

# U.S. TRAVEL ANSWER SHEET

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

U.S. TRAVEL  
ASSOCIATION



## LEISURE TRAVEL

- Direct spending on leisure travel by domestic and international travelers totaled **\$683.1 billion** in 2016.
- Spending on leisure travel generated **\$106.4 billion** in tax revenue.
- Nearly 4 out of 5** domestic trips taken are for leisure purposes (79%).
- U.S. residents logged **1.7 billion** person-trips\* for leisure purposes in 2016.
- Top leisure travel activities for U.S. domestic travelers: (1) visiting relatives; (2) shopping; (3) visiting friends; (4) fine dining; and (5) rural sightseeing.

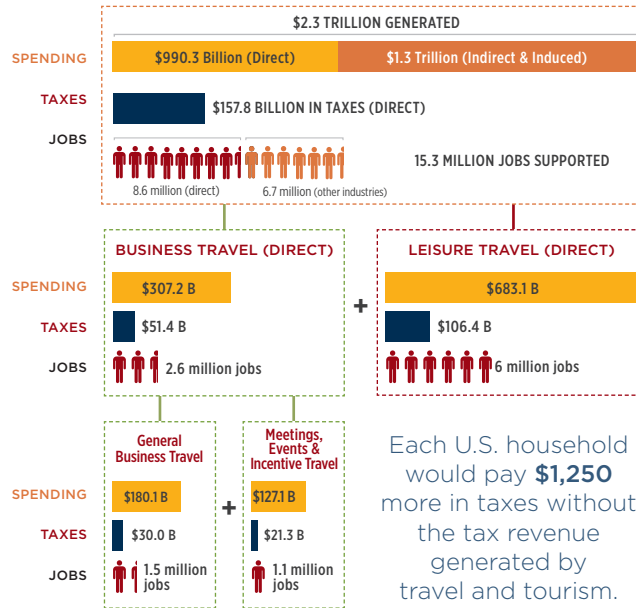
## BUSINESS TRAVEL

(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 **\$307.2 billion** in 2016.
- ME&I travel accounted for **\$127.1 billion** of all business travel spending.
- U.S. residents logged **457.4 million** person-trips\* for business purposes in 2016, with 38% 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).

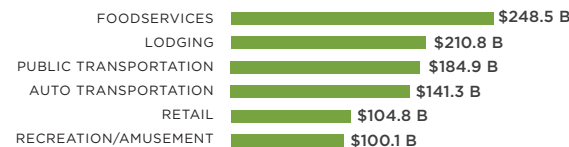
\* Person-trip defined as one person on a trip away from home overnight in paid accommodations or on a day or overnight trip to places 50 miles or more (one-way) away from home.

## U.S. TRAVEL INDUSTRY IMPACT



Source: U.S. Travel Association  
Note: Direct spending totals do not include international passenger fares  
= 1 million jobs

## SOURCES OF TRAVEL SPENDING



**TOTAL: \$990.3 billion** Source: U.S. Travel Association

## INTERNATIONAL TRAVEL

- In 2016, 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 **\$245 billion**. International Travel Imports totaled **\$161 billion**, creating a **\$84 billion** travel trade surplus.
- International arrivals to the U.S. declined by **2.4 percent** and totaled **75.6 million** in 2016. Of those, approximately **37.6 million** came from overseas markets and **38.0 million** were from Canada and Mexico.
- The United States' share of total international arrivals is **6.1%** (down from **7.5%** in 2000).

- International travel spending directly supported about **1.2 million** U.S. jobs and **\$32.4 billion** in wages.
- Each overseas traveler spends approximately **\$4,360** when they visit the U.S. and stay on average **18 nights**.
- Overseas arrivals represent **50%** of all international arrivals, yet account for **85.3%** 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.

## TOP 5 INTERNATIONAL MARKETS TO THE U.S. (2016 ARRIVALS)

ORIGIN OF VISITOR	2016
Canada	19.3 million
Mexico	18.7 million
United Kingdom	4.6 million
Japan	3.6 million
China	3.0 million

## TOP 5 HIGH-GROWTH TRAVEL MARKETS THRU 2021 (forecasted)

ORIGIN OF VISITOR	ARRIVALS % CHANGE '21/'15
China	121%
India	72%
Argentina	50%
South Korea	43%
Taiwan	40%

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

Direct spending by resident and international travelers in the U.S. averaged \$2.7 billion a day, \$113.1 million an hour, \$1.9 million a minute and \$31,400 a second.

## BY THE NUMBERS

(all data 2016 unless indicated otherwise)

**\$2.3 trillion:** Economic output generated by domestic and international visitors (includes \$990.3 billion in direct travel expenditures that spurred an additional \$1.3 trillion in other industries)

**15.3 million:** Jobs supported by travel expenditures (includes 8.6 million directly in the travel industry and 6.7 million in other industries)

**\$248.2 billion:** Wages shared by American workers directly employed by travel

**\$157.8 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

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

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

**75.6 million:** Estimated number of international arrivals in the U.S. in 2016, including 37.6 million from overseas markets

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

Copyright 2017 by the U.S. Travel Association. All Rights Reserved. (07/2017)

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.3 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)