

U.S. TRAVEL
ASSOCIATION®

THE STATE OF THE **TRAVEL INDUSTRY**

TRAVEL

Essential to our Economy. **Indispensable** to our Communities.
Irreplaceable as an Industry.





Travel is an economic powerhouse.

When
travel thrives,
the U.S.
economy
wins.

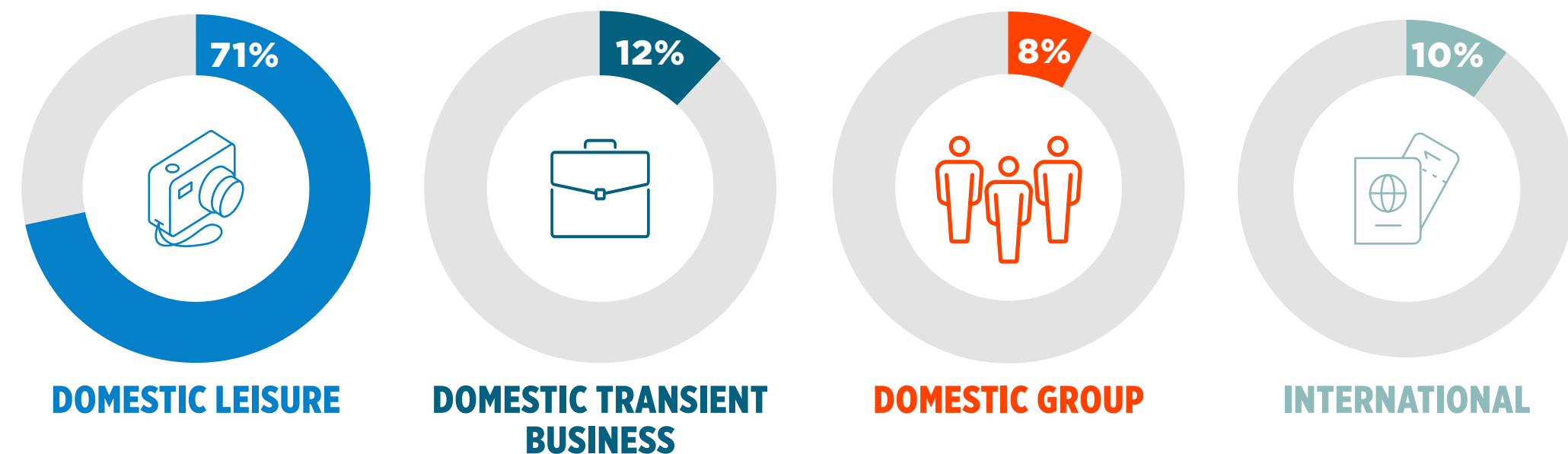
Travel is essential to driving economic growth and job creation in states, destinations and communities across America, and it is indispensable to our nation's global competitiveness.

Travel accounted for **\$1.2 TRILLION in direct spending** in 2022—which produced an **economic footprint of \$2.6 TRILLION—a return to 2019 levels.** In 2022, travel supported nearly 15 million American workers and directly employed 8 million.

This economic and job growth was largely due to the robust return of domestic leisure travel, which far outpaced the recovery of the business travel and international travel segments.

TRAVEL INDUSTRY IS COMPRISED OF FOUR KEY SEGMENTS

SHARE OF TOTAL SPENDING (2022)



Grows the U.S. economy by **\$2.6 TRILLION**



LOWERS the trade deficit by 10% (in 2019)

Supports nearly **15 MILLION** American workers

Strengthens communities, generating **\$84 BILLION** in state and local tax revenue

