

# U.S. TRAVEL ANSWER SHEET

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

(ALL DATA 2017 UNLESS INDICATED OTHERWISE)

## Leisure Travel

- Direct spending on leisure travel by domestic and international travelers totaled **\$718.4 billion** in 2017.
- Spending on leisure travel generated **\$112.3 billion** in tax revenue.
- **Nearly 3 out of 4** domestic trips taken are for leisure purposes (74%).
- U.S. residents logged **1.8 billion** person-trips\* for leisure purposes in 2017.
- 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 **\$317.2 billion** in 2017.
- ME&I travel accounted for **\$131.8 billion** of all business travel spending.
- U.S. residents logged **463.9 million** person-trips\* for business purposes in 2017, with 38% for meetings and events.

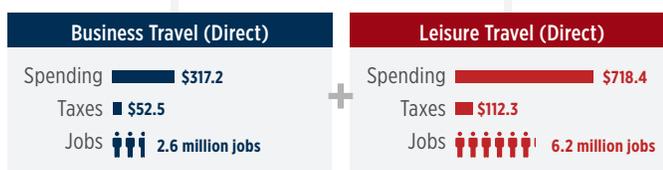
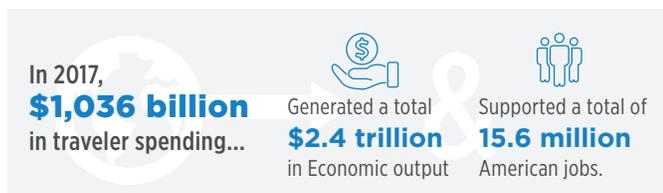
\* Person-trip defined as one person on a trip away from home overnight in paid accommodations or on a day or overnight trip to places 50 miles or more [one-way] away from home.

## International Travel (2016 data\*)

- In 2016, 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 **\$245 billion**. International Travel Imports totaled **\$161 billion**, creating a **\$84 billion** travel trade surplus.
- International arrivals to the U.S. declined by **2.1 percent** and totaled **75.9 million** in 2016. Of those, approximately 37.6 million came from overseas markets and **38.3 million** were from Canada and Mexico.
- The United States' share of total international arrivals is **6.1%** (down from **7.5%** in 2000).
- International travel spending directly supported about **1.2 million** U.S. jobs and **\$32.4 billion** in wages.
- Each overseas traveler spends approximately **\$4,360** when they visit the U.S. and stay on average **18 nights**.
- Overseas arrivals represent **50%** of all international arrivals, yet account for **85.3%** 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.

\* The latest international visitation data available, as of April 2018, was for 2016. Data for 2017 will be updated when available.

## U.S. TRAVEL INDUSTRY IMPACT



Each household would pay **\$1,300 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 = \$1,036 billion



SOURCE: U.S. Travel Association

### Top 10 International Markets to the U.S. (2016 Arrivals)

Origin of Visitor	2016
Canada	19.3 million
Mexico	19.0 million
U.K.	4.6 million
Japan	3.6 million
China	3.0 million
Germany	2.0 million
South Korea	2.0 million
Brazil	1.7 million
France	1.6 million
Australia	1.3 million

Direct spending by resident and international travelers in the U.S. averaged **\$2.8 billion a day, \$118.2 million an hour, \$2.0 million a minute and \$32,800 a second.**

## By the Numbers

**\$1.036 billion:** Total domestic and international inbound traveler spending in the U.S. which generated a total of \$2.4 trillion in economic output

**15.6 million:** Jobs supported by travel expenditures (includes 8.8 million directly in the travel industry and 6.8 million in other industries)

**\$258.8 billion:** Wages shared by American workers directly employed by travel

**\$164.8 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

**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 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)

**75.9 million:** Estimated number of international arrivals in the U.S. in 2016, including 37.6 million from overseas markets

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