



**GBTA** Global Business  
Travel Association

Many Voices. One Purpose.

**GBTA U.S. Economic Impact Study**

# Business Travel's Impact on Jobs and the U.S. Economy



June 2024

**Business travel** and **“travel for work”** are a force for good around the world – for **communities, economies, governments and professionals** building their careers.

GBTA’s analysis of the Economic Impact of Business Travel in the United States outlines how this force for good **benefits the U.S. economy**, including gross domestic product, job creation, revenue generation and more. The report specifically provides supporting data and insights for U.S. **destinations** and **policy makers** to consider around the contributions made to their economies and communities when business travelers attend **meetings, conferences, training sessions and events**.

And while the pandemic was particularly challenging for business travel, the report shows the rapid **return of economic benefits** alongside the sector’s **recovery**.

But business travel doesn’t exist in a vacuum. The industry depends on solid **policies, investments, prioritization and vision** to shape what’s next and ensure it thrives for the long term. **The Global Business Travel Association** is committed to **working collaboratively** to ensure business travel remains a **driving force for the future**. With challenges such as sustainability, rising costs, duty of care, and traveler concerns about wellbeing – we have a full plate ahead as business travel moves into its next era in the U.S. and around the world.

This report lays out **“the why”** we must maintain business travel as an **economic force** for good.

It’s up to **all of us** – GBTA members, policy makers, business travel constituents and more – to now create **“the how.”**

**Suzanne Neufang**  
Chief Executive Officer  
GBTA





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## Methodology Notes

1. The economic impacts described in this study are based on domestic traveler spending as measured by (1) Longwoods International, GBTA, and Rockport Analytics, (2) international spending from the National Travel & Tourism Office (NTTO) and (3) meeting spending derived from The Economic Significance of Meetings to the U.S. Economy. All figures are reported in U.S. dollars (\$ USD).
2. The most recent full year (2022) for all data inputs was analyzed and compared to other economic data for the same period.
3. Only spending that took place within the U.S. is included since it is only this portion that ultimately accrues to U.S. gross domestic product.
4. Study findings include only the impacts of business-initiated travel and meetings operations. Leisure travel is not included.
5. An economic model of the U.S. is critical to estimating how traveler spending resounds through the U.S. economy. The IMPLAN model, a nonproprietary economic model that has fast become the de facto standard for most economic impact assessments, was chosen by the authors. State-level impacts are derived through the utilization of Bureau of Economic Analysis' (BEA) RIMS II multipliers for the appropriate industry sectors.

## Introduction

Global business travel in 2022 encompassed an estimated \$1.02 trillion USD and is anticipated to surpass **\$1.5 trillion in spending in 2024**<sup>1</sup>. As the nation spending the most on business travel that year, U.S. expenditures in 2022 **generated \$421.1 billion USD** – and the U.S. is forecast to be the **number one or two market worldwide** for spending again in 2023 and respectively in 2024. When businesses and governments send workers on the road, jobs are created, sales and taxes are generated, the national economy expands. Total economic activity generated by business travel is **1.9% of U.S. gross domestic product (GDP)**. Business travel is key to healthy **economic growth** and should be considered in the broader context of **public policy** decisions.

The focus of this study is to quantify the **economic contribution made by business travel** to the U.S. economy. To achieve this, we estimated total annual spending initiated by business travel in 2022 and used a standard economic model<sup>2</sup> to translate business travel spending into its **impact on GDP, jobs, wages, and taxes**. The study focuses on calendar year 2022, the last full year for which a **complete set of data is available** for our analysis. The study also profiles **U.S. business travelers** to better understand their composition, behavior, motivations, and spending patterns.

The total economic impact of business travel is separated into three distinct effects: direct, indirect, and induced. The *direct* impacts represent the spending with businesses that **“touch” the traveler**. Among other expenditures, this includes airfare, hotels, and car rentals, etc. The *indirect* impact represents the **upstream benefit to local suppliers** of those businesses that are directly serving travelers. This includes, for example, food suppliers to restaurants. The *induced* impact adds the **effect of travel-generated wages** as they are spent throughout the U.S. economy.

<sup>1</sup> GBTA Business Travel Index™ Outlook, August 2023

<sup>2</sup> IMPLAN (www.implan.com)



# Executive Summary

The Global Business Travel Association last studied the economic impact of U.S. business travel in 2017. Since then, the industry has undergone significant cyclical and structural changes. Over this seven-year period, we witnessed substantial economic and social changes, ushered in a new era of sustainability initiatives, and experienced business travel volumes and the economic activity it produces grind to a halt amid the Covid-19 pandemic.

As the U.S. business travel market continues its rebound from that dramatic downturn, it is a critical time for GBTA to take stock of the current state of the industry and provide an update on business travel's broader impact on the U.S. economy.

## Key findings from our research include:

- The high-water mark for U.S. business travel spending was in 2019 when the industry generated \$493 billion in total expenditures. That high-water mark is used in our analysis as the baseline of comparison of how the industry has recovered since the onset of the pandemic.
- In 2022, business travel spending in the U.S. totaled \$421.1 billion. This includes \$237.8 billion in domestic spending, \$33.8 billion in international spending and \$149.5 billion in meeting operation expenditures. Total business travel expenditures in 2022 were nearly 15% below pre-pandemic (2019) levels of spending.
- While final tallies of 2023 business travel spending were not available at the time of this writing, estimates can be derived based on several data sources including GBTA's Global Business Travel Index™ (BTI) Outlook. These estimates point to roughly 25% growth in US business travel expenditures in 2023, which would put spending around 7% above 2019 totals.
- Business travel supports many functions in the U.S. In 2022, 67% of U.S. business trips were taken for what the industry calls "transient" business travel, including individual sales trips, client service trips, government and military travel, and travel for construction or repairs. Another 33% of business trips were taken for "group" travel purposes, including for conferences, conventions, group training, and seminars.
- In 2022, business travel activity generated \$484 billion in total GDP. For every dollar spent on business travel, \$1.15 was returned to the U.S. economy as net-new GDP. In fact, when considering the entirety of the U.S. business travel and its downstream impacts, the industry was responsible for 1.9% of US GDP in 2022.
- The U.S. business travel economy is also an engine for job creation, supporting a total of 6 million U.S. jobs across an array of industry sectors. This includes 3.2 million jobs in industries directly supported by business travelers (e.g., transportation, accommodations, food services, etc.), 1.1 million indirect (business travel industry supply chain) jobs, and 1.6 million in induced employment (jobs created by the re-spent wages of direct and indirect workers). The business travel industry was responsible for 3.5% of total US employment in 2022.
- The U.S. business travel industry also generates significant revenue for federal, state, and local governments. In 2022, business travel actively generated a total of \$119 billion in tax receipts including, \$60.9 billion in federal collections and \$58.6 billion in state and local collections.
- For every 1% growth in business travel expenditures, the U.S. economy gains nearly 60,000 jobs, \$2.9 billion in paid wages, \$1.2 billion in tax revenue and \$4.8 billion in new GDP.
- The top states in terms of business travel spending (not including meeting operations) are California, New York, Florida, Texas and Georgia. The top 15 ranked states account for over 65% of U.S. business travel expenditures.

# Executive Summary (cont'd)

U.S. Business Travel Economic Impact: Top-Line Results (\$USD)					
Metric	2019	2021	2022	% Change 2019-2022	Perspective
Business Travel-Initiated Spending	\$493.3 B	\$253.3 B	\$421.1 B	-14.6%	Includes trip-related (\$271.6B) and meetings operations (\$149.5B) spending.
Economic Value (GDP)					
Direct Impact	\$247.5 B	\$125.3 B	\$204.1 B	-17.5%	Business travel is responsible for 1.9% of the entire U.S. economy
Indirect Impact	\$146.1 B	\$72.8 B	\$120.8 B	-17.3%	
Induced Impact	\$193.4 B	\$97.5 B	\$159.5 B	-17.5%	
<b>Total Impact</b>	<b>\$587.1 B</b>	<b>\$295.6 B</b>	<b>\$484.4 B</b>	<b>-17.5%</b>	
Wages & Salaries					Average annual wage among direct workers who serve business travelers (direct) is \$48,929
Direct Impact	\$157.1 B	\$79.8 B	\$129.3 B	-17.7%	
Indirect Impact	\$87.4 B	\$43.7 B	\$72.4 B	-17.2%	
Induced Impact	\$108.9 B	\$54.9 B	\$89.8 B	-17.5%	
<b>Total Impact</b>	<b>\$353.4 B</b>	<b>\$178.5 B</b>	<b>\$291.5 B</b>	<b>-17.5%</b>	
Employment					Approximately 1 in every 26 U.S. workers owes their job to business travel
Direct Impact	4.1 M	2.0 M	3.2 M	-21.3%	
Indirect Impact	1.4 M	0.7 M	1.1 M	-21.2%	
Induced Impact	2.1 M	1.0 M	1.6 M	-21.6%	
<b>Total Impact</b>	<b>7.6 M</b>	<b>3.7 M</b>	<b>6.0 M</b>	<b>-21.3%</b>	
Taxes					27¢ of each dollar spent by business travelers goes to pay taxes of some kind.
<b>Total impact</b>	<b>\$144.6 B</b>	<b>\$72.1 B</b>	<b>\$119.6 B</b>	<b>-17.3%</b>	



U.S. business travel contributed

**\$484.4**

billion to gross domestic product in 2022

**-17.5%**

Change 2019 - 2022



Business travel supported nearly

**6.0 million**

American jobs in 2022

**-21.3%**

Change 2019 - 2022



Business travel activity generated wages exceeding

**\$291.5**

billion in 2022

**-17.5%**

Change 2019 - 2022

# The 2022 Contribution of Business Travel to the U.S. Economy

## Trip Volume, Spending & Economic Impact

### Business Travel-Initiated Trips and Spending

#### Defining U.S. Business Travel

The first task in assessing the contribution made by business travel is to carefully define the activity and then detail the various spending streams it initiates and supports. A comprehensive view of business travel includes both transient trips and those dedicated to meetings and conventions. Moreover, this research covers all business trip purposes, including sales, management, training, customer service, facilities maintenance and repair, and all government travel. Finally, a full accounting of U.S. business travel must include domestic trips, international inbound travel made by foreign visitors, and international outbound trips. The goal is to isolate the economic activity generated in the U.S. for each of those types of trips.

