

U.S. TRAVEL ANSWER SHEET

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

(ALL DATA 2018 UNLESS INDICATED OTHERWISE)

Leisure Travel

- Direct spending on leisure travel by domestic and international travelers totaled **\$761.7 billion** in 2018.
- Spending on leisure travel generated **\$117.4 billion** in tax revenue.
- **4 out of 5** domestic trips taken are for leisure purposes (80%).
- U.S. residents logged **1.8 billion** person-trips* for leisure purposes in 2018.
- 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)

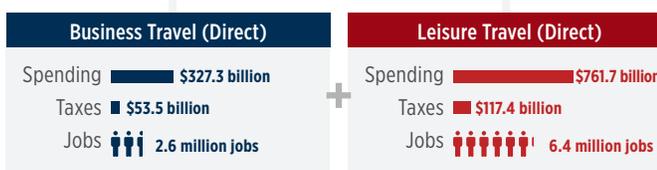
- Direct spending on business travel by domestic and international travelers, including expenditures on meetings, events and incentive programs (ME&I), totaled **\$327.3 billion** in 2018.
- ME&I travel accounted for **\$135.9 billion** of all business travel spending.
- U.S. residents logged **463.6 million** person-trips* for business purposes in 2018, with 38% for meetings and events.

* 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.

International Travel

- In 2018, 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 **\$256 billion**. International Travel Imports totaled **\$186 billion**, creating a **\$69 billion** travel trade surplus.
- International arrivals to the U.S. totaled approximately **80 million** in 2018, about half of whom came from overseas.
- The United States' share of total international arrivals is **5.6%** (down from **6.4%** in 2015).
- The United States' share of global long-haul travel is **11.7%** (down from 13.7% in 2015).
- International travel spending directly supported about **1.2 million** U.S. jobs and **\$33.4 billion** in wages.
- Each overseas traveler spends approximately **\$4,200** when they visit the U.S. and stays on average **18 nights**.
- Overseas arrivals represent about half 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.

U.S. TRAVEL INDUSTRY IMPACT



Each household would pay **\$1,340 more in taxes** without the tax revenue generated by travel and tourism.

SOURCE: U.S. Travel Association
Note: Direct spending totals do not include international passenger fares

Sources of Travel Spending Total = **\$1.1 trillion**



SOURCE: U.S. Travel Association

Top 10 International Markets to the U.S.

Origin of Visitor	2017 Visitations
Canada	20.2 million
Mexico	17.8 million
U.K.	4.5 million
Japan	3.6 million
China	3.2 million
South Korea	2.3 million
Germany	2.1 million
Brazil	1.9 million
France	1.7 million
Australia	1.3 million

Direct spending by resident and international travelers in the U.S. averaged **\$3.0 billion a day, \$124.3 million an hour, \$2.1 million a minute and \$34,500 a second.**

By the Numbers

\$1.1 trillion: Total domestic and international inbound traveler spending in the U.S. which generated a total of \$2.5 trillion in economic output

15.7 million: Jobs supported by travel expenditures (includes 8.9 million directly in the travel industry and 6.8 million in other industries)

\$267.9 billion: Wages shared by American workers directly employed by travel

\$170.9 billion: Tax revenue generated by travel spending for federal, state and local governments

2.9%: Percentage of nation's gross domestic product (GDP) attributed to travel and tourism

1 out of 10: 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)

80 million: International arrivals in the U.S. in 2018

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

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.5 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