



Office of Travel and Tourism Industries

United States Travel and Tourism Exports, Imports, and the Balance of Trade: 2008





2008 U.S. Tourism Quick Facts

Did You Know...?

- » *International visitors spent nearly \$142 billion on U.S. travel and tourism-related goods and services in 2008.*
- » *This represents a 16% increase over the record set in 2007 and a 77% increase over the post-9-11 low set in 2003.*
- » *Travel and tourism exports accounted for 8% of all U.S. exports and 26% of U.S. services exports.*
- » *The U.S. travel and tourism balance of trade grew more favorably in 2008, increasing 64% to a \$29.4 billion surplus.*
- » *2008 marks the 20th consecutive year that U.S. travel and tourism industries have enjoyed a trade surplus.*

Source: Bureau of Economic Analysis (BEA)

U.S. Travel and Tourism Trends

U.S. Travel and Tourism Exports Reach Historic Heights in 2008

Total international travel receipts (exports) reached unprecedented levels in 2008; indeed, international visitors spent a record-breaking \$141.7 billion on travel to, and tourism-related activities within, the United States—an increase of nearly 16% over the previous record set in 2007. More so, international visitor spending has increased appreciably (77%) since the post-September 11th low set in 2003 (\$80.3 billion).

year, an increase of 13% over 2007. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the United States, and other items incidental to foreign travel.



Passenger fare receipts—fares received by U.S. carriers (and U.S. vessel operators) from international visitors—increased more than 23% over 2007 receipts to \$31.6 billion for the year.

Travel receipts—purchases of travel and tourism-related goods and services by international visitors traveling in the United States—totaled \$110.1 billion for the

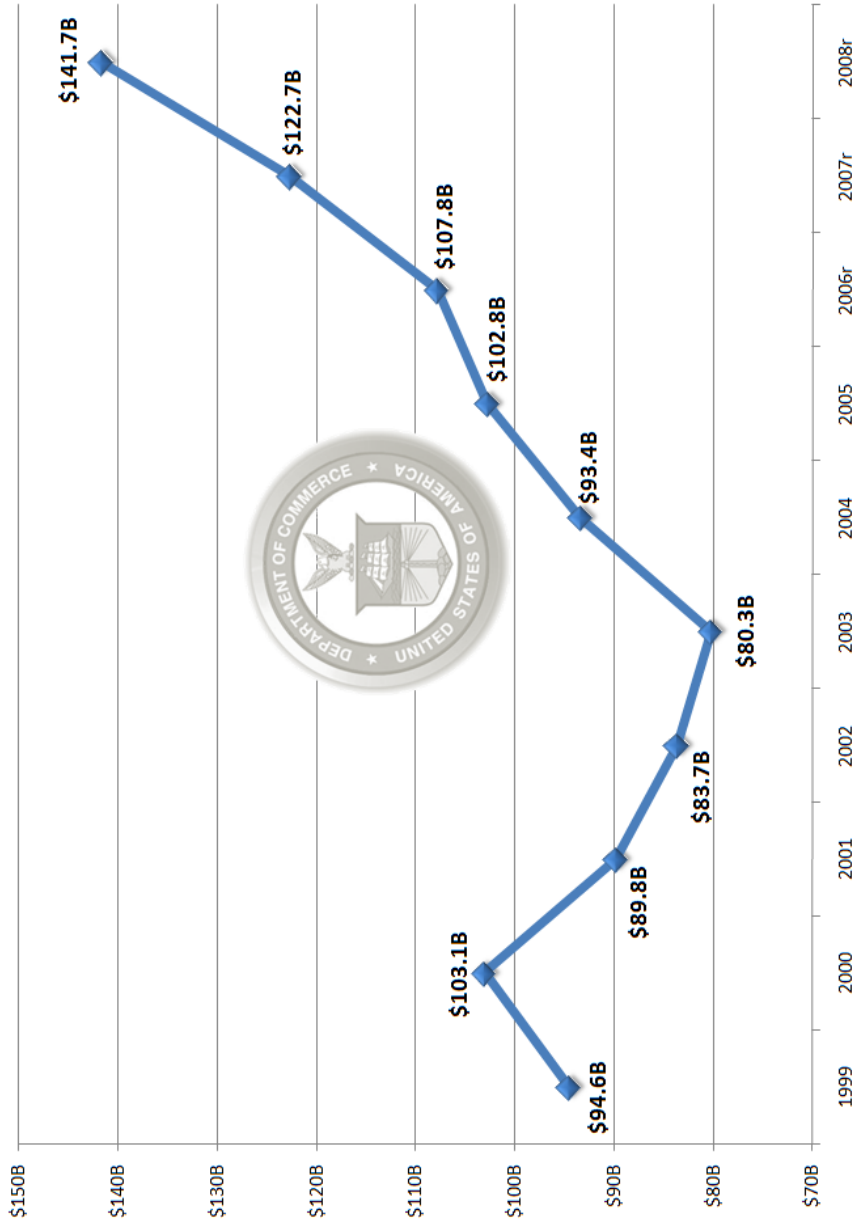
Although Americans spent more abroad in 2008 than ever before (\$112.3 billion), U.S. travel and tourism industries were still able to enjoy a \$29.4 billion trade surplus, an increase of 64% over 2007!