SOURCE: Tourism Economics and U.S. Travel Association



POWER OF TRAVEL

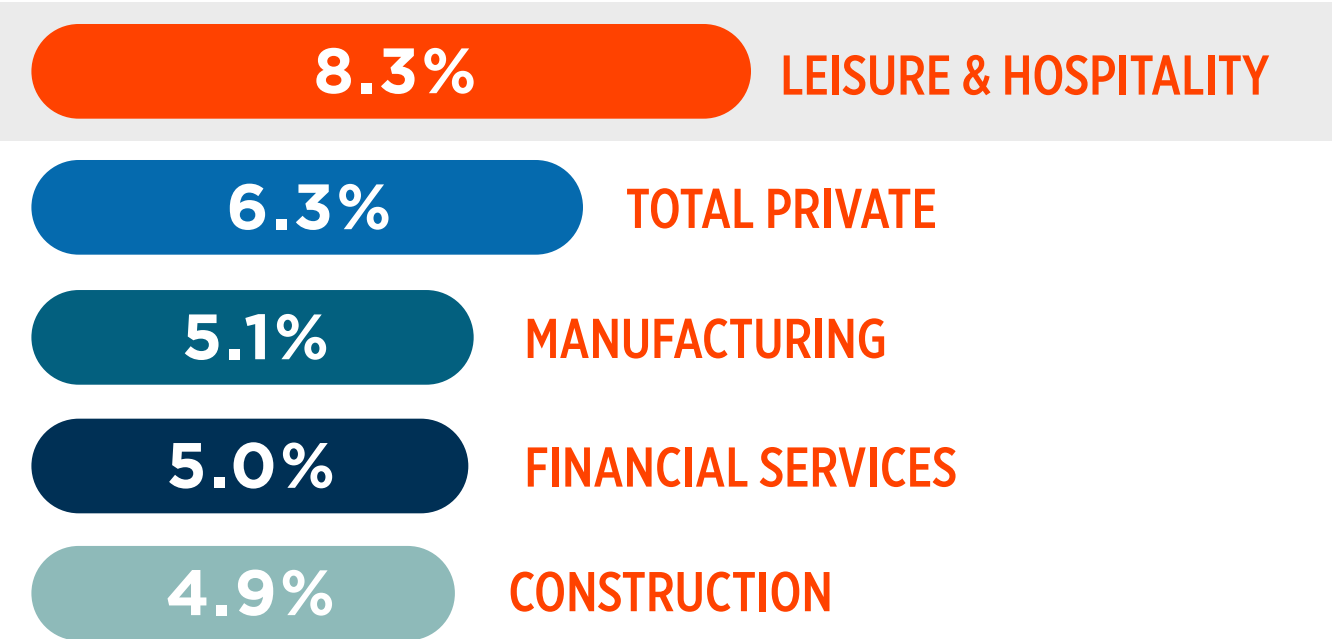
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Prior to the pandemic, 1 out of 10 U.S. jobs depended on the **travel industry**.

In 2022, the travel industry directly **employed 8 million Americans**, supported nearly **15 million jobs** and created nearly one-quarter of all jobs.

Leisure and hospitality ([L&H](#)) has returned to pre-pandemic employment levels, yet **still has 1.5 million open jobs as of February 2023**—resulting in the highest job openings rate across all industries.

AS OF FEBRUARY 2023



The travel industry supports small business. Prior to the pandemic, small businesses made up **60% of all leisure and hospitality employment**.

SOURCE: Tourism Economics and U.S. Travel Association

THE TRAVEL INDUSTRY'S IMPACT

Directly employs
8M
Americans

Supports nearly
15M
Jobs



Travel is a revenue generator for local communities.



States, destinations and communities across the country rely on travel—and traveler spending—for economic development, job creation and tax revenues.

Travel spending **generated nearly \$160 billion in total tax revenue, including \$84 billion in state and local tax revenue** in 2022.

Rather than taxing constituents, travel brings money into our communities, which helps fund public programs such as police, firefighters, teachers, road improvements and community revitalization projects.



Travel and tourism is a **revenue generator** for state and local governments.



The **\$84 billion** generated in state and local tax revenues in 2022 is enough to **pay the wages of every firefighter AND police officer in the country.**



SOURCE: Tourism Economics and U.S. Travel Association

Travel has the **power to significantly lower** the U.S. trade deficit.

