domestic leisure, business and international inbound travel to perform in the current year.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Macroeconomics, Travel Inflation, Visitation, Employment, Spending

TIMEFRAME: *Semi-Annual, Spring and Winter*

ACCESS RIGHTS: ALL MEMBERS: Full access • **NON-MEMBERS:** Summary table only

Travel Economic Impact Custom Reports



DESCRIPTION: The Travel Economic Impact Model (TEIM), developed by U.S. Travel, is the longest-running and most widely used and quoted model to estimate traveler expenditures and related economic impact in the U.S. With these insights travel professionals can determine:

- Travel expenditures for an area of interest;
- Travel's impact on employment, payroll and federal, state and local tax revenue;
- Detailed analysis of 18 travel categories, including lodging, food, retail, public transportation, auto transportation and amusement/recreation;
- The economic impact of various types of travel, such as business and leisure, transportation mode, type of accommodations used and other trip and traveler characteristics.

GEOGRAPHIC COVERAGE: County and City level available

DATA COVERED: Travel Economic Impact, Spending Categories, Types of Travel

TIMEFRAME: *Ad-hoc*

To inquire about a custom report for your state or destinations, please contact research@ustravel.org



= Requires member access. Some products are available for purchase or available publicly. See individual listings.

The Rising Dollar and International Travel to the U.S. with Brexit Addendum



DESCRIPTION: Travel from many of our key inbound markets is sensitive to exchange rate movements. This report highlights bilateral currency movements between the U.S. and top-10 inbound markets, and analyzes the varying effects of the rising U.S. dollar on travel spending by visitors from different countries.

The Addendum: Brexit and U.S. dollar appreciation in the first half of 2016 includes recent trends, through June 2016, and focuses in particular on the projected effects of Brexit on U.S. visitations from the United Kingdom.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Travel Exports, Exchange Rates, Macroeconomics

TIMEFRAME: *Released Summer 2016*

ACCESS RIGHTS: **ALL MEMBERS:** Full report • **NON-MEMBERS:** Addendum only

Global Travel Market Review



DESCRIPTION: This report highlights trends and underlying factors guiding the growth of overseas travel to the United States and investigates the U.S. as a destination for international travelers. This report showcases emerging inbound markets and also looks into the trends of the future, from which markets the U.S. should expect the next wave of overseas visitors to come, and which markets our country should expect to compete with in coming years.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Visitation, Exports, Trade Balance, Market Share, Projections

TIMEFRAME: *Released Fall 2015*

ACCESS RIGHTS: **CC** **BC** - Full report

REGULAR MEMBERS: Executive Summary • Full report - \$300

NON-MEMBERS: Full report - \$495

Made in America: Travel's Essential Contribution to Economic Development



DESCRIPTION: The fourth iteration of *The Power of Travel Promotion*, this report defines how travel and travel spending not only generate tax revenue for communities and states, but can also help attract new businesses and improve the quality of life for residents and travelers alike. It further highlights the evolving role of destination marketers into community managers, and why destination marketing budgets must be protected.

The accompanying toolkit includes additional resources such as: executive summary, key takeaways, case studies, sample letters, tweet sheets and social media tops and more—to amplify this message.

GEOGRAPHIC COVERAGE: National, Destination case studies

DATA COVERED: Travel Employment, Spending, Tax Revenues, State Tourism Office Budgets, Public Sector Jobs

TIMEFRAME: *Released August 2018*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Economic Significance of Meetings to the U.S. Economy



DESCRIPTION: Face-to-face meetings play a crucial role for business and our economy. A fully updated study from Oxford Economics reports that U.S. meetings continued to grow across all segments and major reporting metrics. Commissioned by Meetings Mean Business Coalition (MMBC) and the Events Industry Council (EIC), the report describes the role of meetings in the U.S. economy.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Meeting Participants, Travel Spending, Employment, Tax Revenues, Labor Income, Contribution to GDP, Output, Room Nights by Meeting Type, Participant and Host

TIMEFRAME: *Released February 2018*

ACCESS RIGHTS: PUBLICLY AVAILABLE

For more information on Meetings Mean Business, visit meetingsmeanbusiness.com



Travel: America's Unsung Hero of Job Creation



DESCRIPTION: This report highlights the travel industry's critical role in creating millions of American jobs, across all 50 states, and in every congressional district nationwide including the overall contribution of the travel industry to the U.S. labor market, the valuable impact of international visitors to the U.S. economy and American jobs and identifies major policies that are pro-growth, pro-connectivity and pro-traveler.

Our accompanying toolkit has additional resources—including a tweet sheet, talking points, policy recommendations, sample op-ed—to amplify this message.