“
The World is a book, and those who do not travel read only a page. -St. Augustine
”

U.S. Travel and Tourism Exports: 1999 - 2008r

International Visitor Spending has Increased 77% Since Post 9-11 Low



(r) Revised.

Total U.S. Travel and Tourism Exports = 'Travel' Receipts + 'Passenger Fare' Receipts.

Source: U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (July 2009).

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Travel and Tourism Trade: 1999-2008r International Visitor Spending (Exports) and U.S. Spending Abroad (Imports) [Millions of U.S. Dollars]

	1999	2000	2001	2002	2003	2004	2005	2006r	2007r	2008r
Receipts (Exports)										
Total	\$94,586	\$103,087	\$89,819	\$83,651	\$80,250	\$93,397	\$102,769	\$107,825	\$122,686	\$141,713
% Change	3%	9%	-13%	-7%	-4%	16%	10%	5%	14%	16%
Travel	\$74,801	\$82,400	\$71,893	\$66,605	\$64,359	\$74,546	\$81,799	\$85,789	\$97,050	\$110,090
% Change	5%	10%	-13%	-7%	-3%	16%	10%	5%	13%	13%
Passenger Fares	\$19,785	\$20,687	\$17,926	\$17,046	\$15,891	\$18,851	\$20,970	\$22,036	\$25,636	\$31,623
% Change	-2%	5%	-13%	-5%	-7%	19%	11%	5%	16%	23%
Payments (Imports)										
Total	\$80,278	\$88,979	\$82,833	\$78,684	\$78,436	\$90,468	\$95,119	\$99,605	\$104,791	\$112,340
% Change	5%	11%	-7%	-5%	0%	15%	5%	5%	5%	7%
Travel	\$58,963	\$64,705	\$60,200	\$58,715	\$57,447	\$65,750	\$68,970	\$72,104	\$76,354	\$79,743
% Change	4%	10%	-7%	-2%	-2%	14%	5%	5%	6%	4%
Passenger Fares	\$21,315	\$24,274	\$22,633	\$19,969	\$20,989	\$24,718	\$26,149	\$27,501	\$28,437	\$32,597
% Change	7%	14%	-7%	-12%	5%	18%	6%	5%	3%	15%
Balance of Trade	1999	2000	2001	2002	2003	2004	2005	2006r	2007r	2008r
Trade Surplus	\$14,308	\$14,108	\$6,986	\$4,967	\$1,814	\$2,929	\$7,650	\$8,220	\$17,895	\$29,373

Travel: These accounts cover purchases of goods and services by U.S. persons traveling abroad and by foreign travelers in the United States for business or personal reasons. These goods and services include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit. U.S. travel transactions with both Canada and Mexico include border transactions, such as day trips for shopping and sightseeing.

Passenger Fares: These accounts cover the fares received by U.S. air carriers from foreign residents for travel between the United States and foreign countries and between two foreign points, the fares received by U.S. vessel operators for travel on cruise vessels, and the fares paid by U.S. residents to foreign air carriers for travel between the United States and foreign countries and foreign vessel operators for travel on cruise vessels.

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (July 2009).

