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

(ALL DATA 2017 UNLESS INDICATED OTHERWISE)

Leisure Travel

- Direct spending on leisure travel by domestic and international travelers totaled $716.7 billion in 2017.
- Spending on leisure travel generated $111.9 billion in tax revenue.
- Nearly 3 out of 4 domestic trips taken are for leisure purposes (74%).
- U.S. residents logged 1.8 billion person-trips* for leisure purposes in 2017.
- Top leisure travel activities for U.S. domestic travelers: (1) visiting relatives; (2) shopping; (3) visiting friends; (4) fine dining; and (5) rural sightseeing.

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 $319.1 billion in 2017.
- ME&I travel accounted for $131.9 billion of all business travel spending.
- U.S. residents logged 462 million person-trips* for business purposes in 2017, with 38% for meetings and events.

International Travel

- In 2017, U.S. Travel Exports (includes general travel spending, international passenger fares, as well as international traveler spending on medical, educational and cross-border/seasonal work-related activities) totaled $251 billion. International Travel Imports totaled $174 billion, creating a $77 billion travel trade surplus.
- International arrivals to the U.S. increased by 0.7 percent and totaled 76.9 million in 2017. Of those, 38.9 million came from overseas markets (up 2% from 2016) and 38 million were from Canada and Mexico.
- The United States’ share of total international arrivals is 5.8% (down from 7.5% in 2000).
- The United States’ share of global long-haul travel is 12.2% (down from 17% in 2000).
- International travel spending directly supported about 1.2 million U.S. jobs and $33.7 billion in wages.
- Each overseas traveler spends approximately $4,200 when they visit the U.S. and stays on average 11 nights.
- Overseas arrivals represent 51% of all international arrivals, yet account for 84% of total international travel spending.
- Top leisure travel activities for overseas visitors: (1) shopping; (2) sightseeing; (3) fine dining; (4) national parks/monuments; and (5) amusement/theme parks.

By the Numbers

$1 trillion: Total domestic and international inbound traveler spending in the U.S. which generated a total of $2.4 trillion in economic output

15.6 million: Jobs supported by travel expenditures (includes 8.8 million directly in the travel industry and 6.8 million in other industries)

$258.8 billion: Wages shared by American workers directly employed by travel

$164.7 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

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

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

83%: Percentage of travel companies that are considered small businesses (2015)

76.9 million: International arrivals in the U.S. in 2017, including 38.9 million from overseas markets

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

Direct spending by resident and international travelers in the U.S. averaged $2.8 billion a day, $118.2 million an hour, $2 million a minute and $32,800 a second.

* 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.

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.4 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 ustravel.org