Pre-pandemic, nearly 80 million international travelers, half from Canada and Mexico alone, **generated nearly \$240 billion in travel exports to the United States.**

Once our nation's #1 service export, travel has a unique ability to generate a trade surplus. However, in 2022, travel's surplus declined to just \$3 billion—from a peak of \$86 billion in 2015. Without this travel trade surplus in 2015, the overall U.S. trade deficit would have been 18% larger.

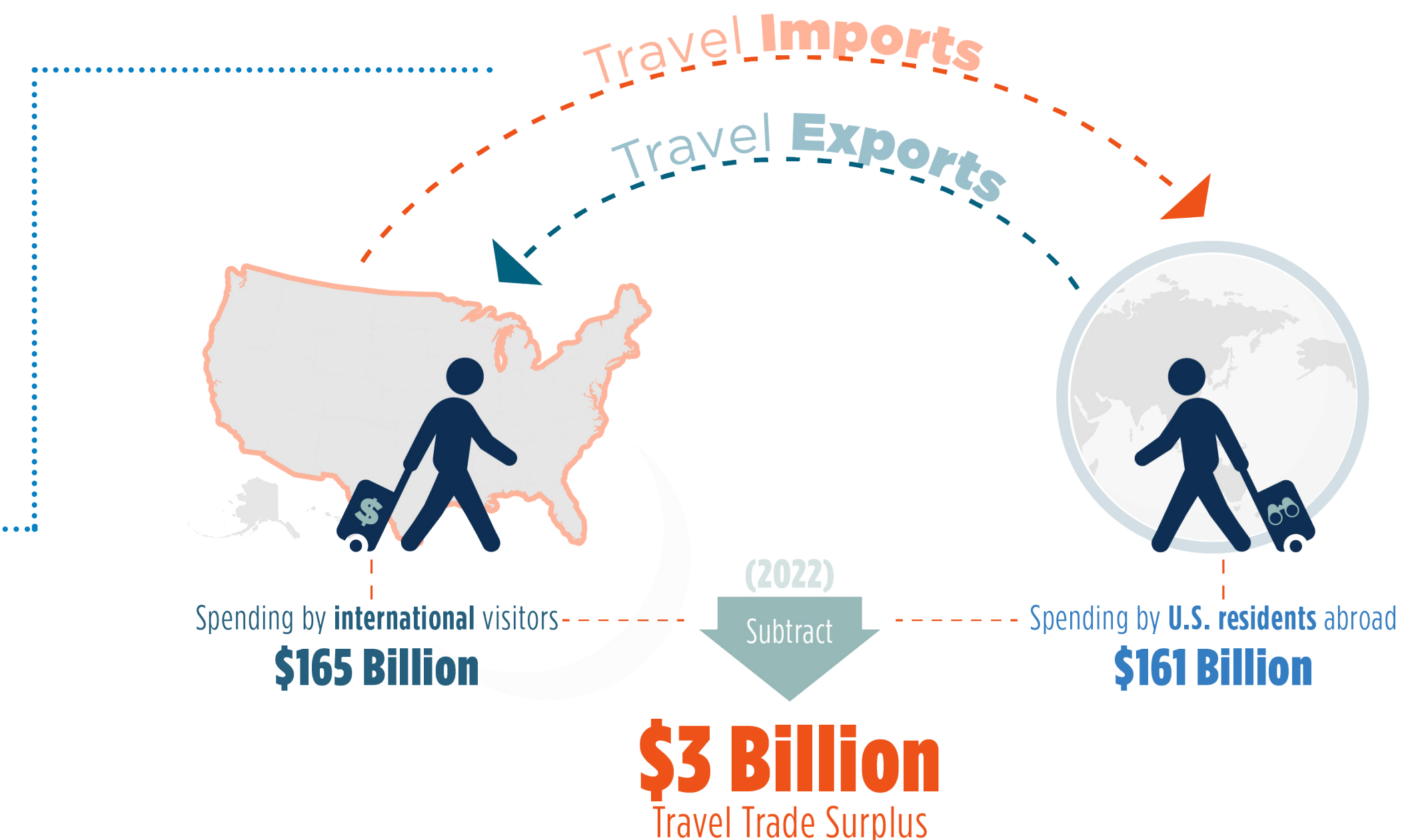
TRAVEL PRODUCED A SURPLUS OF \$54 BILLION IN 2019 BUT ONLY \$3 BILLION IN 2022

2019	2022
\$239B TRAVEL EXPORTS	\$165B TRAVEL EXPORTS
— \$185B TRAVEL IMPORTS	— \$161B TRAVEL IMPORTS
\$54B TRADE BALANCE	\$3B TRADE BALANCE

