Travel will power our economic recovery. Why travel matters to

**ALABAMA**

In **Alabama**, as our attractions, hotels, restaurants and more were unable to welcome visitors, our once thriving travel and tourism industry was no longer the significant economic driver it had been.

In 2019:

- Domestic and international travelers spent **$11.6 billion** exploring our state
- For every **$1 million** spent in Alabama by domestic and international travelers, **7.9 jobs are created**
- The **91,451 travel-supported jobs** represented **5.6% of Alabama’s total private industry employment**, without which our unemployment rate of **3.0%** would have been **8.5% of the labor force**
- Travel spending generated **$1.2 billion to federal, state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers

**Alabama** experienced severe losses in 2020.

- Spending by domestic and international travelers declined by **31%**, shuttering many local businesses and putting our residents out of work
- Due to the decline in spending, federal, state and local tax receipts declined by **24%**, jeopardizing jobs and public programs—which we need more than ever as we work toward recovery

### FROM COAST-TO-COAST, THE COVID-19 PANDEMIC HAS DECIMATED THE NATIONAL TRAVEL INDUSTRY.

<table>
<thead>
<tr>
<th>STATE</th>
<th>SPENDING</th>
<th>PAYROLL</th>
<th>JOBS</th>
<th>TRAVEL INDUSTRY EMPLOYMENT RANKING</th>
<th>TAX RECEIPTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$11.6 Billion</td>
<td>$2.5 Billion</td>
<td>91,451</td>
<td>8</td>
<td>$1.2 Billion</td>
</tr>
<tr>
<td>2020</td>
<td>▼ -31%</td>
<td></td>
<td></td>
<td></td>
<td>▼ -24%</td>
</tr>
</tbody>
</table>

2020 SPENDING: **$680.3 BILLION**  ▼ **42%**

2020 TOTAL ECONOMIC OUTPUT: **$1.5 TRILLION**  ▼ **42%**

2020 TOTAL JOBS: **11 MILLION**  ▼ **34%**

2019 SPENDING: **$1.2 TRILLION**

2019 ECONOMIC OUTPUT: **$2.6 TRILLION**

2019 TOTAL JOBS: **17 MILLION**

Travel will refuel our economy, rebuild our workforce, and reconnect Americans.