When an employee sets out on a business trip, they purchase transportation, accommodations (for overnight trips), food, travel management services, entertainment, and various retail items. As such, business travel is an activity that touches many U.S. industries and businesses. Employers may reimburse some of this spending while other purchases are the responsibility of the employee. Our comprehensive definition of business travel-initiated spending will include both.

There is also a class of expenditures associated with sponsoring meetings and conventions that must be included. Meetings and conventions are an important business trip purpose that make up approximately 21.8% of all U.S. business travel volume. The operational expenditures of these meetings include items such as venue rental, audio-visual equipment and services, food and beverage, registration fees, administration, etc. This spending is separate from the travel expenses incurred to attend and must be added

into a comprehensive total. Indeed, these sponsorship expenditures would not take place without delegate attendance, a key form of business travel, in the first place.

Being specifically interested in the impact that business travel has on the U.S. economy, we must be careful to include only expenditures that take place inside the U.S. For example, airline tickets purchased abroad by a foreign business traveler to visit the U.S. on a non-U.S. carrier would not be included. In the opposite case, we would count the air spending of a U.S. business traveler on an outbound international trip who purchased travel on a domestic carrier, while most of the remaining trip budget is being spent outside of the country. As such, the outbound airline purchase should be included while the hotel, food, entertainment, and other trip spending would not.



U.S. business travel spending rose to

**\$421.1**  
billion in 2022







## Distribution of Spending (Billions USD)

- Lodging
- Food & Beverage
- Recreation & Entertainment
- Retail
- Transportation

## Spending by Category (in billions USD)

U.S. Business Travel-Initiated Category	2019 Spending (Billions USD)	2021 Spending (Billions USD)	2022 Spending (Billions USD)	% Change 2019-2022	% of Total 2022
Domestic Trip Spending	\$276.1	\$139.0	\$237.8	-13.9%	56.5%
International Trip Spending	\$29.6	\$16.4	\$33.8	14.2%	8.0%
Meetings Operations Expenditures	\$179.4	\$98.0	\$149.5	-16.6%	35.5%
<b>Total</b>	<b>\$485.1</b>	<b>\$253.3</b>	<b>\$421.1</b>	<b>-13.2%</b>	<b>100%</b>

It is also important to understand what is *not* included in our definition of business travel spending. First, due to limitations in the available data, we have not included travel and entertainment expenditures made by employees or employers that do not include an overnight stay or a 50-mile one-way journey. For example, if an employee drives five miles across town and takes a customer to lunch to discuss new products or initiatives, this would not be included in our definition. While this type of activity is no doubt substantial for many organizations and is business travel, there is no cost-effective way to develop credible estimates.

Business travel spending in the U.S. reached \$421.1 billion USD in 2022. This includes \$271.6 billion USD in trip-related spending (64.5%) and \$149.5 billion in meetings operations expenditures (35.5%). Trip-related spending includes \$237.8 billion USD in domestic spending, and \$33.8 billion USD in international spending.

Average spending per domestic trip was \$632 in 2022, up 9.5 percent from 2019 levels. This is a broad average that includes all types of business travel including day trips and overnights, domestic, and all categories of trip purposes (e.g., sales, management, maintenance and repair, conventions, seminars, training, etc.).

Lodging accounted for the most overall spending at \$91.6 billion, followed by transportation (\$87.3 billion), food & beverage (\$47.0 billion), retail (\$26.5 billion), and recreation & entertainment (\$18.5 billion). U.S.-based trip-related spending for domestic business travel reached \$237.8 billion in 2022, and international trip-related spending totaled \$33.1 billion. These totals include domestic trip expenditures plus all U.S.-based spending from international inbound and outbound business travel.

The charts on the right summarize the components of domestic, international, and total trip related spending.



Trip-related business travel spending exceeded

**\$270**

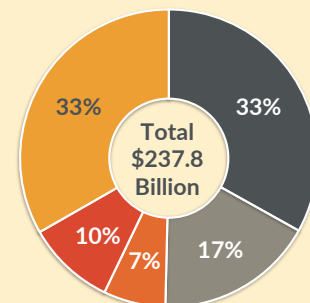
billion in 2022



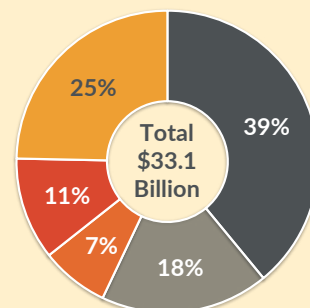
## Business Trips and Average Spend-per-Trip

U.S. Business Travel-Initiated Category	2019	2021	2022	% Change 2019-2022
Total Business Trips Taken (millions)	544.4	315.1	429.9	-21.0%
Average Spend-per-Trip	\$576.72	\$492.88	\$631.76	9.5%

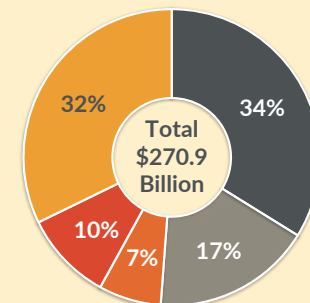
### DOMESTIC



### INTERNATIONAL

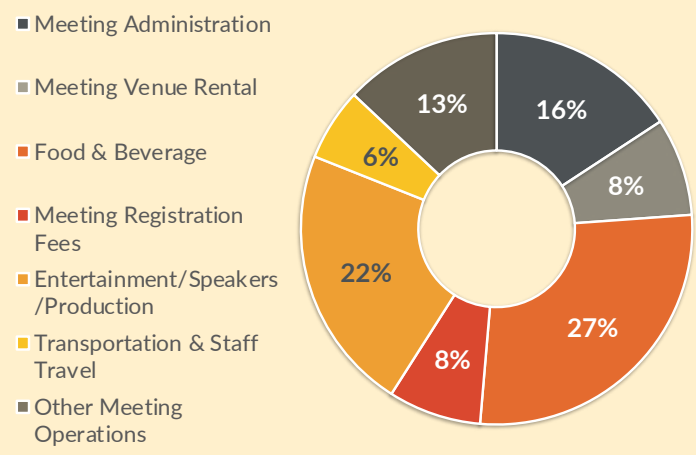


### TOTAL



Operations Spending of Meetings & Events	
Industry	2022 Spending (Billions USD)
Food & Beverage	\$41.1 B
Entertainment/Speakers/Production	\$32.9 B
Meeting Administration	\$23.6 B
Other Meeting Operations	\$19.4 B
Meeting Venue Rental	\$12.1 B
Meeting Registration Fees	\$11.5 B
Transportation & Staff Travel	\$9.0 B
<b>Total</b>	<b>\$149.5 B</b>

### 2022 Meeting Operation Spending Distribution



While travel-related expenditures associated with meeting and convention attendance have been captured in the trip-related figures above, the operational expenditures associated with running the meetings have not. Meeting venue rental, group food and beverage provision, audio-visual services, speaker stipends, and other operations costs are clearly part of the meetings and convention story. Regardless of who ultimately covers these costs, they are part of business travel spending.

Meetings operations costs reached \$149.5 billion USD in 2022, with the largest categories being food & beverage (27.5%), entertainment/speakers/production (22.0%), meeting administration (15.8%), other meeting operations (13.0%), venue rental (8.1%), meeting registration fees (7.7%), and transportation & staff travel (6.0%). The table and chart above on this page show the distribution of these costs and amount spent for each category.



Expenditures on meeting & event operations reached

**\$149.5**

billion in 2022



## How Businesses, Citizens, and Governments Benefit from Business Travel: Contribution to U.S. GDP, Jobs, Wages, and Taxes

U.S.-based expenditures associated with business travel detailed in the previous section touch the economy in several ways, directly and indirectly supporting jobs, incomes, tax revenue, and GDP.

Much of business travel's contribution accrues directly to industries that serve business travelers: hotels, restaurants, airlines, and ground transportation. There are also significant benefits business travel brings to the supply chains of these direct businesses. For example, firms operating in food distribution, business services, insurance, and information technology make a sizable contribution as well. Finally, wages paid to the employees of both the direct and indirect beneficiary firms are spent in the economy on an array of consumer goods and services. All told, business travel's beneficiaries are many and include virtually every industry in the U.S. economy.



U.S. business travel contributed

**\$484.4**

billion to gross domestic product in 2022

The \$421.1 billion in business travel spending in 2022 resulted in \$484.4 billion dollars generated in U.S. GDP. Essentially, every single dollar spent on business travel activity generated about \$1.15 in GDP. Business travel was responsible for about 1.9% of 2022 U.S. GDP. Of the \$484.4 billion total, \$204.1 billion accrued directly to the businesses that served business travelers or meeting attendees. Their supply chain beneficiaries received an additional indirect contribution of \$120.8 billion. Other downstream beneficiaries received an induced contribution of \$159.5 billion. This includes the impacts of wages spent by business travel industry workers on various goods and services.

