**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 $650.8 billion in 2015.
- Spending on leisure travel generated $99.6 billion in tax revenue.
- Nearly 4 out of 5 domestic trips taken are for leisure purposes (79%).
- U.S. residents logged 1.7 billion person-trips* for leisure purposes in 2015.
- 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
(Incuding 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 $296.3 billion in 2015.
- ME&I travel accounted for $121.9 billion of all business travel spending.
- U.S. residents logged 454.5 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.

### INTERNATIONAL TRAVEL
- In 2015, international traveler spending in the U.S. totaled around $133 billion and U.S. residents travel spending abroad totaled $110 billion, creating nearly $23 billion trade surplus in international travel spending. Total U.S. Travel Exports (also including international passenger fares, and international traveler spending on medical, educational and cross-border seasonal work-related activities) was $217 billion.
- The United States’ share of total international arrivals is 6.3% (down from 7.5% in 2000).
- International travel spending directly supported about 1.1 million U.S. jobs and $28.4 billion in wages.
- Each overseas traveler spends approximately $4,400 when they visit the U.S. and stay on average 18 nights (2013).
- Overseas arrivals represent 47% of all international arrivals, yet account for 80.5% 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.
- Top 5 international markets to the U.S.:
  - Canada: 23.0 million arrivals
  - Mexico: 17.1 million arrivals
  - United Kingdom: 4.1 million arrivals
  - Japan: 3.6 million arrivals
  - Brazil: 2.3 million arrivals
- Top 5 high-growth travel markets thru 2020 (forecasted):
  - China: 129.2%
  - India: 47.0%
  - Taiwan: 39.1%
  - South Korea: 36.0%
  - Australia: 26.5%

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**BY THE NUMBERS**

(all data 2015 unless indicated otherwise)

- **$2.1 trillion**: Economic output generated by domestic and international visitors (includes $947.1 billion in direct travel expenditures that spurred an additional $1.2 trillion in other industries)
- **15.1 million**: Jobs supported by travel expenditures (includes 8.1 million directly in the travel industry and 6.9 million in other industries)
- **$231.6 billion**: Wages shared by American workers directly employed by travel
- **$147.9 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
- **84%**: Percentage of travel companies that are considered small businesses (2012)
- **2.2 billion**: Number of person-trips* that Americans took for business and leisure purposes
- **75 million**: Number of international arrivals in the U.S. in 2015, including 35 million from overseas markets

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Direct spending by resident and international travelers in the U.S. averaged $2.6 billion a day, $108.1 million an hour, $1.8 million a minute and $30,033 a second.

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* Person-trip defined as one person on a trip away from home.

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 1,500 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.