International travelers are essential because they stay longer and spend more. Averaging nearly \$4,000 per overseas traveler in 2019. Pre-pandemic international travelers made up less than 5% of all trips, however, they contributed approximately 15% to total spending.

INTERNATIONAL TRAVEL SPENDING IS AN EXPORT

The goods and services international travelers consume while in the U.S. are considered exports to their origin countries, and the money they spend here is export income for the U.S. economy.



In 2022, international travel spending directly supported 700,000 jobs in 2022, but remained just 55% recovered (adjusted for inflation).

SOURCE: U.S. Department of Commerce

The benefits of transient business and group travel go far beyond their economic contributions.



Business travel has a disproportionate impact on the travel industry. Despite making up 20% of total trip volume, **business travelers account for 40-60% of lodging and air revenue.**

In 2022, TOTAL business travel generated \$255 billion in travel spending and directly supported 1.3 million jobs.



\$157B
Generated by
Transient
Business Travel



\$98B
Generated by
Meetings and
Events

TOTAL business travel recovered to 71% of 2019 levels.
(when adjusted for inflation)

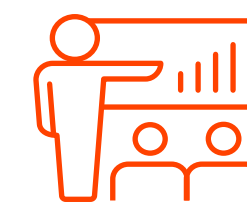
When we refer to business travel and the meetings and event industry, we are really talking about every industry. From manufacturing, healthcare and defense to education and science—and everything in between—business travel and meetings play a critical role in initiating ideas, nurturing relationships, closing business deals and fostering innovation necessary to sustain business success.

Transient business travelers generated nearly \$160 billion in spending in 2022.



As a result of many employees returning to the office and healthy corporate profits, **transient business recovered to 75% of 2019 levels in 2022** even when adjusted for inflation.

Group travel, while slower to recover, has made progress as a result of reduced restrictions, rescheduled postponed events and pent-up demand for face-to-face interactions.



Meetings and events generated nearly **\$100 billion** in travel spending in the U.S. **directly supporting more than half a million American jobs in 2022.**



In 2022 **group travel spending** was **66% recovered** to 2019 levels (when adjusted for inflation).

SOURCE: Tourism Economics and U.S. Travel Association

Domestic leisure was the first segment to **recover from the pandemic** and continues to be the steady force **propelling the entire travel industry.**

In 2022, domestic leisure travelers took nearly two million trips, spending **\$837 billion in the United States economy—and was 99% recovered even when adjusted for inflation.**

However, demand for leisure travel cannot be guaranteed and with sustained elevation, rising interest rates and general economic uncertainty, the consumer is on shaky ground.

As we look to grow travel to and within the United States, **it is increasingly important to maintain leisure travel's growth and improve the travel experience** to encourage even more travel.



LEISURE



Travel is Essential to All Americans

The majority of Americans understand the **positive impacts of travel to their local communities, health and family.**



78% of Americans agree that travel not only fuels our economy but also plays a significant role in **keeping strong connections and fostering healthy relationships** with family and friends.



Nearly nine in 10 (86%) agree that travel is an important way to **educate children on history, nature and culture of other places.**



Three-quarters (74%) agree that travel is an important component to a **healthy, productive and happy life.**



Americans view travel as a positive economic contributor to their local community—**more than 68% agree** that **travel is an important to local businesses and jobs in their community** and **62% agree** that the **taxes paid by travelers are essential to fund public services** such as firefighters, police and teachers.