Business travel is a significant driver of employment—nearly 6.0 million in 2022. Of this total, just over 3.2 million were with hotels, airlines, rental car companies, and other industries that directly supported business travelers. Slightly over 1.1 million jobs were with travel supply chain employers and another 1.6 million jobs resided with firms that supplied consumer goods and services to business travel-supported workers.



Business travel supported nearly

**6.0 million**

American jobs in 2022

Total business travel-initiated wages reached an estimated \$291.5 billion USD in 2022. This included \$129.3 billion in direct, \$72.4 billion in indirect, and an additional \$89.8 billion in induced wages. The business travel industry-equivalent to the “direct” impact definition-paid an annual average wage of nearly \$50,000. While this is lower than the national average of all industries, business travel-supported jobs included a disproportionate number of part-time employees pulling down the industry average.



Business travel activity generated wages exceeding

**\$290**

billion in 2022



## U.S. Business Travel Economic Impact: Top-Line Results (\$USD)

Metric	2019	2021	2022	% Change 2019-2022	Perspective
Business Travel-Initiated Spending	\$493.3 B	\$253.3 B	\$421.1 B	-14.6%	Includes trip-related (\$271.6B) and meetings operations (\$149.5B) spending.
Economic Value (GDP)					
Direct Impact	\$247.5 B	\$125.3 B	\$204.1 B	-17.5%	Business travel is responsible for 1.9% of the entire U.S. economy
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<b>Total Impact</b>	<b>\$587.1 B</b>	<b>\$295.6 B</b>	<b>\$484.4 B</b>	<b>-17.5%</b>	
Wages & Salaries					Average annual wage among direct workers who serve business travelers (direct) is \$48,929
Direct Impact	\$157.1 B	\$79.8 B	\$129.3 B	-17.7%	
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<b>Total Impact</b>	<b>\$353.4 B</b>	<b>\$178.5 B</b>	<b>\$291.5 B</b>	<b>-17.5%</b>	
Employment					Approximately 1 in every 26 U.S. workers owes their job to business travel
Direct Impact	4.1 M	2.0 M	3.2 M	-21.3%	
Indirect Impact	1.4 M	0.7 M	1.1 M	-21.2%	
Induced Impact	2.1 M	1.0 M	1.6 M	-21.6%	
<b>Total Impact</b>	<b>7.6 M</b>	<b>3.7 M</b>	<b>6.0 M</b>	<b>-21.3%</b>	
Taxes					27¢ of each dollar spent by business travelers goes to pay taxes of some kind.
<b>Total impact</b>	<b>\$144.6 B</b>	<b>\$72.1 B</b>	<b>\$119.6 B</b>	<b>-17.3%</b>	

U.S. business travel activity makes an enormous contribution to the nation's fiscal health. In 2022, business traveler and meetings spending generated an estimated \$119.6 billion USD in federal, state, and local taxes, down just over 21% from 2019. This constituted 1.8% of all tax collections in U.S. (2022 at \$6.36 trillion).

Federal tax collections generated from business travel activity hit \$61.0 billion USD. This represents 1.2% of total federal tax collections. The largest tax federal sources generated by business

travelers include personal income (\$19.9B) and social insurance taxes (\$27.3B). Corporate income taxes and excise fees generated by business travel are also significant- totaling \$1.5 billion and \$9.6 billion, respectively. State and local tax collections generated by business travel activity totaled \$51.3 billion USD in 2022. This represents 3.5% of total U.S. state and local tax collections over the period. The largest categorical contributors to state and local collections were sales taxes (mainly state collections) of \$19.0 billion USD and property taxes (mainly local collections) of \$18.3 billion USD. The other significant contributors include state and local personal income taxes and hotel and rental car excise taxes.



U.S. business travel generated nearly

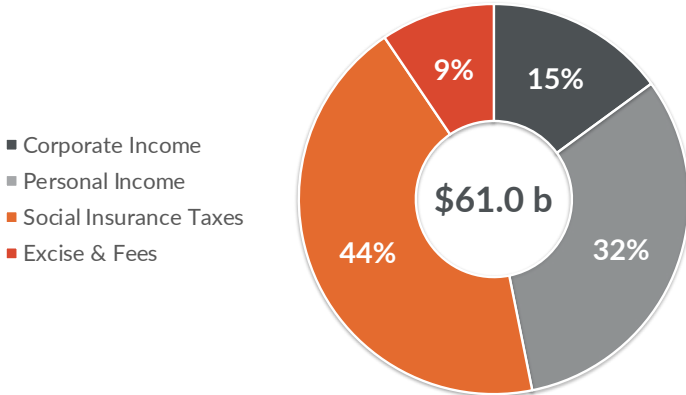
**\$112**

billion in tax receipts in 2022

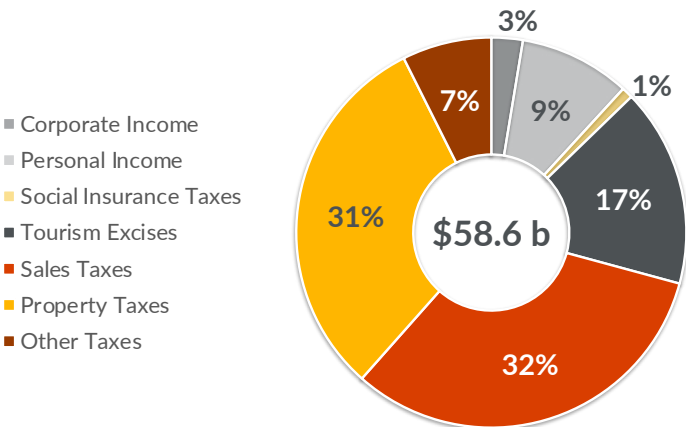


U.S. Business Travel-Initiated Tax Receipts	
Tax (Millions USD)	2022
<b>Federal: U.S.</b>	
Corporate Income	\$9,330.9 M
Personal Income	\$19,936.9 M
Excise & Fees	\$4,415.2 M
Airport Passenger Facility Charges	\$663.5 M
Airport Security Fee Collections	\$863.5 M
Social Insurance Taxes	\$27,291.3 M
<b>Federal: US Tax Total</b>	<b>\$60,974.3 M</b>
<b>State &amp; Local</b>	
Corporate Income	\$1,527.5 M
Personal Income	\$5,399.6 M
Social Insurance Taxes	\$547.4 M
Tourism Excises	
Hotel Tax	\$7,376.4 M
Food & Beverage	\$240.5 M
Rental Car Excise	\$2,038.2 M
Sales Taxes	\$18,954.7 M
Property Taxes	\$18,204.4 M
Other Taxes	\$4,343.0 M
<b>State &amp; Local Tax Total</b>	<b>\$58,631.8 M</b>
<b>Total Business Travel-Initiated Taxes</b>	<b>\$119,606.1 M</b>

### 2022 Business Travel-Initiated Federal Tax Sources



### 2022 Business Travel-Initiated State Tax & Local Sources



To add perspective to just how much government revenue is generated by business travel, consider:

- Each business trip generates an average of about \$281 USD in tax receipts. This encompasses sales, excise, and income taxes generated both directly and indirectly from business travel activity in 2022.
- Of each dollar spent in the business travel industry, \$0.28 goes toward taxes of some kind.
- If business travel suddenly disappeared, each of the U.S.'s 131.2 million households would have to pay an additional \$911.62 USD per year in taxes to maintain existing levels of receipts.
- Business travel generates enough state and local taxes to educate 6.9 million of the U.S.'s 49.6 million public school students per year.



## The Business Travel Industry Benefits a Large Range of American Businesses

Aside from the advantages that business travel brings to the firms that sponsor their trips, the larger economy also benefits from travel activity. Hoteliers, airlines, restaurants, and rental car firms are obvious. But business travel also includes businesses that facilitate meetings, such as convention centers, audio-visual companies, meeting planning service firms, and catering companies. These are the businesses that directly touch the business traveler or meeting attendee. Together, they make up the “direct” economic impact of business travel.

In 2022, business travel activity supported more than 3.2 million direct jobs in the U.S. economy. Business travel’s direct employment represented around 2.0% of total U.S. non-farm employment in 2022. These are the workers who directly serve the business traveler or directly support meetings and events.

The adjacent table breaks out those jobs by sector and identifies their share of the total. Food services leads the pack at slightly over 1.2 million jobs and includes restaurants and drinking establishments, followed by accommodations (601,204), transportation (364,976), entertainment & recreation (266,538), and administrative support services (251,679). Together these sectors comprise 83.8% of all direct jobs attributable to U.S. business travel.

While the owners of direct businesses feel the benefits of a robust business travel market firsthand, those further downstream may not fully appreciate what business travel means to their top-lines. The indirect economic impacts speak to the benefits of the business travel supply chain. These are the organizations that provide materials, supplies, and services to those businesses on the front line of business travel. The food distributor that serves restaurants and caterers, the insurance company that secures risk for the rental car agency, or the accounting firm that assists the hotelier all provide important examples.

The table on the next page presents the supply chain beneficiaries of U.S. business travel. In 2022, these sectors’ top-line revenue benefited from nearly \$242 billion USD in indirect business. They, in turn, supported over 1.1 million jobs.

The top supply chain beneficiary was administrative and support services, supporting nearly 200,000 jobs in the sector. Professional services had over 141,000 jobs supported by business travel. Firms in sectors such as food services, manufacturing, finance & insurance, real estate & rental, and transportation & warehousing are also significant beneficiaries of business travel.