GEOGRAPHIC COVERAGE: National, State

DATA COVERED: Employment, Payroll, Productivity, Small business impact, Travel exports

TIMEFRAME: *Released August 2017; This report will be updated Winter 2019 as Made in America: Travel's Essential Contribution to Job Creation*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Defining Conventions as Urban Innovation and Economic Accelerators



DESCRIPTION: MMBC published a joint research report with Skift examining how conferences and other face-to-face events have contributed to the economy, innovation, and prominent industries in cities across the country.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Destination Case Studies, Survey Data

TIMEFRAME: *Released April 2017*

ACCESS RIGHTS: PUBLICLY AVAILABLE

For more information on Meetings Mean Business, visit meetingsmeanbusiness.com

Transforming Security at Airports



DESCRIPTION: A follow up to 2011's *A Better Way* report, *Transforming Security at Airports* details current TSA issues and recommends a new series of reforms that would further improve our air travel system, protect traveler privacy and dignity, and provide the American people with the best investment of their traveler fees and government dollars.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Policy Recommendations and Analysis

TIMEFRAME: *Released November 2016*

ACCESS RIGHTS: PUBLICLY AVAILABLE

The Power of Travel Promotion



DESCRIPTION: *The Power of Travel Promotion* report and toolkit help destinations justify and defend their tourism promotion budgets. The 2016 edition of the report includes case studies and data on the significant positive economic impact that cities and states reap when they invest in destination marketing. In today's competitive marketplace, travel promotion not only helps destinations attract new visitors, but also generates significant spending, spurring jobs and tax revenues—creating a virtuous cycle of economic benefits for communities nationwide.

GEOGRAPHIC COVERAGE: National, case studies

DATA COVERED: Travel Employment, Spending, Tax Revenues, State Tourism Office Budgets, Public Sector Jobs

TIMEFRAME: *Released August 2016*

ACCESS RIGHTS: PUBLICLY AVAILABLE



= Requires member access. Some products are available for purchase or available publicly. See individual listings.

Fast Forward:

Travel Creates Opportunities and Launches Careers



DESCRIPTION: As an indispensable source of American jobs, the travel industry can serve as a ticket to opportunity and as a path to future prosperity - for our economy, communities and individuals nationwide. This report highlights how travel-related jobs give American workers a first foothold on the job ladder and provide valuable skills and education that lead to rewarding careers. Based on longitudinal BLS labor force data and reinforced by successful case studies, travel's unique workforce is compared to other workers who began in other industries.

GEOGRAPHIC COVERAGE: National, State, Local, etc.

DATA COVERED: Employment, Payroll, Case studies

TIMEFRAME: *Released December 2013; This report will be updated Spring 2019*
as Made in America: Travel's Essential Contribution to Workforce Development and Advancement

ACCESS RIGHTS: PUBLICLY AVAILABLE



B Basic Research Subscription
BC Member Benefit to Board Circle

P Premier Research Subscription
AB Member Benefit to Association Board Circle

CC Member Benefit to Chairman's Circle
PC President's Circle

Member rates are available to Regular, Association Board Circle, Board Circle and Chairman's Circle levels only. Unless otherwise noted, reports for purchase are in PDF format.

The State of American Vacation



DESCRIPTION: *The State of American Vacation* is a longitudinal study of American vacation attitudes and behavior. The survey of more than 5,000 American employees with time off, conducted by GfK with economic analysis by Oxford Economics, provides annual tracking of vacation usage, barriers, and opportunity.

Each edition features a prominent theme based on that year's survey findings.

- 2018: Workcations and Travel Habits
- 2017: Generational and Gender Differences
- 2016: What's at the Root of America's Vacation Decline

GEOGRAPHIC COVERAGE: National

DATA COVERED: Vacation Usage, Economic Impact, Leisure Travel

TIMEFRAME: *Released June 2016, May 2017, May 2018*

ACCESS RIGHTS: PUBLICLY AVAILABLE

The Power of Vacation Planning



DESCRIPTION: There is strong recognition among American workers that planning time off makes it easier to use vacation days throughout the year, though fewer than half actually take time to plan. This report shows planning as a simple way to improve happiness, boost morale, prevent burnout, and reduce stress.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Planning, Behaviors, Barriers, Benefits

TIMEFRAME: *Released January 2018*

ACCESS RIGHTS: PUBLICLY AVAILABLE



The Tethered Vacation



DESCRIPTION: Technology and the ever-present workplace have drastically altered the way Americans vacation. This report looks at the connection between workplace unplugging culture and employee technology usage.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Technology, Generational Breakdown

TIMEFRAME: *Released October 2017*

ACCESS RIGHTS: PUBLICLY AVAILABLE

Under-Vacationed America: An Analysis of the States and Cities that Need to Take A Day



DESCRIPTION: The implications of our always-on work culture and the subsequent vacation days that go unused are not felt evenly across the U.S. *Under-Vacationed America* highlights the profound geographical differences among states and cities that influence employees' time off perceptions and behavior. The report also ranks vacation usage in all 50 states and the 30-largest U.S. metropolitan statistical areas.

