



Talking Points and Fun Facts for Meeting with Elected Officials

What *IS* Travel?

- Travel is not just the airlines. Not just the hotels. It encompasses laborers at convention centers, restaurant workers, taxi drivers, theme park operators, travel agents, and more.
- The livelihoods of over 10% of the U.S. population are dependent on the success of the travel industry.

Travel and tourism is one of America's largest industries (2009 U.S. Travel Data)

- **\$704 billion** in DIRECT TRAVEL SPENDING by domestic and international travelers.
- \$113 billion in TAX REVENUE for local, state and federal governments generated by direct travel expenditures.
- Each U.S. household would pay \$950 MORE IN TAXES without the tax revenue generated by the travel and tourism industry.
- Direct spending by resident and international travelers in the U.S. averaged \$1.9 billion a day, \$80 million an hour, \$1.3 million a minute and \$22,300 a second.

Travel and tourism is one of America's largest employers (2009 U.S. Travel Data)

- 7.4 million direct travel-generated JOBS.
- 10.1 million American workers are directly and indirectly employed by travel.
- 1 of every 9 U.S. non-farm jobs is created directly or indirectly or is induced by travel and tourism.
- Travel is among the TOP 10 INDUSTRIES in 48 states and D.C. in terms of employment.

Travel and tourism is one of America's largest service exports (2009 U.S. Dept. of Commerce Data)

- Overseas visitors are the best “stimulus packages” our government could ask for because they spend an average of \$4,000 per visit. They buy our goods and services and help to employ millions of Americans.
- \$121.1 billion in travel exports (including traveler spending in the U.S. and international passenger fare payments to U.S. carriers) and the...
- \$99.1 billion in travel imports (including U.S. residents' spending abroad and international passenger fares paid to foreign carriers) creates...

- \$22.0 billion in BALANCE OF TRAVEL TRADE SURPLUS for the U.S.

Recent Trends in Travel (U.S. Travel Data)

- Travel spending in the U.S. fell nearly 9% in 2009. The largest nominal drop in expenditures that we have ever recorded.
- Total expenditures are expected to rise 7.3% in 2010 and another 5.2% in 2011.
 - Travel should be seen as part of the solution to our economic woes. If we can spur travel, we can help turn the economy around. We can add more jobs, increase tax revenue, and increase productivity. When travelers avoid trips, it hurts the economy.

Benefits of Traveling (Statistics from a U.S. Travel survey):

- An annual vacation can cut a person's risk of heart attack by 50%
- 53% of employed Americans say they come back from a vacation feeling reconnected with family.
- Two out of three executives believe that vacations improved their creativity (68%)

Building a Relationship

- I look forward to working together with you and your staff to promote and protect the travel and tourism industry.
- I also encourage you to work with our voice in Washington DC - the U.S. Travel Association – to further policies that allow the travel industry to continue creating jobs and stimulating the economy.

State/District Fun Facts: Be sure to visit www.poweroftravel.org to access data for your state and district. Simply click on your state to view spending, tax, payroll, and employment data for your state and district, and click on the PDF or printer icon on the upper right-hand side to download a printable leave-behind.