Industry	2022 Direct Jobs	% of Total Jobs
Food services	1,220,819	37.8%
Accommodations	601,204	18.6%
Transportation & warehousing	364,976	11.3%
Arts-entertainment & recreation	266,538	8.3%
Administrative & support services	251,679	7.8%
Other services	175,338	5.4%
Retail trade	127,294	3.9%
Real estate & rental	116,584	3.6%
Professional services	44,725	1.4%
Government & non-NAICS	19,841	0.6%
Manufacturing	14,555	0.5%
Information	14,397	0.4%
Finance & insurance	8,566	0.3%
<b>Total Business Travel Direct Jobs</b>	<b>3,226,516</b>	





There are additional industry beneficiaries also downstream from the front line activity of serving business travelers. Hotels, meeting venues, airlines, and other direct organizations pay their employees' wages and salaries. The same is true for the food distributors, accounting firms, and other supply chain organizations. These employees spend their wages on the same goods and services we all consume. This "induced" impact accrues to a broad range of industry beneficiaries from healthcare to banking and retail to personal services. In 2022, the induced impact of business travel supported an additional 1.6 million jobs across the U.S. economy.

**Top Industry Beneficiaries: Business Travel-Initiated Indirect/Supply Chain**

Industry	2022 Indirect Jobs	% of Total Jobs
Administrative & support services	198,032	17.7%
Professional services	141,612	12.7%
Food services	97,570	8.7%
Manufacturing	87,032	7.8%
Finance & insurance	83,371	7.5%
Real estate & rental	83,053	7.4%
Transportation & warehousing	69,746	6.2%
Arts-entertainment & recreation	50,512	4.5%
Information	49,868	4.5%
Other services	48,167	4.3%
Construction	40,922	3.7%
Management of companies	33,623	3.0%
Government & non-NAICS	32,833	2.9%
Agriculture, forestry, fish & hunting	27,303	2.4%
Wholesale trade	22,706	2.0%
Mining	13,065	1.2%
Retail trade	12,930	1.2%
Accommodations	12,121	1.1%
Utilities	8,027	0.7%
Educational services	4,516	0.4%
Health & social services	206	0.0%
<b>Total Business Travel Indirect Jobs</b>	<b>1,117,401</b>	



Administrative & support services

**198,032**

indirect jobs



Professional services

**141,612**

indirect jobs



Food services

**97,570**

indirect jobs

# What is Lost (Gained) When Business Travel is Reduced (Expanded) & The Impact of Covid-19 on The U.S. Business Travel Market & the U.S. Economy



How does the economy benefit (or suffer), when business travel expands or contracts due to changes in the economy, policy, weather, or other factors?

Our economic impact analysis can be useful in analyzing potential changes in policy that would impact business travel either favorably or unfavorably. It's important to evaluate these policy decisions in a broad context of the U.S. economy. By distilling our findings into a series of per unit factors, we can help to build a simple expectation for how change will manifest itself.

The table below illustrates how changes in the level of business travel impact the U.S. economy:

Another important evaluation to be made from the impact results is the broader impact that the Covid-19 pandemic has had on business travel activity. The table below illustrates the impact that the pandemic had on total business travel spending in 2020 and the subsequent impact to the U.S. economy. The second row of the table highlights how far below "normal" U.S. business travel spending remains and the impact that this has on the U.S. economy. "Normal" levels of business travel are estimated by using pre-pandemic levels of US business travel spending as a share of total GDP.

Change in:	Business Travel Spending	Jobs	GDP	Wages	Taxes
<b>For Every 1% Change in Business Travel Spending</b>					
The U.S. business travel industry would lose/gain	\$3.9 B	32,265	\$2.0 B	\$1.3 B	N/A
The U.S. economy would lose/gain	\$9.3 B	59,579	\$4.8 B	\$2.9 B	\$1.2 B

Change in:	Business Travel Spending	Jobs	GDP	Wages	Taxes
<b>COVID Impact of 2020</b>					
The U.S. business travel industry lost	\$237.2 B	1,968,175	\$124.5 B	\$78.9 B	N/A
The U.S. economy lost	\$566.7 B	3,634,339	\$295.5 B	\$177.8 B	\$73.0 B
<b>Road to Recovery</b>					
In 2022, the US business travel industry is still behind by	\$137.1 B	1,137,621	\$72.0 B	\$45.6 B	N/A
In 2022, the U.S. economy is still behind by	\$327.6 B	2,100,677	\$170.8 B	\$102.8 B	\$42.2 B

# A Profile of U.S. Business Travelers

## Trip Behavior, Motivations & Demographics

### Overview

In 2022, there were a total of 429.9 million business trips taken within the U.S. and business travel spending totaled \$421.1 billion. U.S. business travel spending remained 14.6% below its pre-pandemic peak in 2019 of \$493.3 billion. The amount spent per business trip was \$632 in 2022. This includes average spending per trip of \$214 on lodging, \$204 on transportation, \$110 on food and beverage in restaurants, \$43 on entertainment, and \$62 on retail and other expenditures. These averages include both domestic and international inbound trips and both day trips and overnight business trips in the U.S. These averages are calculated from all business trips, including those where some of these items were not purchased at all.

Business travel supports many functions in the U.S. In 2022, 67% of U.S. business trips were taken for transient business purposes, including sales trips, client service trips, government and military travel, and travel for construction or repair. Another 33% of business trips were taken for group travel purposes, including travel for conventions, group training, and seminars. On average, the duration of a transient business trip in the U.S. was 4.1 days in 2022, while group business trips spanned 3.5 days on average, and those taking a combination business and leisure trip stayed for 4.4 days.

In 2022

**429.9**



million business trips were taken within U.S.

In 2022

**\$632**



USD spent on average per business trip





## Demographic Attributes of U.S. Business Travelers

Of all U.S. business travelers, one-third (33.9%) have an annual household income below \$50,000; 33.4% have annual household incomes between \$50,000 and \$100,000; and 31.5% have annual household incomes above \$100,000. On average, transient business travelers have higher incomes than group business travelers.

U.S. business travelers come from an array of age cohorts. The average age of a business traveler was 44.3 years. In 2022, fewer than one-third (29.1%) of frequent travelers are under the age of 35; 46.4% are between the ages of 35 and 54; and 24.5% are over the age

of 55. Those traveling for group business travel tend to skew younger than those traveling for transient purposes.

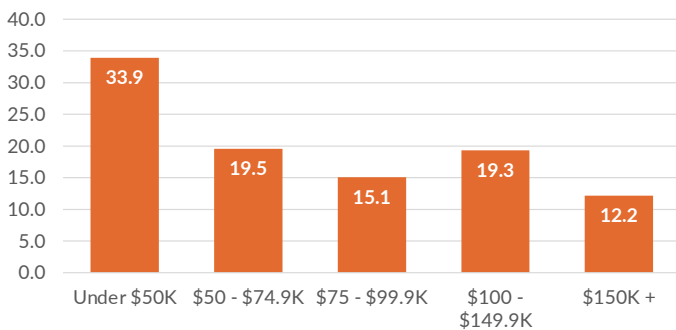
Women comprised 42.1% of conference and convention travel, and 36.6% of other business travel, but made up 48% of total business-leisure trip volume. Men were more likely to travel for business overall, but proportionally, women added a leisure component at a much higher rate than men.

Over three-fifths (61.8%) of business travelers in 2022 have a four-year college degree: 37.7% have a college degree and 24.1% obtained a post graduate degree.

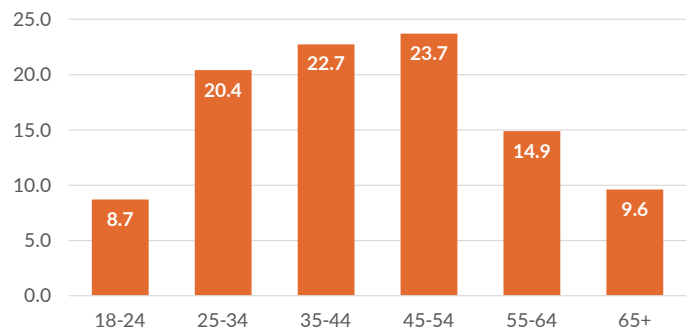
Average Age of  
U.S. Business  
Traveler

**44.3**  
years old

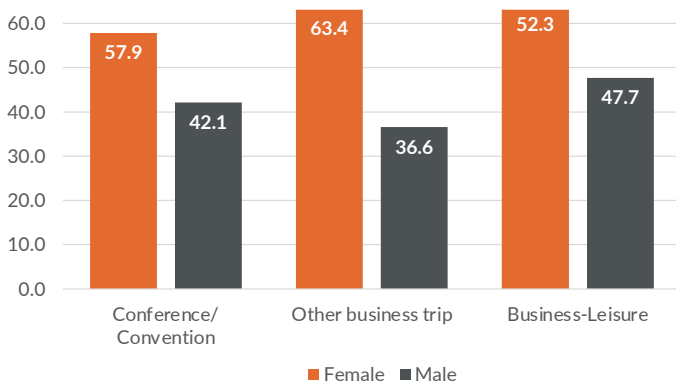
### Household Income (All U.S. Business Travelers)



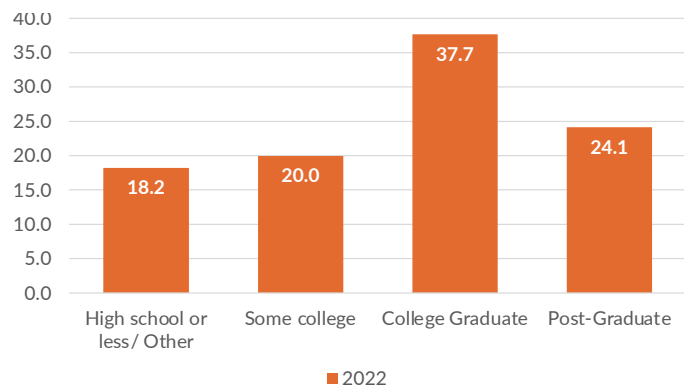
### Age Range (All Business Travelers)



### Gender



### Educational Attainment (All Business Travelers)



## 2022 U.S. Business Traveler Trip Behavior

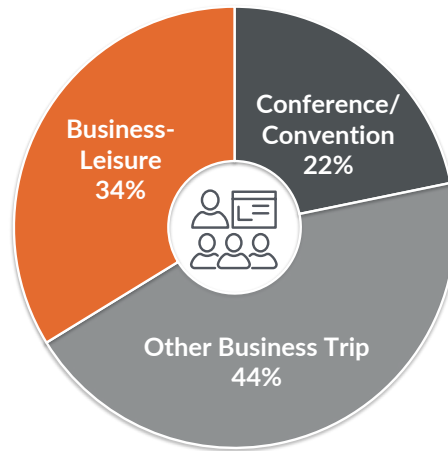
Nearly two-thirds (66.2%) of business travel activity in 2022 was for business only, which includes sales trips, client service trips, government and military travel, and travel for construction or repair, while in 2021, 57.0% of business travel was for business only. Over one-third (33.8%) of were taken for a combination of business and leisure purposes.