GEOGRAPHIC COVERAGE: National, State

DATA COVERED: Vacation Usage, Economic Impact, Leisure Travel

TIMEFRAME: *Released June 2017, Updated states data released August 2018*

ACCESS RIGHTS: PUBLICLY AVAILABLE



B Basic Research Subscription
BC Member Benefit to Board Circle

P Premier Research Subscription
AB Member Benefit to Association Board Circle

CC Member Benefit to Chairman's Circle
PC President's Circle

Member rates are available to Regular, Association Board Circle, Board Circle and Chairman's Circle levels only. Unless otherwise noted, reports for purchase are in PDF format.

The High Price of Silence: Analyzing the Business Implications of an Under-Vacationed Workforce



DESCRIPTION: *The High Price of Silence* analyzes business leaders' viewpoints, pressures, and privileges regarding time off. The report uncovers the \$272 billion in vacation liability sitting on the balance sheets of the American private sector. Through case studies of companies that are harnessing the power of vacation, this report also illustrates how changes can have a positive impact on the bottom line and company culture.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Vacation Liability, Analysis by Seniority

TIMEFRAME: *Released October 2016*

ACCESS RIGHTS: PUBLICLY AVAILABLE

The Work Martyr's Cautionary Tale: How the Millennial Experience Will Define America's Vacation Culture



DESCRIPTION: The pressures of American work culture have produced ideal conditions for the rise of the work martyr. And the challenges keeping Americans from using their vacation days have affected Millennials more than other generations. This report takes a closer look at who work martyrs are and the negative consequences of their behavior to individuals, businesses, and broader economy.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Vacation Usage, Generational Breakdown

TIMEFRAME: *Released August 2016*

ACCESS RIGHTS: PUBLICLY AVAILABLE



= Requires member access. Some products are available for purchase or available publicly. See individual listings.

The Work Martyr's Children: How Kids Are Harmed by America's Lost Week



DESCRIPTION: This study examines the impact of America's work martyr culture on children through a survey with kids ages 8-14. The report findings are a tool to better understand how failing to take time off affects children and the role vacation plays in strengthening family bonds.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Leisure Travel, Children

TIMEFRAME: *Released September 2015*

ACCESS RIGHTS: PUBLICLY AVAILABLE

The Work Martyr's Affair: How America's Lost Week Quietly Threatens Our Relationships



DESCRIPTION: This study examines the balance in workers' professional and personal lives, and suggests a solution for stronger relationships—one which may be sitting ignored in employee handbooks. The report also warns that America's Lost Week is harming relationships with the people who matter most and, what's worse, the damage may be done before it's realized.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Vacation Usage, Relationships

TIMEFRAME: *Released July 2015*

ACCESS RIGHTS: PUBLICLY AVAILABLE

A Study of Lodging Charges and the Allocation of Revenues from Taxes and Assessments on Lodging



DESCRIPTION: This comprehensive study of lodging charges and allocation of revenues from taxes and assessments on lodging covers 100 U.S. travel destinations. The report serves as a tool for destinations to advocate for consistent or increasing investment in tourism by comparing their destination's situation to others and track expenditures and rates over time.

GEOGRAPHIC COVERAGE: National, Regional, City

DATA COVERED: Lodging Charges and Tax Allocations

TIMEFRAME: *Released Winter 2018*

ACCESS RIGHTS: **ALL MEMBERS:** Full report

Leisure Travel Decision Making



DESCRIPTION: This report is provided in three white papers:

- **Travel Intentions, Motivators and Detractors:** Provides insight into leisure travel intentions and top motivators and detractors to take time off to travel.
- **Destination Selection Process:** Uncovers the most desirable trip attributes and the primary sources of information travelers rely on when deciding where to book their next trip, as well as differences between generations.
- **Digital Influence:** Analyzes the influence that digital behaviors, including use of destination websites, social media, online travel reviews and mobile devices, have on travelers when selecting a destination and making travel plans.