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Travel and Tourism Trade: 2008r

International Visitor Spending (Exports) and U.S. Spending Abroad (Imports)

[Millions of U.S. Dollars]

Country / Region	Exports				Imports				Balance of Trade
	Travel Receipts	Passenger Fare Receipts	Total Travel & Tourism Receipts	2008/2007 Change (%)	Travel Payments	Passenger Fare Payments	Total Travel & Tourism Payments	2008/2007 Change (%)	
Total (All Countries)	\$110,090	\$31,623	\$141,713	16%	\$79,743	\$32,597	\$112,340	7%	\$29,373
Canada	\$14,781	\$3,883	\$18,664	13%	\$6,921	\$396	\$7,317	-6%	\$11,347
Europe	\$38,297	\$11,300	\$49,597	25%	\$24,769	\$15,300	\$40,069	4%	\$9,528
Belgium-Luxembourg	\$870	\$380	\$1,250	29%	\$211	\$114	\$325	48%	\$925
France	\$3,797	\$985	\$4,782	44%	\$3,169	\$1,935	\$5,104	6%	-\$322
Germany	\$5,142	\$1,541	\$6,683	30%	\$2,956	\$3,346	\$6,302	6%	\$381
Ireland	\$1,598	\$425	\$2,023	18%	\$912	\$553	\$1,465	-4%	\$558
Italy	\$2,601	\$1,102	\$3,703	40%	\$3,579	\$593	\$4,172	2%	-\$469
Netherlands	\$1,576	\$641	\$2,217	37%	\$1,345	\$861	\$2,206	17%	\$11
Norway	\$704	\$369	\$1,073	36%	\$143	\$0	\$143	-17%	\$930
Spain	\$2,132	\$735	\$2,867	38%	\$1,565	\$456	\$2,021	12%	\$846
Sweden	\$1,194	\$282	\$1,476	39%	\$230	\$86	\$316	-1%	\$1,160
Switzerland	\$1,083	\$281	\$1,364	25%	\$658	\$434	\$1,092	-1%	\$272
United Kingdom	\$12,978	\$3,738	\$16,716	12%	\$5,735	\$4,794	\$10,529	0%	\$6,187
Other	\$4,622	\$821	\$5,443	27%	\$4,266	\$2,128	\$6,394	6%	-\$951
Latin America and Other Western Hemisphere	\$25,305	\$8,283	\$33,588	10%	\$26,021	\$3,810	\$29,831	8%	\$3,757
South and Central America	\$21,671	\$7,327	\$28,998	12%	\$19,902	\$2,990	\$22,892	8%	\$6,106
Argentina	\$1,121	\$605	\$1,726	37%	\$684	\$95	\$779	7%	\$947
Brazil	\$2,990	\$1,172	\$4,162	33%	\$953	\$326	\$1,279	6%	\$2,883
Chile	\$512	\$125	\$637	16%	\$291	\$172	\$463	15%	\$174
Mexico	\$7,326	\$2,416	\$9,742	2%	\$10,211	\$889	\$11,100	0%	-\$1,358
Venezuela	\$1,972	\$730	\$2,702	24%	\$327	\$74	\$401	10%	\$2,301
Other	\$7,750	\$2,279	\$10,029	9%	\$7,436	\$1,434	\$8,870	19%	\$1,159
Other Western Hemisphere	\$3,634	\$956	\$4,590	0%	\$6,119	\$820	\$6,939	9%	-\$2,349
Bermuda	\$76	\$34	\$110	16%	\$358	\$0	\$358	-8%	-\$248
Other	\$3,558	\$922	\$4,480	-1%	\$5,761	\$820	\$6,581	10%	-\$2,101

Continued...