A personal car or truck was the most popular mode of transportation among U.S. business travelers to get to their destination in 2022 (56.6%). Other frequently utilized forms of transportation are airplane (34.6%), rental cars (15.2%), online taxi service (Uber™, Lyft™, Sidecar™, etc.) (13.1%), traditional taxicab (6.5%), bus (5.8%), and train (5.6%).

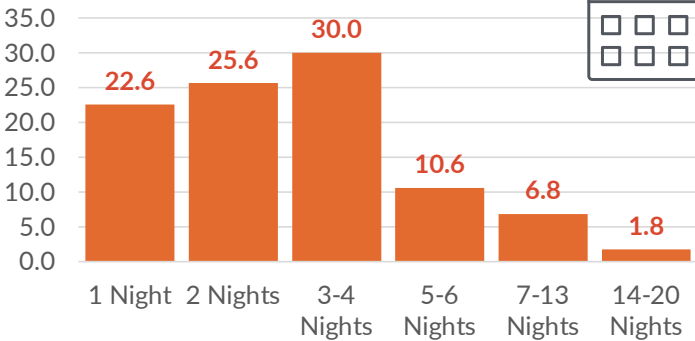
Over half (55.4%) of the 2022 business trips taken in the U.S. included an overnight stay, with nearly half of those (47.8%) being a one- to two-night stay. Over one-fourth (28.4%) of trips included a three- to four-night stay, 10.9% included a five- to six-night stay, and the remaining 17.8% of trips included overnight stays of seven nights or more.

Over three-fourths (76.3%) of business travel stays were in hotel/motel/bed and breakfast in 2022, followed by resort hotels (9.4%), rented home/apartment (7.7%), and stayed with friends or relatives (4.8%). Other accommodations were used in 35.1% of the business trips in 2022, which included their own second home, campground/RV park, time share, and other accommodations not listed.

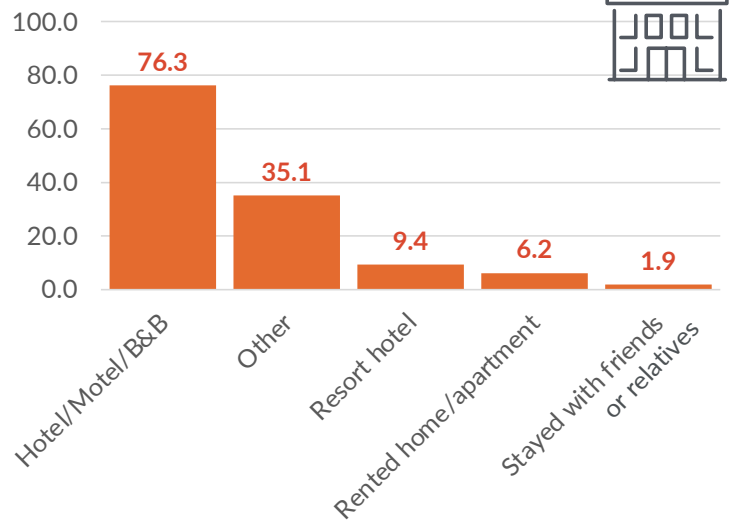
Main Purpose of Business Trip



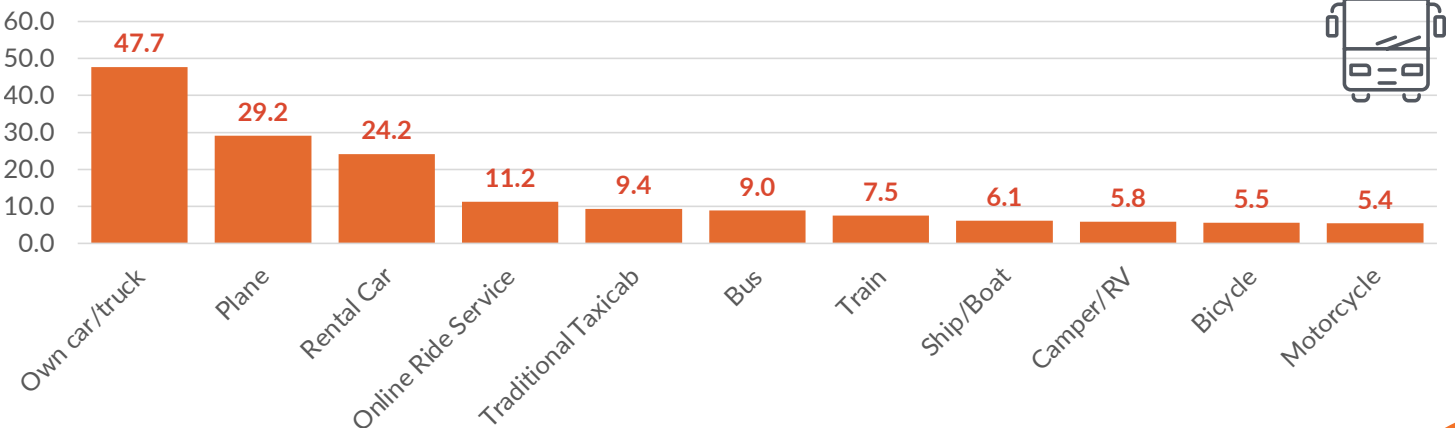
Length of Stay



Type of Primary Lodging Accommodations



Modes of Transportation



# State Volume, Spending & Economic Impact

## U.S. Business Travel Destinations

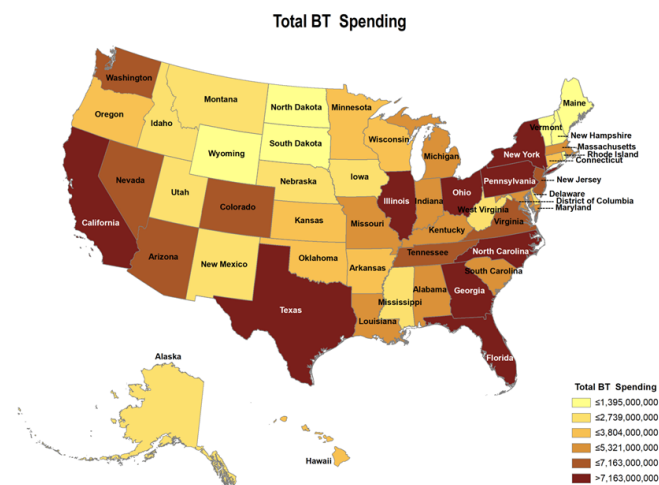
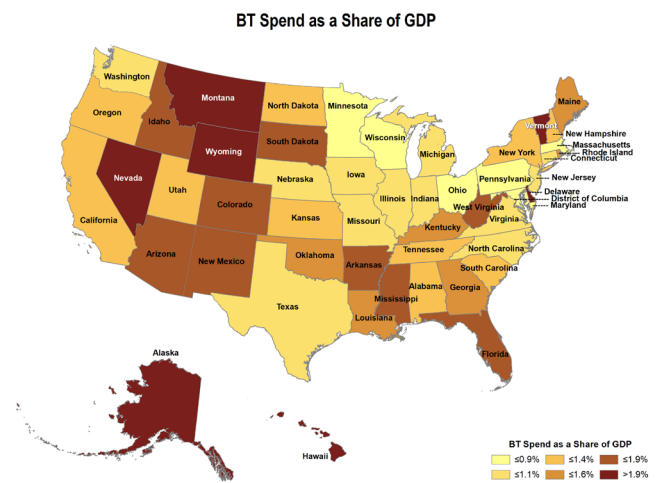
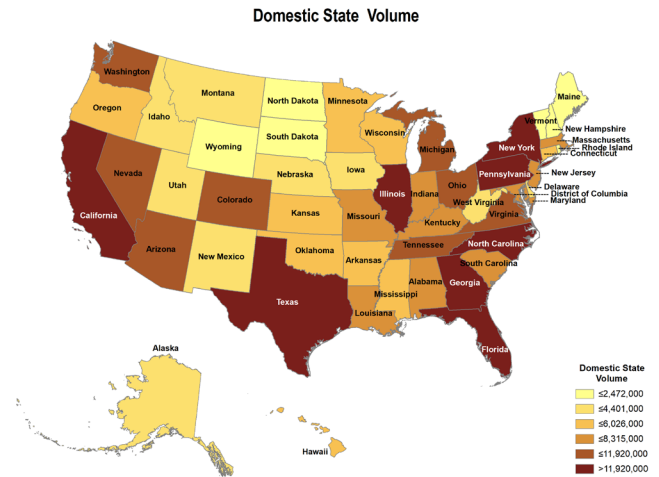
Domestic business travel accounted for approximately 94% of the total trip-oriented business travel spending in the U.S. in 2022. The map at right highlights the states (destinations) where domestic business travel occurred in 2022. Not surprisingly, the majority of business trips were taken to destinations with higher population densities and states with large business centers. This includes states in the Pacific region, those in the Northwest and Southeast, and Central and Mountain states like Illinois, Ohio, Texas, and Colorado.

