

U.S. TRAVEL ANSWER SHEET

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

POWER
of **TRAVEL**

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LEISURE TRAVEL

- Direct spending on leisure travel by domestic and international travelers totaled **\$526 billion** in 2010.
- Spending on leisure travel generated **\$82 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 2010.
- Top leisure travel activities for U.S. domestic travelers: (1) visiting relatives; (2) shopping; (3) visiting friends; (4) rural sightseeing; and (5) beaches.

BUSINESS TRAVEL

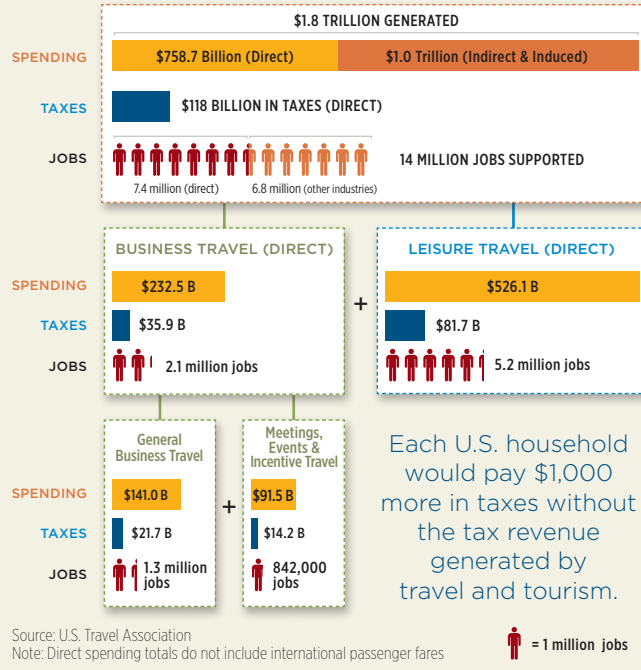
(Including Meetings, Events and Incentive)



- Direct spending on business travel by domestic and international travelers, including expenditures on meetings, events and incentive programs (ME&I), totaled **\$233 billion** in 2010.
- ME&I travel accounted for **\$92 billion** of all business travel spending.
- U.S. residents logged **448 million** person-trips* for business purposes in 2010, with more than one-third (35%) 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: \$758.7 billion

Source: U.S. Travel Association



INTERNATIONAL TRAVEL

- In 2010, international traveler spending (export receipts) totaled **\$134 billion** and travel spending abroad by Americans totaled **\$103 billion** (travel import payments), creating a trade surplus of **\$32 billion** in favor of the U.S.
- The U.S. received **59.7 million** international arrivals in 2010. Of those, approximately **26.4 million** were from overseas markets and **33.4 million** were from Canada and Mexico.
- The United States' share of total international arrivals is **6.3%** (down from **7.5%** in 2000).
- International travel spending directly supported about **931,000** U.S. jobs and wages of **\$24.7 billion**.

- Each overseas traveler spends approximately **\$4,000** when they visit the U.S. and stay on average more than **17 nights**.
- Overseas arrivals represent **44%** 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 | 2010 |
|-------------------|--------------|
| Canada | 20.0 million |
| Mexico | 13.4 million |
| United Kingdom | 3.9 million |
| Japan | 3.4 million |
| Germany | 1.7 million |

TOP 5 HIGH-GROWTH MARKETS THRU 2016 (forecasted)

| ORIGIN OF VISITOR | ARRIVALS % CHANGE '16/'10 |
|-------------------|---------------------------|
| China | 232% |
| Korea | 200% |
| Brazil | 150% |
| Russia | 139% |
| India | 94% |

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 billion a day, \$86.6 million an hour, \$1.4 million a minute and \$24,000 a second.



The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$1.8 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 or www.PowerofTravel.org.

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BY THE NUMBERS

(all data 2010)

\$1.8 trillion: Economic output generated by domestic and international visitors (includes \$759 billion in direct travel expenditures that spurred an additional \$1 trillion in other industries)

14 million: Jobs supported by travel expenditures (includes 7.4 million directly in the travel industry and 6.7 million in other industries)

\$188.3 billion: Wages shared by American workers directly employed by travel

\$118 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. 5: Where travel ranks in terms of employment compared to other major private industry sectors

99.5%: Percentage of travel industry firms with 500 or fewer employees

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

59.7 million: Number of international arrivals in the U.S. in 2010, including 26.4 million from overseas markets

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



U.S. TRAVEL
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