**U.S. TRAVEL ANSWER SHEET**

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

### LEISURE TRAVEL

- Direct spending on leisure travel by domestic and international travelers totaled $644.9 billion in 2014.
- Spending on leisure travel generated $96.6 billion in tax revenue.
- More than 3 out of 4 domestic trips taken are for leisure purposes (78%).
- U.S. residents logged 1.7 billion person-trips* for leisure purposes in 2014.
- 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 $283.0 billion in 2014.
- ME&I travel accounted for $114.2 billion of all business travel spending.
- U.S. residents logged 452 million person-trips* for business purposes in 2014, with 36.7% 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.

### INTERNATIONAL TRAVEL

- In 2014, U.S. travel exports (travel and passenger fare receipts) totaled $180.7 billion and U.S. travel imports (travel and passenger fare payments) totaled $137.0 billion, creating a trade surplus of $43.7 billion in favor of the U.S.
- The U.S. received 73.9 million international arrivals in 2014. Of those, approximately 33.6 million were from overseas markets and 40.3 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 1.1 million U.S. jobs and wages of $29.2 billion.

Each overseas traveler spends approximately $4,300 when they visit the U.S. and stay on average 17 nights (2012).

Overseas arrivals represent 46% of all international arrivals, yet account for 80% 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) sightseeing; (3) fine dining; (4) national parks/monuments; and (5) art galleries/museums.

**U.S. TRAVEL INDUSTRY IMPACT**

- **$2.1 TRILLION GENERATED**
  - **$220.3 B**
  - **$92.7 B**
  - **$181.7 B**
  - **$175.6 B**
  - **$162.8 B**
  - **$94.7 B**
  - **$92.7 B**

**SPENDING**
- **$927.9 Billion (Direct)**
- **$1.2 Billion (Indirect & Induced)**

**TAXES**
- **$141.5 Billion in Taxes (Direct)**
- **15.0 Million Jobs Supported**

**BUSINESS TRAVEL (DIRECT)**
- **$283.0 B**
- **$44.9 B**
- **2.3 million jobs**

**LEISURE TRAVEL (DIRECT)**
- **$644.9 B**
- **$96.6 B**
- **5.7 million jobs**

Each U.S. household would pay $1,147 more in taxes without the tax revenue generated by travel and tourism.

**SOURCES OF TRAVEL SPENDING**

- **General Business Travel**
  - **$181.7 B**
  - **1.4 million jobs**

- **Meetings, Events & Incentive Travel**
  - **$175.6 B**
  - **1.3 million jobs**

- **Foodservices**
  - **$2.1 trillion: Economic output generated by domestic and international visitors (includes $927.3 billion in direct travel expenditures that spurred an additional $1.2 trillion in other industries)**

- **$15.0 million: Jobs supported by travel expenditures (includes 8.0 million directly in the travel industry and 7.0 million in other industries)**

- **$221.7 billion: Wages shared by American workers directly employed by travel**

- **$141.5 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. service exports**

- **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 industries**

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

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

- **73.9 million: Number of international arrivals in the U.S. in 2013, including 33.6 million from overseas markets**

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

**OFFICE TRANSPORTATION**
- **$162.8 B**
- **8.0 million directly in the travel industry and 7.0 million in other industries**

**RECREATION/AMUSEMENT**
- **$94.7 B**
- **938,700 jobs**

**TOTAL: $927.9 billion**

Source: U.S. Travel Association

Note: Direct spending totals do not include international passenger fares.

*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.

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**BY THE NUMBERS**

(all data 2014 unless indicated otherwise)

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The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates $2.1 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.usatrust.org