The second map highlights the states that are more business travel intensive, that is, the states where business travel spending represents a higher proportion of state GDP.

The final map highlights total business travel spending by state, including spending by both domestic and international business travelers.

As part of our analysis, we have assessed the individual economic impact of business travel to each of the top 15 states (ranked by total business travel spending). These 15 states (see table below) comprised over 60% of total business travel expenditures in 2022. It is important to note the impact figures include only the impact of business traveler expenditures, not the additional impact of meeting operations spend. Also, the impact analysis was conducted as a multiple regional input-output analysis (MRIO), such that the economic impact of business travel to one state is measured in other states through imports/exports along the supply chain. These 15 states and their business travel markets have been profiled in more detail on the following pages.

State	Rank	Total Business Spend
California	1	\$35.62 B
New York	2	\$23.31 B
Florida	3	\$23.26 B
Texas	4	\$18.68 B
Georgia	5	\$9.65 B
Illinois	6	\$9.57 B
Colorado	7	\$7.05 B
Pennsylvania	8	\$6.84 B
New Jersey	9	\$6.68 B
Washington	10	\$6.55 B
Arizona	11	\$6.53 B
North Carolina	12	\$6.52 B
Ohio	13	\$6.08 B
Nevada	14	\$6.02 B
Virginia	15	\$5.51 B





### Share of State Business Travel Volume by Key Markets

Percent of Trips

**54.6%**

Domestic business travelers took **10.5 million trips** to or within Arizona in 2022.

The map highlights the share of trips by key core based statistical areas (CBSA) of in the state, of which the Phoenix-Mesa-Scottsdale market was the only notable market with over half (54.6%) of business trips including a stop or stay in the region.

Arizona business travelers spent \$6.5 billion in 2022, comprising 1.6% of the state's GDP. Nearly \$6 billion (91.9%) of that spending in Arizona was generated by domestic business travelers, and \$507 million (8.1%) was spent by international travelers. Arizona ranked 10th among all 50 states for domestic spending and 12th for international spending.

Key industries driving business travel in Arizona include technology, manufacturing, and aerospace and defense. The weather and natural beauty of Arizona also make it a prime destination for blended travel. In fact, over 40% of business trips in 2022 also included a leisure component to the stay. Phoenix also represents a top market for meetings and event travel, ranked 7<sup>th</sup> on Cvent's list of top meeting destinations in the U.S. Arizona has two cities represented in the top 50.

Domestic and international business travel led to total value added to Arizona's economy of \$7.5 billion in new GDP in 2022. This includes \$3.1 billion in direct impact, \$1.8 billion in indirect impact and \$2.6 billion in induced economic impact. In 2022, the business industry supported over 102,000 jobs in Arizona and generated \$4.3 billion in total wages and other income.

# ARIZONA



## SPENDING

Business Travelers

**\$6.5 b**

Domestic

**\$6 b**

International

**\$507 m**



## GDP

Direct Impact

**\$3.1 b**

Indirect Impact

**\$1.8 b**

Induced Economic Impact

**\$2.6 b**



## Earnings

Jobs

**102,000**

Wages

**\$4.3 b**





### Share of State Business Travel Volume by Key Markets

Percent of Trips



Domestic business travelers took **39.5 million trips** to or within California in 2022.

The map highlights the share of trips by CBSAs in the state, of which the Los Angeles-Long Beach-Anaheim market was the only notable market with over half (50.5%) of business trips including a stop or stay in the region.

California business travelers spent \$35.6 billion in 2022, comprising 1.1% of the state's GDP. Nearly \$29.4 billion (82.6%) of that spending in California was generated by domestic business travelers, and \$6.2 billion (17.4%) was spent by international travelers. California ranked 1<sup>st</sup> among all 50 states in domestic spending and 2<sup>nd</sup> in international spending. Key industries driving business travel in California include technology, agriculture, film production and healthcare. Business travelers to California tend to spend significantly more per trip (\$745) than the national average and are more likely to stay overnight. California is also a hotbed for group business travel with six cities represented in Cvent's top 50 meeting destinations in the US (San Diego is ranked 3<sup>rd</sup> in the US).

Domestic and international business travel led to total value added to California's economy of \$46.5 billion in new GDP in 2022. This includes \$19.2 billion in direct impact, \$12.0 billion in indirect impact and \$15.1 billion in induced economic impact. In 2022, the business industry supported over 483,877 jobs in California and generated \$27.7 billion in total wages and other income.

# CALIFORNIA



## SPENDING

Business Travelers

**\$35.6 b**

Domestic

**\$29.4 b**

International

**\$6.2 b**



## GDP

Direct Impact

**\$19.2 b**

Indirect Impact

**\$12.0 b**

Induced Economic Impact

**\$15.1 b**



## Earnings

Jobs

**483,877**

Wages

**\$27.7 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips



Domestic business travelers took **10.5 million trips** to or within Colorado in 2022.

The map highlights the share of trips by key CBSAs in the state, of which Denver drives the largest share of business travel volume (64.5%), followed by Colorado Springs which was visited by 25% of the state's business travelers in 2022.

Colorado business travelers spent \$7.0 billion in 2022, comprising 1.7% of the state's GDP. Nearly \$6.7 billion (95.2%) of that spending in Colorado was generated by domestic business travelers, and \$325 million (4.8%) was spent by international travelers. Colorado ranked 7<sup>th</sup> among all 50 states in domestic spending and 20<sup>th</sup> in international spending. Key industries driving business travel in Colorado include aerospace, bioscience, defense and energy. Colorado's natural attractions help to drive an outsized share of blended travel with over 40% of business trips in 2022 including a leisure component to the stay. Over 80% of business trips to Colorado were overnight trips in 2022.

Domestic and international business travel led to total value added to Colorado's economy of \$9.8 billion in new GDP in 2022. This includes \$4.4 billion in direct impact, \$1.8 billion in indirect impact and \$3.7 billion in induced economic impact. In 2022, the business industry supported over 98,541 jobs in Colorado and generated \$5.5 billion in total wages and other income.

## COLORADO



### SPENDING

Business Travelers

**\$7.0 b**

Domestic

**\$6.7 b**

International

**\$325 m**



### GDP

Direct Impact

**\$4.4 b**

Indirect Impact

**\$1.8 b**

Induced Economic Impact

**\$3.7 b**



### Earnings

Jobs

**98,541**

Wages

**\$5.5 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips

● 3.3-3.8%  
 ● 3.9-4.3%  
 ● 4.4-6.3%  
 ● 6.4-18.6%  
 ● 18.7-35.5%

Domestic business travelers took **31.5 million trips** to or within Florida in 2022.

The map highlights the share of trips by key CBSAs in the state, of which Miami (35.5%) and Orlando (30.5%) markets make up nearly two-thirds (66.0%) of all business trips including a stop or stay in those regions.

Florida business travelers spent \$23.3 billion in 2022, comprising 1.9% of the state's GDP. Nearly \$18.8 billion (80.9%) of that spending in Florida was generated by domestic business travelers, and \$4.4 billion (19.1%) was spent by international travelers. Florida ranked 2<sup>nd</sup> among all 50 states in domestic spending and 3<sup>rd</sup> in international spending. Key industries driving business travel in Florida include aerospace, cleantech, defense, and professional services. Florida drives significant convention business across many markets, including Orlando ranked #1 in the US among Cvnets' top 10 meeting markets.

Domestic and international business travel led to total value added to Florida's economy of \$28.6 billion in new GDP in 2022. This includes \$11.6 billion in direct impact, \$7.1 billion in indirect impact and \$9.8 billion in induced economic impact. In 2022, the business industry supported over 368,142 jobs in Florida and generated \$16.5 billion in total wages and other income.

# FLORIDA



## SPENDING

Business Travelers

**\$23.3 b**

Domestic

**\$18.8 b**

International

**\$4.4 b**



## GDP

Direct Impact

**\$11.6 b**

Indirect Impact

**\$7.1 b**

Induced Economic Impact

**\$9.8 b**



## Earnings

Jobs

**368,142**

Wages

**\$16.5 b**





### Share of State Business Travel Volume by Key Markets

Percent of Trips

**47.3%**

Domestic business travelers took a total of **16.3 million trips** to or within Georgia in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the Atlanta-Sandy Springs-Roswell market was the only notable market with nearly half (47.3%) of business trips including a stop or stay in the region.

Georgia business travelers spent \$9.6 billion in 2022, comprising 1.5% of the state's GDP. Nearly \$9.3 billion (95.8%) of that spending in Georgia was generated by domestic business travelers, and \$403 million (4.4%) was spent by international travelers. Georgia ranked 5<sup>th</sup> among all 50 states in domestic spending and 15<sup>th</sup> in international spending. Key industries driving business travel in Georgia include manufacturing, automotive, aerospace, and food processing.

Domestic and international business travel led to total value added to Georgia's economy of \$12.5 billion in new GDP in 2022. This includes \$4.9 billion in direct impact, \$3.1 billion in indirect impact and \$4.4 billion in induced economic impact. In 2022, the business industry supported over 173,825 jobs in Georgia and generated \$7.1 billion in total wages and other income.