GEOGRAPHIC COVERAGE: National

DATA COVERED: Travel Intentions, Motivators and Detractors, Destination Selection Process, Digital Influence

TIMEFRAME: *Released Spring 2016*

ACCESS RIGHTS: - Full report

REGULAR MEMBERS: Executive Summary • Full report - \$300

NON-MEMBERS: Full report - \$495



Domestic Travel Market Report



DESCRIPTION: Uncover insights on domestic travelers' characteristics including: primary trip purpose, accommodation preferences, changes in travel party composition and the top trip activities. The annual report also includes preferred travel planning and booking sources and breaks down domestic travel characteristics by key demographics such as generation, ethnicity and race. Five year trends and comparisons are included when noteworthy. Several fact sheets are also included as complimentary to the report.

GEOGRAPHIC COVERAGE: National, Regional

DATA COVERED: Domestic Visitation, Traveler Characteristics, Average Travel Spending and Demographic Trends

TIMEFRAME: *Annual, Winter*

ACCESS RIGHTS:   - Full report

REGULAR MEMBERS: Fact Sheets and Exec Summary • Full report - \$300

NON-MEMBERS: Full report - \$495

Changing Demographics: Current Trends That Drive American Travel



DESCRIPTION: Use this report to understand travel trends and the U.S. demographics and economics driving those trends. Highlights include how the recession impacted Millennials' spending patterns, evolving travel parties and the decline in marriage and fertility rates and its effect on travel parties, multi-generational travel, the increase in Boomers' wealth and free time, the rise of the sharing economy and how Hispanics' increasing disposable income is affecting the travel industry.

The report also includes accompanying fact sheets on:

- Shifts in Trips and Transportation
- Evolving Households and Travel Parties
- Wealth and Spending
- Authentic Experiences and the Sharing Economy
- Hispanic Travelers

GEOGRAPHIC COVERAGE: National

DATA COVERED: Travel and demographic trends for the following topics: Shifts in Trips and Transportation, Evolving Household and Travel Parties, Authentic Experiences and Sharing Economy, Hispanic Travelers, Wealth and Spending

TIMEFRAME: *Released Summer 2015*

ACCESS RIGHTS:     - Full report

REGULAR MEMBERS: Fact Sheets and Exec Summary • Full report - \$300

NON-MEMBERS: Full report - \$495

Notes

Notes

U.S. Travel Subscriptions

BASIC

MEMBER: \$1,300 • NON-MEMBER: \$3,000

- *Economic Review of Travel in America* (page 13)
- *Impact of Travel on State Economies* (page 13)
- International Travel Statistics Subscription (page 7)
- Key Statistics and Travel Forecasts (Page 7)
- Monthly Travel Statistics Subscription (page 6)
- Survey of U.S. State Tourism Office Budgets Subscription (page 7)

PREMIER

MEMBER: \$2,000 • NON-MEMBER: \$4,500



The Premier Subscription Package includes the basic subscription package plus the Travel Economic Impact Subscription (page 6).

Interactive Travel Analytics Subscriptions

Travel Economic Impact

MEMBER: \$495 • NON-MEMBER: \$1,295

See page 6 for details

Monthly Travel Statistics

MEMBER: \$495 • NON-MEMBER: \$1,295

See page 6 for details

Key Statistics and Travel Forecasts

MEMBER: Complimentary • NON-MEMBER: not available

See page 7 for details

International Travel Statistics

MEMBER: \$495 • NON-MEMBER: \$1,295

See page 7 for details

State Tourism Office Budgets

MEMBER: \$495 • NON-MEMBER: \$1,295

See page 7 for details

Exclusive access to selected research and substantial savings on other research are just two of the many benefits for U.S. Travel members. To learn more, please visit research@ustravel.org or call **202.218.3630**.



Visit ustravel.org to learn more about member benefits.

U.S. TRAVEL

ASSOCIATION®

ORDER NOW TO TAP THE POWER OF U.S. TRAVEL RESEARCH.

TITLE	QUANTITY	PRICE
		\$
		\$
		\$
		\$
SUBTOTAL		\$
D.C. Residents must add 5.75% sales tax		\$
TOTAL		\$

☐ Not a member? Check here to be contacted about U.S. Travel membership.

PAYMENT OPTIONS:

- ☐ Check enclosed (payable to **U.S. Travel Association**)
- ☐ Credit card (contact **202.218.3630** to provide information)

THREE EASY WAYS TO ORDER:



ONLINE: ustravel.org



PHONE: 202.218.3630



MAIL: U.S. Travel Association
1100 New York Avenue, NW
Suite 450
Washington, D.C. 20005-3934

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Questions? Email: research@ustravel.org or call 202.218.3630.

U.S. TRAVEL
ASSOCIATION

1100 New York Avenue, NW, Suite 450
Washington, D.C. 20005