U.S. Travel & Tourism Trends: International Visitor Spending

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Country / Region	Exports				Imports				Balance of Trade
	Travel Receipts	Passenger Fare Receipts	Total Travel & Tourism Receipts	2008/2007 Change (%)	Travel Payments	Passenger Fare Payments	Total Travel & Tourism Payments	2008/2007 Change (%)	
Africa	\$1,739	\$451	\$2,190	32%	\$2,569	\$480	\$3,049	20%	-\$859
South Africa	\$379	\$28	\$407	8%	\$509	\$183	\$692	-2%	-\$285
Other	\$1,360	\$423	\$1,783	39%	\$2,060	\$297	\$2,357	29%	-\$574
Middle East	\$2,917	\$497	\$3,414	24%	\$2,032	\$1,479	\$3,511	45%	-\$97
Israel	\$1,257	\$405	\$1,662	22%	\$876	\$425	\$1,301	39%	\$361
Saudi Arabia	\$444	\$0	\$444	35%	\$113	\$49	\$162	0%	\$282
Other	\$1,216	\$92	\$1,308	23%	\$1,043	\$1,005	\$2,048	56%	-\$740
Asia and Pacific	\$27,051	\$7,208	\$34,259	8%	\$17,431	\$11,132	\$28,563	10%	\$5,696
Australia	\$3,040	\$693	\$3,733	12%	\$1,361	\$1,014	\$2,375	3%	\$1,358
China	\$2,717	\$897	\$3,614	34%	\$2,299	\$698	\$2,997	-5%	\$617
Hong Kong	\$531	\$157	\$688	7%	\$1,279	\$1,892	\$3,171	20%	-\$2,483
India	\$3,028	\$1,261	\$4,289	16%	\$2,431	\$323	\$2,754	25%	\$1,535
Indonesia	\$208	\$145	\$353	-2%	\$269	\$0	\$269	74%	\$84
Japan	\$10,772	\$3,782	\$14,554	1%	\$3,745	\$1,460	\$5,205	12%	\$9,349
Korea, Republic of	\$2,615	\$123	\$2,738	5%	\$1,198	\$1,696	\$2,894	16%	-\$156
Malaysia	\$192	\$0	\$192	6%	\$140	\$71	\$211	-16%	-\$19
New Zealand	\$564	\$0	\$564	7%	\$638	\$728	\$1,366	4%	-\$802
Philippines	\$701	\$94	\$795	17%	\$617	\$665	\$1,282	21%	-\$487
Singapore	\$552	\$5	\$557	11%	\$448	\$309	\$757	-2%	-\$200
Taiwan	\$1,135	\$39	\$1,174	12%	\$1,027	\$1,750	\$2,777	6%	-\$1,603
Thailand	\$288	\$3	\$291	16%	\$649	\$97	\$746	-11%	-\$455
Other	\$708	\$9	\$717	18%	\$1,330	\$429	\$1,759	12%	-\$1,042
Addenda:									
European Union¹	\$35,106	\$10,372	\$45,478	25%	\$22,467	\$14,549	\$37,016	5%	\$8,462
Overseas²	\$87,983	\$25,324	\$113,307	17%	\$62,611	\$31,312	\$93,923	9%	\$19,384

¹ The European Union includes Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, and the United Kingdom; beginning with 1995, it also includes Austria, Finland, and Sweden; and beginning with 2004, it also includes Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, and Slovenia.

² Excludes Mexico & Canada.

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (October 2009).

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Goods Exports: 2003-2008 (Millions of U.S. Dollars)

Export Categories (Goods)	2003	2004	2005	2006	2007	2008r
Total Goods Exports	\$715,848	\$806,161	\$892,337	\$1,015,812	\$1,138,384	\$1,276,994
Capital Goods	\$293,673	\$327,540	\$358,426	\$404,026	\$433,019	\$457,655
Industrial Supplies and Materials	\$173,051	\$203,917	\$233,056	\$276,081	\$316,403	\$388,073
Consumer Goods	\$89,908	\$103,238	\$115,285	\$129,081	\$145,975	\$161,292
Automotive Vehicles, Engines & Parts	\$80,633	\$89,213	\$98,406	\$107,263	\$121,264	\$121,451
Food, Feeds, and Beverages	\$55,026	\$56,570	\$58,955	\$65,962	\$84,264	\$108,349
Other Goods	\$23,557	\$25,683	\$28,208	\$33,398	\$37,459	\$40,174

U.S. Services Exports: 2003-2008 (Millions of U.S. Dollars)

Export Categories (Services)	2003	2004	2005	2006	2007	2008r
Total Services Exports	\$304,342	\$353,072	\$389,122	\$435,873	\$504,784	\$549,602
Other Private Services	\$131,563	\$149,262	\$160,051	\$186,028	\$220,077	\$233,529
Travel and Tourism	\$80,250	\$93,397	\$102,769	\$107,825	\$122,686	\$141,713
Travel	\$64,359	\$74,546	\$81,799	\$85,789	\$97,050	\$110,090
Passenger Fares	\$15,891	\$18,851	\$20,970	\$22,036	\$25,636	\$31,623
Royalties and License Fees	\$46,988	\$56,715	\$64,395	\$70,727	\$83,824	\$91,599
Other Transportation	\$31,416	\$36,957	\$41,281	\$46,225	\$51,550	\$58,945

The Contribution of Travel and Tourism: 2003-2008 (Millions of U.S. Dollars)

	2003	2004	2005	2006	2007	2008r
Total Goods & Services Exports	\$1,020,190	\$1,159,233	\$1,281,459	\$1,451,685	\$1,643,168	\$1,826,596
Tourism as a % of Total Exports	8%	8%	8%	7%	7%	8%
Tourism as a % of Total Service Exports	26%	26%	26%	25%	24%	26%

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (July 2009).