# GEORGIA



## SPENDING

Business Travelers

**\$9.6 b**

Domestic

**\$9.3 b**

International

**\$403 m**



## GDP

Direct Impact

**\$4.9 b**

Indirect Impact

**\$3.1 b**

Induced Economic Impact

**\$4.4 b**



## Earnings

Jobs

**173,825**

Wages

**\$7.1 b**





### Share of State Business Travel Volume by Key Markets

Percent of Trips



Domestic business travelers took **14.5 million trips** to or within Illinois in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the Chicago-Naperville-Elgin market was the only notable market with nearly three-fourths (73.3%) of business trips including a stop or stay in the region.

Illinois business travelers spent \$9.6 billion in 2022, comprising 1.1% of the state's GDP. Nearly \$8.0 billion (84.0%) of that spending in Illinois was generated by domestic business travelers, and \$1.5 billion (16.0%) was spent by international travelers. Illinois ranked 6<sup>th</sup> among all 50 states in domestic spending and 5<sup>th</sup> in international spending. Key industries driving business travel in Illinois include manufacturing, agribusiness, energy/electric vehicles, information technology, life sciences, and transportation and logistics.

Domestic and international business travel led to total value added to Illinois's economy of \$11.2 billion in new GDP in 2022. This includes \$4.3 billion in direct impact, \$2.8 billion in indirect impact and \$4.0 billion in induced economic impact. In 2022, the business industry supported over 126,784 jobs in Illinois and generated \$6.4 billion in total wages and other income.

## ILLINOIS



### SPENDING

Business Travelers

**\$9.6 b**

Domestic

**\$8.0 b**

International

**\$1.5 b**



### GDP

Direct Impact

**\$4.3 b**

Indirect Impact

**\$2.8 b**

Induced Economic Impact

**\$4.0 b**



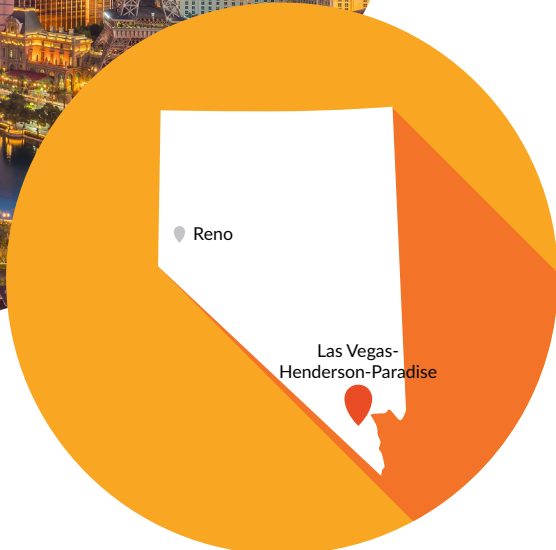
### Earnings

Jobs

**126,784**

Wages

**\$6.4 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips

📍 **16.6%** 📍 **86.0%**

Domestic business travelers took **9.7 million trips** to or within Nevada in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the Las Vegas-Harrison-Paradise market was the only notable market with over four-fifths (86.0%) of business trips including a stop or stay in the region.

Nevada business travelers spent \$6.0 billion in 2022, comprising 3.2% of the state's GDP. Nevada ranks #1 among the top-15 markets in the ratio of business travel spend to GDP. Nearly \$5.1 billion (85.5%) of that spending in Nevada was generated by domestic business travelers, and \$832 million (14.5%) was spent by international travelers. Nevada ranked 15<sup>th</sup> among all 50 states in domestic spending and 9<sup>th</sup> in international spending. Group business travel to Las Vegas is a key driver of business travel activity to the state with the Las Vegas Convention Center hosting 6.5 million business delegates each year.

Domestic and international business travel led to total value added to Nevada's economy of \$5.7 billion in new GDP in 2022. This includes \$2.6 billion in direct impact, \$1.5 billion in indirect impact and \$1.6 billion in induced economic impact. In 2022, the business industry supported over 83,926 jobs in Nevada and generated \$3.5 billion in total wages and other income.

# NEVADA



## SPENDING

Business Travelers

**\$6.0 b**

Domestic

**\$5.1 b**

International

**\$832 m**



## GDP

Direct Impact

**\$2.6 b**

Indirect Impact

**\$1.5 b**

Induced Economic Impact

**\$1.6 b**



## Earnings

Jobs

**83,926**

Wages

**\$3.5 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips

📍 **23.7%** 📍 **35.0%**

Domestic business travelers took **8.2 million trips** to or within New Jersey in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the Northern New Jersey (34.9%) and Atlantic City (23.7%) markets were the only notable markets for business trips including a stop or stay in the region.

New Jersey business travelers spent \$6.7 billion in 2022, comprising 1.0% of the state's GDP. Nearly \$5.6 billion (84.1%) of that spending in New Jersey was generated by domestic business travelers, and \$1.1 billion (15.9%) was spent by international travelers. New Jersey ranked 12<sup>th</sup> among all 50 states in domestic spending and 8<sup>th</sup> in international spending. Key industries driving business travel in New Jersey include pharmaceuticals and life sciences, financial services, manufacturing, technology, and transportation and logistics.

Domestic and international business travel led to total value added to New Jersey's economy of \$9.7 billion in new GDP in 2022. This includes \$4.0 billion in direct impact, \$2.5 billion in indirect impact and \$3.1 billion in induced economic impact. In 2022, the business industry supported over 100,740 jobs in New Jersey and generated \$5.7 billion in total wages and other income.

## NEW JERSEY



### SPENDING

Business Travelers

**\$6.7 b**

Domestic

**\$5.6 b**

International

**\$1.1 b**



### GDP

Direct Impact

**\$4.0 b**

Indirect Impact

**\$2.5 b**

Induced Economic Impact

**\$3.1 b**



### Earnings

Jobs

**100,740**

Wages

**\$5.7 b**





### Share of State Business Travel Volume by Key Markets

Percent of Trips

**82.4%**

Domestic business travelers took **22.8 million trips** to or within New York in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the New York-Newark-Jersey City market was the only notable market with four-fifths (82.4%) of business trips including a stop or stay in the region.

New York business travelers spent \$23.3 billion in 2022, comprising 1.3% of the state's GDP. Nearly \$16.0 billion (68.7%) of that spending in New York was generated by domestic business travelers, and \$7.3 billion (31.3%) was spent by international travelers. New York ranked 4<sup>th</sup> among all 50 states in domestic spending and 1<sup>st</sup> in international spending. Key industries driving business travel in New York include financial services, healthcare, professional and business services, manufacturing, and education. The strength of New York's public transportation infrastructure helps to support the state's business travel economy, but the condition of roads and bridges are a significant detractor.

Domestic and international business travel led to total value added to New York's economy of \$23.9 billion in new GDP in 2022. This includes \$13.1 billion in direct impact, \$4.0 billion in indirect impact and \$7.1 billion in induced economic impact. In 2022, the business industry supported over 261,572 jobs in New York and generated \$14.3 billion in total wages and other income.

## NEW YORK



### SPENDING

Business Travelers

**\$23.3 b**

Domestic

**\$16.0 b**

International

**\$7.3 b**



### GDP

Direct Impact

**\$13.1 b**

Indirect Impact

**\$4.0 b**

Induced Economic Impact

**\$7.1 b**



### Earnings

Jobs

**261,572**

Wages

**\$14.3 b**





# NORTH CAROLINA



## Share of State Business Travel Volume by Key Markets

Percent of Trips

8.1% 8.2-10.3% 10.4-12.9% 26.1% 35.6%

Domestic business travelers took **12.3 million trips** to or within North Carolina in 2022.

The map highlights the share of trips by key CBSAs of in the state, of which the Charlotte-Concord-Gastonia (35.6%) and Raleigh (26.1%) markets make up over three-fifths of business trips including a stop or stay in the region.

Business travelers traveling to or within North Carolina spent \$6.5 billion in 2022, comprising 1.1% of the state's GDP. Nearly \$6.2 billion (94.5%) of that spending in North Carolina was generated by domestic business travelers, and \$341 million (5.5%) was spent by international travelers. North Carolina ranked 9<sup>th</sup> among all 50 states in domestic spending and 17<sup>th</sup> in international spending. Key industries driving business travel in North Carolina include aerospace and defense, automotive, biotechnology, financial services, and energy.

Domestic and international business travel led to total value added to North Carolina's economy of \$8.8 billion in new GDP in 2022. This includes \$3.9 billion in direct impact, \$1.8 billion in indirect impact and \$3.1 billion in induced economic impact. In 2022, the business industry supported over 114,626 jobs in North Carolina and generated \$5.0 billion in total wages and other income.



## SPENDING

Business Travelers

**\$6.5 b**

Domestic

**\$6.2 b**

International

**\$341 m**



## GDP

Direct Impact

**\$3.9 b**

Indirect Impact

**\$1.8 b**

Induced Economic Impact

**\$3.1 b**



## Earnings

Jobs

**114,626**

Wages

**\$5.0 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips



Domestic business travelers took 11.9 million trips to or within Ohio in 2022.

The map highlights the share of trips by key CBSAs of in the state, of which the Columbus, Cleveland, and Cincinnati markets make up over four-fifths (86.7%) of business trips including a stop or stay in the region.

Ohio business travelers spent \$6.1 billion in 2022, comprising 0.9% of the state's GDP. Nearly \$5.6 billion (91.5%) of that spending in Ohio was generated by domestic business travelers, and \$493 million (8.5%) was spent by international travelers. Ohio ranked 13th in both domestic and international spending. Key industries driving business travel in Ohio include healthcare and social assistance, manufacturing, and retail trade.

