Tour the World
(click on link)

(image from video)
Economic Impact of Travel and Tourism

Benefits for Your Students
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Provides FREE instructional resources:

- Education and Training
- Hospitality and Tourism
- Human Services

http://cte.sfasu.edu/
Grant Team Leaders

Sandra Ann Delgado
Associate Project Director
Stephen F. Austin State University

Cynthia Moreno
CTE Curriculum Specialist
Stephen F. Austin State University

Kaleigh Arnett
CTE Project Assistant
Stephen F. Austin State University

Deborah Woodward
CTE Curriculum Specialist
Stephen F. Austin State University
Travel and Tourism
Share Your Memories!

1. Destination
2. Reason for travel (anniversary, business, family vacation)
3. Mode of Transportation (airplane, bus, car, RV, ship, train)
4. Lodging (hotel, tent, trailer)
5. Adventure (exploring, hiking, zip lining)
6. Entertainment (concert, show)
7. Recreation (amusement park, theme parks, professional sports arenas)
8. Food (famous restaurant, exotic food)
State of the Economy

Economic indicators:
- Gross Domestic Product growth rates
- Inflation rates
- Levels of current account and budget surpluses or deficits
- Unemployment rates
Economics of Travel and Tourism

Good Economy
- Businesses do well
  - Expansion

Slow Economy
- Businesses do poorly
  - Recession

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Recession

- Economy slows down and does poorly
- People lose jobs
- People have less money for:
  - Eating at restaurants
  - Recreation
  - Travel
Expansion

- Economy grows and does well
- People have more money to spend
- People spend on:
  - Eating at restaurants
  - Recreation
  - Travel
Benefits to Your Students
“Tourism is the number one service that we export. Number one. And that means jobs.”

— President Barack Obama"
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.
U.S. TRAVEL INDUSTRY IMPACT

$2.1 Trillion Generated

- $927.9 Billion (Direct)
- $1.2 Trillion (Indirect & Induced)

15.0 Million Jobs Supported

Spending

Taxes

Jobs

Business Travel (Direct)

- $291.0 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

- Foodservice: $220.3 B
- Lodging: $181.7 B
- Public Transportation: $175.6 B
- Auto Transportation: $162.8 B
- Retail: $94.7 B
- Recreation/Amusement: $92.7 B

Total: $927.9 billion

Source: U.S. Travel Association

Note: Direct spending totals do not include international passenger taxes.
**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 34.4 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.

Direct spending by resident and international travelers in the U.S. averaged $2.5 billion a day, $105.8 million an hour, $1.8 million a minute and $29,398 a second.

**TOP 5 INTERNATIONAL MARKETS TO USA (2014 ARRIVALS)**

<table>
<thead>
<tr>
<th>Origin of Visitor</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>23.0 million</td>
</tr>
<tr>
<td>Mexico</td>
<td>17.3 million</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4.0 million</td>
</tr>
<tr>
<td>Japan</td>
<td>3.6 million</td>
</tr>
<tr>
<td>Brazil</td>
<td>2.3 million</td>
</tr>
</tbody>
</table>

**TOP 5 HIGH-GROWTH MARKETS THRU 2019 (forecasted)**

<table>
<thead>
<tr>
<th>Origin of Visitor</th>
<th>Arrivals % Change '19/'13</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>171.7%</td>
</tr>
<tr>
<td>Colombia</td>
<td>71.8%</td>
</tr>
<tr>
<td>India</td>
<td>47.3%</td>
</tr>
<tr>
<td>Brazil</td>
<td>43.0%</td>
</tr>
<tr>
<td>Sweden</td>
<td>34.0%</td>
</tr>
</tbody>
</table>

Source: U.S. Travel estimates based on U.S. Department of Commerce – National Travel and Tourism Office
The Jobs of the Future

Employment Growth Projections, 2010–2020

Employment Growth in Millions

- Business Services: 5.7M
- Healthcare: 5.2M
- Leisure & Hospitality: 3.3M
- Construction: 1.8M
- Financial Services: 0.9M
- Manufacturing: 0

Source: An Economy That Works: Job Creation and America’s Future, McKinsey Global Institute, 2011
One-third of all part-time employees furthering their education, work in leisure and hospitality.

5.6 million workers

= 100,000 people
TRAVEL MEANS
JOBS

U.S. TRAVEL
ASSOCIATION

(click on image)
THE POWER OF TRAVEL PROMOTION
SPURRING GROWTH, CREATING JOBS

(click on image)
Careers in Travel and Tourism

- Food Service Managers
- Interpreters and Translators
- Lodging Managers
- Managers
- Meeting, Convention and Event Planners
- Reservation and Transportation Ticket Agents and Travel Clerks
- Tour Guides and Escorts
- Transportation Attendants
- Travel Agents
- Travel Guides
  - O*Net Online
Travel Websites

- Discover America USA
- Power of Travel Coalition
- Project Time Off
- Texas - It's Like a Whole Other Country
- Travel.State.Gov
- U.S. Customs and Border Protection - Travel and Tourism
- U.S. Travel Association
SIRDC Lessons

- Careers in Travel and Tourism Management
- Get That Job! Résumés, Portfolios and Interview Skills
- Payment Options and Exchange Rates
- State of the Economy and Travel Decisions
- Travel Adventures
State of the Travel Industry - 2015

(image from video)
Free Multi-Media Technology Tools
3-D Organizers

Instructional tools that allow students to organize information in a meaningful way.

(click on image)
Someday I'm going to travel the world
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Contact Information

Cynthia Moreno
CTE Curriculum Specialist
Statewide Instructional Resources
Development Center
Stephen F. Austin State University
(956) 501-7889
cmoreno412@gmail.com
Fast Forward: Travel Creates Opportunities and Launches Careers
Travel provides answers to our country’s increasingly complex economic challenges. The travel industry not only sustains small businesses and communities, but also serves as a leading export and creates American jobs that cannot be outsourced.

Power of Travel Promotion Toolkit
U.S. Travel has packaged valuable ammunition to help make the case for why travel matters – an ongoing effort for all of us, particularly during challenging economic times.
https://www.ustravel.org/news/defend-your-budget/toolkit

Travel Means Jobs
Travel creates jobs in transportation, hotels, restaurants, retail, entertainment and many other sectors.

References and Resources
References and Resources

Websites:

- Discover America USA
  Will inspire travelers to explore America's boundless possibilities.
  http://www.discoveramerica.com/

- O*Net Online
  The nation's primary source of occupational information
  http://www.onetonline.org/find/career?c=9&g=Go

- U. S. Travel Association
  The unique national organization that leverages the collective strength of those who benefit from travel to grow their business beyond what they can do individually.
  https://www.ustravel.org/
Tour the States
(click on link)

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