U.S. Travel & Tourism Trends: International Visitor Spending

U.S. Goods Imports 2003-2008 (Millions of U.S. Dollars)

Import Categories (Goods)	2003	2004	2005	2006	2007	2008r
Total Goods Imports	\$1,264,860	\$1,477,996	\$1,683,188	\$1,863,072	\$1,969,375	\$2,117,245
Industrial Supplies and Materials	\$314,501	\$412,935	\$524,527	\$602,538	\$639,353	\$786,394
Consumer Goods	\$337,690	\$377,146	\$411,534	\$446,146	\$478,201	\$484,727
Capital Goods	\$296,420	\$344,484	\$380,739	\$419,951	\$446,030	\$455,187
Automotive Vehicles, Engines & Parts	\$210,139	\$228,163	\$239,449	\$256,627	\$259,239	\$233,764
Food, Feeds, and Beverages	\$55,831	\$62,143	\$68,094	\$74,938	\$81,683	\$88,997
Other Goods	\$50,278	\$53,126	\$58,844	\$62,872	\$64,870	\$68,177

U.S. Services Imports 2003-2008 (Millions of U.S. Dollars)

Import Categories (Services)	2003	2004	2005	2006	2007	2008r
Total Services Imports	\$250,365	\$291,224	\$313,540	\$348,972	\$375,215	\$405,287
Other Private Services	\$79,764	\$90,252	\$97,818	\$125,478	\$141,664	\$153,267
Travel and Tourism	\$78,436	\$90,468	\$95,119	\$99,605	\$104,791	\$112,340
Travel	\$57,447	\$65,750	\$68,970	\$72,104	\$76,354	\$79,743
Passenger Fares	\$20,989	\$24,718	\$26,149	\$27,501	\$28,437	\$32,597
Other Transportation	\$44,705	\$54,161	\$61,937	\$65,318	\$67,100	\$72,143
Royalties and License Fees	\$19,033	\$23,266	\$24,612	\$23,518	\$24,656	\$26,616

The Contribution of Travel and Tourism: 2003-2008 (Millions of U.S. Dollars)

	2003	2004	2005	2006	2007	2008r
Total Goods & Services Imports	\$1,515,225	\$1,769,220	\$1,996,728	\$2,212,044	\$2,344,590	\$2,522,532
Tourism as a % of Total Imports	5%	5%	5%	5%	4%	4%
Tourism as a % of Total Service Imports	31%	31%	30%	29%	28%	28%

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (July 2009).

U.S. Travel & Tourism Trends: International Visitor Spending

Balance of Trade (Goods) 2003-2008 (Millions of U.S. Dollars)

Categories (Goods)	2003	2004	2005	2006	2007	2008r
Total Goods Balance	-\$549,012	-\$671,835	-\$790,851	-\$847,260	-\$830,991	-\$840,251
Industrial Supplies and Materials	-\$141,450	-\$209,018	-\$291,471	-\$326,457	-\$322,950	-\$398,321
Consumer Goods	-\$247,782	-\$273,908	-\$296,249	-\$317,065	-\$332,226	-\$323,435
Automotive Vehicles, Engines & Parts	-\$129,506	-\$138,950	-\$141,043	-\$149,364	-\$137,975	-\$112,313
Other Goods	-\$129,506	-\$138,950	-\$141,043	-\$149,364	-\$137,975	-\$112,313
Capital Goods	-\$2,747	-\$16,944	-\$22,313	-\$15,925	-\$13,011	\$2,468
Food, Feeds, and Beverages	-\$805	-\$5,573	-\$9,139	-\$8,976	\$2,581	\$19,352

Balance of Trade (Services) 2003-2008 (Millions of U.S. Dollars)

Categories (Services)	2003	2004	2005	2006	2007	2008r
Total Services Balance	\$53,977	\$61,848	\$75,582	\$86,901	\$129,569	\$144,315
Other Private Services	\$51,799	\$59,010	\$62,233	\$60,550	\$78,413	\$80,262
Royalties and License Fees	\$27,955	\$33,449	\$39,783	\$47,209	\$59,168	\$64,983
Travel and Tourism	\$1,814	\$2,929	\$7,650	\$8,220	\$17,895	\$29,373
Travel	\$6,912	\$8,796	\$12,829	\$13,685	\$20,696	\$30,347
Passenger Fares	-\$5,098	-\$5,867	-\$5,179	-\$5,465	-\$2,801	-\$974
Other Transportation	-\$13,289	-\$17,204	-\$20,656	-\$19,093	-\$15,550	-\$13,198

(r) Revised.

Source: U.S. Department of Commerce, Office of Travel and Tourism Industries from the Bureau of Economic Analysis (July 2009).



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