Domestic and international business travel led to total value added to Ohio's economy of \$7.6 billion in new GDP in 2022. This includes \$3.3 billion in direct impact, \$1.8 billion in indirect impact and \$2.5 billion in induced economic impact. In 2022, the business industry supported over 107,972 jobs in Ohio and generated \$4.5 billion in total wages and other income.

# OHIO



## SPENDING

Business Travelers

**\$6.1 b**

Domestic

**\$5.6 b**

International

**\$493 m**



## GDP

Direct Impact

**\$3.3 b**

Indirect Impact

**\$1.8 b**

Induced Economic Impact

**\$4.5 b**



## Earnings

Jobs

**107,972**

Wages

**\$4.5 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips

19.6% 24.4%

Domestic business travelers took 12.2 million trips to or within Pennsylvania in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the Philadelphia (24.4%) and Pittsburgh (19.6%) markets were the only notable market with over two-fifths of business trips including a stop or stay in the region.

Pennsylvania business travelers spent \$6.8 billion in 2022, comprising 0.9% of the state's GDP. Nearly \$6.2 billion (90.5%) of that spending in Pennsylvania was generated by domestic business travelers, and \$621 million (9.5%) was spent by international travelers. Pennsylvania ranked 8th among all 50 states in domestic spending and 10th in international spending. Key industries driving business travel in Pennsylvania include healthcare and social assistance, retail trade and educational services.

Domestic and international business travel led to total value added to Pennsylvania's economy of \$8.9 billion in new GDP in 2022. This includes \$4.3 billion in direct impact, \$1.7 billion in indirect impact and \$3.0 billion in induced economic impact. In 2022, the business industry supported over 106,724 jobs in Pennsylvania and generated \$5.2 billion in total wages and other income.

# PENNSYLVANIA



## SPENDING

Business Travelers

**\$6.8 b**

Domestic

**\$6.2 b**

International

**\$621 m**



## GDP

Direct Impact

**\$4.3 b**

Indirect Impact

**\$1.7 b**

Induced Economic Impact

**\$3.0 b**



## Earnings

Jobs

**106,724**

Wages

**\$5.2 b**





# TEXAS



## SPENDING

Business Travelers

**\$18.7 b**

Domestic

**\$17.0 b**

International

**\$1.6 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips

- 1.2-1.3%
- 1.4-2.0.0%
- 2.1-2.9%
- 3.0-3.7%
- 3.8% - 33.3%

Domestic business travelers took 30.8 million trips to or within Texas in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the Dallas (33.3%) and Houston (27.2%) markets make up over three-fifths of business trips including a stop or stay in the region.

Texas business travelers spent \$18.7 billion in 2022, comprising 1.0% of the state's GDP. Nearly \$17.0 billion (91.2%) of that spending in Texas was generated by domestic business travelers, and \$1.6 billion (8.8%) was spent by international travelers. Texas ranked 3rd among all 50 states in domestic spending and 4th in international spending. Key industries driving business travel in Texas include energy, manufacturing, aerospace, biotechnology, and corporate services.

Domestic and international business travel led to total value added to Texas's economy of \$27.6 billion in new GDP in 2022. This includes \$9.8 billion in direct impact, \$6.9 billion in indirect impact and \$10.7 billion in induced economic impact. In 2022, the business industry supported over 335,651 jobs in Texas and generated \$15.2 billion in total wages and other income.



## GDP

Direct Impact

**\$9.8 b**

Indirect Impact

**\$6.9 b**

Induced Economic Impact

**\$10.7 b**



## Earnings

Jobs

**335,651**

Wages

**\$15.2 b**





# VIRGINIA



## SPENDING

Business Travelers

**\$5.5 b**

Domestic

**\$5.2 b**

International

**\$330 m**

## Share of State Business Travel Volume by Key Markets

Percent of Trips

7.7–9.3% 11.2% 26.9% 38.6% 45.7%

Domestic business travelers took 9.1 million trips to or within Virginia in 2022.

The map highlights the share of trips by key CBSAs in the state, of which the Virginia Beach-Norfolk-Newport News (45.7%) and Arlington-Alexandria-Fairfax-Loudoun (38.6%) represent the top markets for business trips including a stop or stay in the region.

Virginia business travelers spent \$5.5 billion in 2022, comprising 1.0% of the state's GDP. Nearly \$5.2 billion (93.7%) of that spending in Virginia was generated by domestic business travelers, and \$330 million (6.3%) was spent by international travelers. Virginia ranked 14th among all 50 states in domestic spending and 19th in international spending.

Key industries driving business travel in Virginia include the federal government, manufacturing, finance and insurance, and educational services.

Domestic and international business travel led to total value added to Virginia's economy of \$7.7 billion in new GDP in 2022. This includes \$3.4 billion in direct impact, \$1.9 billion in indirect impact and \$2.3 billion in induced economic impact. In 2022, the business industry supported over 90,740 jobs in Virginia and generated \$4.6 billion in total wages and other income.



## GDP

Direct Impact

**\$3.4 b**

Indirect Impact

**\$1.9 b**

Induced Economic Impact

**\$2.3 b**



## Earnings

Jobs

**90,740**

Wages

**\$4.6 b**



### Share of State Business Travel Volume by Key Markets

Percent of Trips

14.5% 15.6% 68.9%

### Domestic business travelers took 9.2 million trips to or within Washington in 2022.

The map highlights the share of trips by key CBSAs of in the state, of which the Seattle market was the only notable market with over two-thirds (68.9%) of business trips including a stop or stay in the region.

Washington business travelers spent \$6.6 billion in 2022, comprising 1.0% of the state's GDP. Nearly \$6.0 billion (91.5%) of that spending in Washington was generated by domestic business travelers, and \$532 million (8.5%) was spent by international travelers. Washington ranked 11th among all 50 states in domestic spending and 11th in international spending. Key industries driving business travel in Washington include aerospace, agriculture and food manufacturing, clean technology, information technology, and defense.

Domestic and international business travel led to total value added to Washington's economy of \$6.9 billion in new GDP in 2022. This includes \$3.0 billion in direct impact, \$1.8 billion in indirect impact and \$2.0 billion in induced economic impact. In 2022, the business industry supported over 77,958 jobs in Washington and generated \$4.3 billion in total wages and other income.

# WASHINGTON



## SPENDING

Business Travelers

**\$6.6 b**

Domestic

**\$6.0 b**

International

**\$532 m**



## GDP

Direct Impact

**\$3.0 b**

Indirect Impact

**\$1.8 b**

Induced Economic Impact

**\$2.0 b**



## Earnings

Jobs

**77,958**

Wages

**\$4.3 b**

## About GBTA

The Global Business Travel Association (GBTA) is the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area serving stakeholders across six continents. GBTA and its 8,000+ members represent and advocate for the \$1.357 trillion global business travel and meetings industry. GBTA and the GBTA Foundation deliver world-class education, events, research, advocacy, and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts. For more information, visit [gbta.org](http://gbta.org) and [gbtafoundation.org](http://gbtafoundation.org).

## About Rockport Analytics

Rockport Analytics, LLC is a research and analytical consulting firm providing high-quality quantitative and qualitative research solutions to business, government, and nonprofit organization clients across the globe. Rockport's focus is on creative and actionable research in the travel and tourism market. We provide fast, nimble service in a transparent environment.

Rockport Analytics capabilities include:

- › Market Analysis and Forecasting
- › Economic Impact Assessment, Tourism Satellite Accounting, and Economic Development
- › Market Modeling and Decision Support Tools
- › Project Feasibility Assessment
- › Primary Research and Secondary Research Synthesis
- › Stakeholder Surveys – Internal & External

## Methodology & Data Sources

Estimates included in this report were developed by Rockport Analytics utilizing numerous data sources and inputs, including:

- › Longwoods International Travel USA ®
- › MMGY/D.K. Shifflet & Associates Travel Panel – TRAVEL PERFORMANCE/Monitor SM
- › The US Bureau of Economic Analysis (BEA)
- › International Air Transport Association (IATA)
- › The US Department of Commerce's National Travel & Tourism Office (NTTO)
- › The US Department of Transportation – BTS Statistics
- › Events Industry Council
- › IMPLAN



# Appendix I: State Ranking of Business Travel Spending (2022)

State	Total Business Travel Spend Rank	State	Total Business Travel Spend Rank
California	1	Oregon	27
New York	2	Minnesota	28
Florida	3	Wisconsin	29
Texas	4	Alabama	30
Georgia	5	Utah	31
Illinois	6	Oklahoma	32
Colorado	7	Connecticut	33
Pennsylvania	8	Alaska	34
New Jersey	9	Arkansas	35
Washington	10	Kansas	36
Arizona	11	Mississippi	37
North Carolina	12	New Mexico	38
Ohio	13	Iowa	39
Nevada	14	Idaho	40
Virginia	15	Delaware	41
Massachusetts	16	West Virginia	42
Hawaii	17	Nebraska	43
Washington DC	18	New Hampshire	44
Michigan	19	Montana	45
Tennessee	20	Maine	46
Indiana	21	Rhode Island	47
Missouri	22	Vermont	48
Maryland	23	Wyoming	49
Louisiana	24	South Dakota	50
South Carolina	25	North Dakota	51
Kentucky	26		



For more information about the Global Business Travel Association, visit [www.gbta.org](http://www.gbta.org) or email [info@gbta.org](mailto:info@gbta.org).

For media inquiries, contact [press@gbta.org](mailto:press@gbta.org).



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