**TRAVEL IS AN ECONOMIC ENGINE**

Why Travel Matters to Iowa

<table>
<thead>
<tr>
<th>SPENDING</th>
<th>PAYROLL</th>
<th>JOBS</th>
<th>TRAVEL INDUSTRY EMPLOYMENT RANKING¹</th>
<th>TAX RECEIPTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9.2 BILLION</td>
<td>$1.5 BILLION</td>
<td>72,160</td>
<td>7</td>
<td>$1.2 BILLION</td>
</tr>
</tbody>
</table>

**TRAVEL AND TOURISM WORKS FOR IOWA**

2018 Data

- Domestic and international travelers to Iowa spent $9.2 billion in 2018 and generated $1.2 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

- The 72,160 jobs created by travelers to Iowa in 2018 represent 5.5% of the state's total private industry employment.

- Without these jobs generated by domestic and international travel, Iowa's 2018 unemployment rate of 2.5% would have been 6.8% of the labor force.

- For every $1 million spent in Iowa by domestic and international travelers, 7.8 jobs are created.

**TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY**

2019 Data

**DIRECT IMPACT**

- **$1.1 TRILLION** in travel spending
- **9 MILLION JOBS** #7 largest employer of all industries in the U.S.¹
- **$277 BILLION** in payroll
- **$180 BILLION** in tax revenue. Each household will pay $1,398 additional taxes per year without the tax revenue from travel

**INTERNATIONAL**

- **$2 INDUSTRY EXPORT**
  - $255 Billion in travel exports², generating a $59 Billion trade surplus
- **$155 BILLION** in travel spending by international visitors in the U.S.

**TOTAL IMPACT**

- **$2.6 TRILLION** in U.S. economic output
- **1 in 10** U.S. non-farm jobs supported by travel
- **15.8 MILLION** American jobs

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¹. Out of 20 industries by 2-digit NAICS code

². Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians' fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.