

# U.S. TRAVEL ANSWER SHEET

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

**POWER**  
*of* **TRAVEL**

www.PowerofTravel.org



## LEISURE TRAVEL

- Direct spending on leisure travel by domestic and international travelers totaled **\$564 billion** in 2011.
- Spending on leisure travel generated **\$86 billion** in tax revenue.
- 3 out of 4** domestic trips taken are for leisure purposes (77%).
- U.S. residents logged **1.5 billion** person-trips\* for leisure purposes in 2011.
- Top leisure travel activities for U.S. domestic travelers: (1) visiting relatives; (2) shopping; (3) visiting friends; (4) fine dining; and (5) beaches.

## BUSINESS TRAVEL

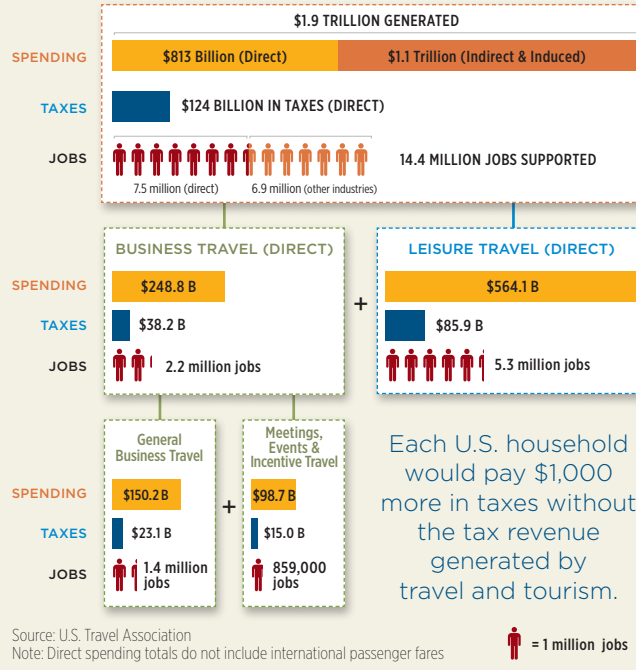
(Including Meetings, Events and Incentive)



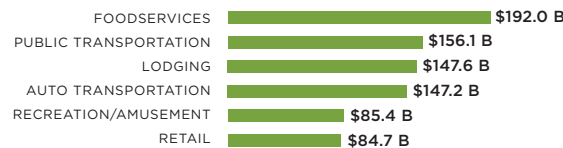
- Direct spending on business travel by domestic and international travelers, including expenditures on meetings, events and incentive programs (ME&I), totaled **\$249 billion** in 2011.
- ME&I travel accounted for **\$99 billion** of all business travel spending.
- U.S. residents logged **458 million** person-trips\* for business purposes in 2011, with more than one-third (36%) for meetings and events.
- For every dollar invested in business travel, businesses benefit from an average of **\$12.50** in increased revenue and **\$3.80** in new profits (Oxford Economics).

\* 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



### SOURCES OF TRAVEL SPENDING



**TOTAL: \$813 billion**

Source: U.S. Travel Association

## INTERNATIONAL TRAVEL

- In 2011, international traveler spending (export receipts) totaled **\$153 billion** and travel spending abroad by Americans totaled **\$110 billion** (travel import payments), creating a trade surplus of **\$43 billion** in favor of the U.S.
- The U.S. received **62.3 million** international arrivals in 2011. Of those, approximately **27.9 million** were from overseas markets and **34.4 million** were from Canada and Mexico.
- The United States' share of total international arrivals is **6.4%** (down from **7.5%** in 2000).
- International travel spending directly supported about **1.2 million** U.S. jobs and wages of **\$28.5 billion**.

- Each overseas traveler spends approximately **\$4,300** when they visit the U.S. and stay on average more than **17 nights**.
- Overseas arrivals represent **45%** of all international arrivals, yet account for **78%** of total international travel receipts.
- Greatest challenges facing international visitors: burdensome visa process; unwelcoming entry experience.
- Top leisure travel activities for overseas visitors: (1) shopping; (2) dining; (3) city sightseeing; (4) visiting historical places; and (5) amusement/theme parks.

### TOP 5 INTERNATIONAL MARKETS TO USA (ARRIVALS)

ORIGIN OF VISITOR	2011
Canada	21.0 million
Mexico	13.4 million
United Kingdom	3.8 million
Japan	3.2 million
Germany	1.8 million

### TOP 5 HIGH-GROWTH MARKETS THRU 2016 (forecasted)

ORIGIN OF VISITOR	ARRIVALS % CHANGE '16/'11
China	274%
Brazil	135%
Russia	131%
Australia	94%
Argentina	70%

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

Direct spending by resident and international travelers in the U.S. averaged \$2.2 billion a day, \$92.8 million an hour, \$1.5 million a minute and \$25,778 a second.



The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$1.9 trillion in economic output. It is the voice for the collective interests of the U.S. travel industry and the association's 1,400 member organizations. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. U.S. Travel is proud to be a partner in travel with American Express®. For more information, visit [www.USTravel.org](http://www.USTravel.org) or [www.PowerofTravel.org](http://www.PowerofTravel.org).

1100 New York Avenue, NW, Suite 450 • Washington, DC 20005-3934 • 1.202.408.8422 • email: [feedback@USTravel.org](mailto:feedback@USTravel.org) • [www.USTravel.org](http://www.USTravel.org)

Copyright 2012 by the U.S. Travel Association. All Rights Reserved.

## BY THE NUMBERS

(all data 2011)

**\$1.9 trillion:** Economic output generated by domestic and international visitors (includes \$813 billion in direct travel expenditures that spurred an additional \$1.1 trillion in other industries)

**14.4 million:** Jobs supported by travel expenditures (includes 7.5 million directly in the travel industry and 6.9 million in other industries)

**\$194.5 billion:** Wages shared by American workers directly employed by travel

**\$124 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

**No. 1:** Where travel ranks among all U.S. industry exports

**1 out of 9:** U.S. jobs that depend on travel and tourism

**No. 6:** Where travel ranks in terms of employment compared to other major private industry sectors

**98%:** Percentage of travel industry firms with 500 or fewer employees

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

**62.3 million:** Number of international arrivals in the U.S. in 2011, including 27.9 million from overseas markets

Travel is among the **top 10 industries** in 48 states and D.C. in terms of employment

**U.S. TRAVEL**  
ASSOCIATION