

U.S. TRAVEL ANSWER SHEET

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

U.S. TRAVEL
ASSOCIATION



LEISURE TRAVEL

- Direct spending on leisure travel by domestic and international travelers totaled **\$683.1 billion** in 2016.
- Spending on leisure travel generated **\$106.4 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 2016.
- 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 **\$307.2 billion** in 2016.
- ME&I travel accounted for **\$127.1 billion** of all business travel spending.
- U.S. residents logged **457.4 million** person-trips* for business purposes in 2016, with 38% 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.

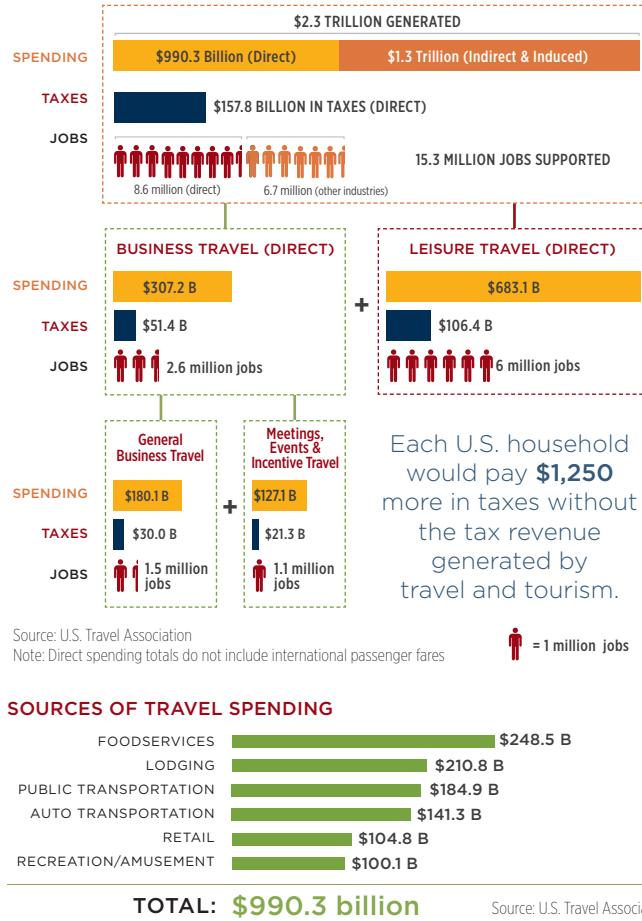


INTERNATIONAL TRAVEL

- 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 **\$246 billion**. International Travel Imports totaled **\$159 billion**, creating a **\$87 billion** travel trade surplus.
- International arrivals to the U.S. are estimated to have reached **77.6 million** in 2016. Of those, approximately **39.2 million** came from overseas markets and **38.4 million** were from Canada and Mexico.
- The United States' share of total international arrivals is **6.3%** (down from **7.5%** in 2000).

Direct spending by resident and international travelers in the U.S. averaged \$2.7 billion a day, \$113.1 million an hour, \$1.9 million a minute and \$31,400 a second.

U.S. TRAVEL INDUSTRY IMPACT



Source: U.S. Travel Association

TOP 5 INTERNATIONAL MARKETS TO THE U.S. (2015 ARRIVALS)

ORIGIN OF VISITOR	2015
Canada	20.7 million
Mexico	18.4 million
United Kingdom	4.9 million
Japan	3.8 million
China	2.6 million

TOP 5 HIGH-GROWTH TRAVEL MARKETS THRU 2021 (forecasted)

ORIGIN OF VISITOR	ARRIVALS % CHANGE '21/15
China	121%
India	72%
Argentina	50%
South Korea	43%
Taiwan	40%

Source: U.S. Department of Commerce - National Travel and Tourism Office

BY THE NUMBERS

(all data 2016 unless indicated otherwise)

\$2.3 trillion: Economic output generated by domestic and international visitors (includes \$990.3 billion in direct travel expenditures that spurred an additional \$1.3 trillion in other industries)

15.3 million: Jobs supported by travel expenditures (includes 8.6 million directly in the travel industry and 6.7 million in other industries)

\$248.2 billion: Wages shared by American workers directly employed by travel

\$157.8 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

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

77.6 million: Estimated number of international arrivals in the U.S. in 2016, including 39.2 million from overseas markets

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

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