**U.S. Travel & Tourism Statistics**

**Result of the Travel Promotion Act**Oxford Economics estimates that the travel promotion program authorized by the Act could attract as many as 1.6 million new visitors each year, generate as much as $4 billion in new visitor spending annually and create 40,000 new U.S. jobs.

**Travel and tourism is one of America’s largest industries (2011 data)**

* Generated **$1.9 trillion** in economic impact, with $813 billion spent directly by domestic and international travelers that spurred an additional $1.1 trillion in other industries.
* Directly generated **$124 billion** in tax revenue for local, state and federal governments.
* Each U.S. household would pay **$1,055** more in taxes without the tax revenue generated by the travel and tourism industry.
* Direct spending by resident and international travelers in the U.S. averaged $2.2 billion a day, $92.8 million an hour, $1.5 million a minute and $25,778 a second.

**Travel and tourism is America’s largest services export industry (2011 data)**

* **$152.4 billion** in travel exports (including traveler spending in the U.S. and international passenger fare payments to U.S. carriers) and the…
* **$110.5 billion** in travel imports (including U.S. residents’ spending abroad and international passenger fares paid to foreign carriers) creates…
* **$42 billion** in balance of trade surplus for the U.S.

**Travel and tourism is one of America’s largest employers (2011 data)**

* Supported **14.4 million** jobs, including 7.5 million directly in the travel industry and 6.9 million in other industries.
* **$194.6 billion** in travel-generated payroll for those employed directly in U.S. travel industry.
* 1 of every 9 U.S. non-farm jobs is created directly or indirectly or is induced by travel and tourism.
* Travel is among the TOP 10 industries in 48 states and D.C. in terms of employment.

**U.S. Overall World Market Share (the United States’ share of total international arrivals) has decreased 15.5% from 2000 to 2011. Today (2011) we have 6.4%, down from 7.5% in 2000. Since U.S. peak of 9.4% in 1992 to 2011, we are down 32.2%.**

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| --- | --- | --- |
| **Year** | **U.S. Share of the**  **World Market** | **Total International Arrivals**  **to the U.S. (Millions)** |
| **2000** | 7.5% | 51.2 |
| **2001** | 6.9% | 46.9 |
| **2002** | 6.2% | 43.6 |
| **2003** | 6.0% | 41.2 |
| **2004** | 6.0% | 46.1 |
| **2005** | 6.1% | 49.2 |
| **2006** | 6.0% | 51.1 |
| **2007** | 6.2% | 56.0 |
| **2008** | 6.3% | 58.0 |
| **2009** | 6.2% | 55.0 |
| **2010** | 6.4% | 59.7 |
| **2011** | 6.4% | 62.3 |

*Source: UNWTO, OTTI*

|  |  |  |  |
| --- | --- | --- | --- |
| **Top International Arrivals 2011 (OTTI)** | | | |
|  |  | NUMBER OF | % CHANGE |
|  | COUNTRY OF RESIDENCE | ARRIVALS | FROM 2010 |
| 1 | Canada | 21,028,177 | 5.3 |
| 2 | Mexico | 13,414,020 | -0.4 |
| 3 | United Kingdom | 3,835,300 | -0.4 |
| 4 | Japan | 3,249,569 | -4.0 |
| 5 | Germany | 1,823,797 | 5.7 |
| 6 | Brazil | 1,508,279 | 25.9 |
| 7 | France | 1,504,182 | 12.1 |
| 8 | South Korea | 1,145,216 | 3.4 |
| 9 | People's Republic of China (excludes Hong Kong) | 1,089,405 | 35.9 |
| 10 | Australia | 1,037,852 | 14.8 |
| 11 | Italy | 891,571 | 6.4 |
| 12 | Spain | 700,183 | 9.5 |
| 13 | India | 663,465 | 1.9 |
| 14 | Netherlands | 601,013 | 5.4 |
| 15 | Venezuela | 561,080 | 14.1 |
| 16 | Argentina | 512,258 | 17.4 |
| 17 | Colombia | 496,814 | 0.4 |
| 18 | Switzerland | 476,502 | 22.0 |
| 19 | Sweden | 438,972 | 18.0 |
| 20 | Ireland | 346,879 | -3.8 |

**International/Overseas Travel**

* In 2011, U.S. welcomed 7.3 percent more overseas travelers than it did in 2000 – despite an extraordinarily weak U.S. dollar and an additional 38 million long-haul travelers worldwide (up 44%).
* International arrivals to the U.S. (including Canada/Mexico) increased 22% in 2011 to more than 62 million (over 2010). Overseas arrivals to the U.S. increased 7.3% to 28 million in 2011.
* Spending by lucrative international visitors grew 12.3% in 2011 (over 2010).
* Strength in international travel to U.S. is driven by increases from Canada and Mexico (up 43.4% and 26.6%, respectively, over 2000).
* Overseas visitors stay longer and spend more – avg. **$4,300** when they visit U.S. (incl. intl. pax fares)
* Canada & Mexico combined avg. spending: **Less than $1,000**
* Overseas (most recent): **17.0 avg. nights** (2010 data, 2011 not yet available)
* Overseas arrivals represent 45% of total U.S. international arrivals, yet account for 78% of total international travelers spending in the United States (2011 data).