



**International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism  
Industries**

**FAST FACTS:  
UNITED STATES TRAVEL AND  
TOURISM INDUSTRY  
—2011—**

Industry

- 2.7% of GDP
- 7.5 million jobs
  - 5.36 million direct; 2.15 million indirect
  - 1.2 million total jobs supported by international travelers
- \$1.4 trillion in travel & tourism total sales
  - \$814 billion direct; \$555 billion indirect

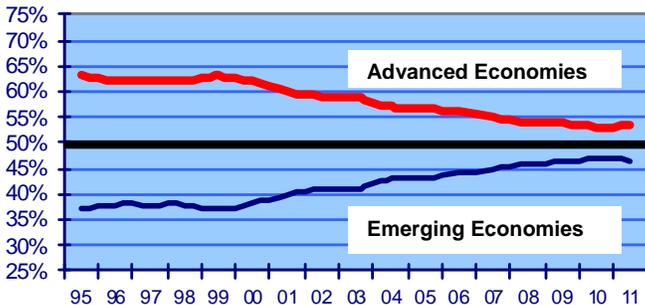
Trade

- \$153.0 billion international spending
- \$43.0 billion surplus
- Trade surplus every year since 1989
- Top surplus countries—Canada, Japan, Brazil
- Travel and tourism receipts: 25% of services exports

Market Share

- Dominant 11.3% share of world traveler spending—well ahead of Spain and France
- 6.4% share of world travelers—2<sup>nd</sup> only to France
- Advanced economies losing market share of global arrivals to emerging economies, especially China, Hong Kong, Malaysia, and Thailand.

Share of Global Arrivals (1995-2011)



Source: United Nations World Tourism Organization (Jan. 2012)

Spending to and within the U.S. (2011)

Total \$153.0 billion

2011 Total Travel Exports by Country

1 Canada	\$24.0 billion	6 China	\$7.7 billion
2 Japan	\$14.8 billion	7 Germany	\$6.3 billion
3 U.K.	\$12.0 billion	8 France	\$5.0 billion
4 Mexico	\$9.2 billion	9 Australia	\$5.0 billion
5 Brazil	\$8.5 billion	10 India	\$4.4 billion

U.S. Spending and Visitors (1998-2011)



Visitors to the U.S. (2011)

Total	62.7 million		
1 Canada	21.3 million	6 Brazil	1.5 million
2 Mexico	13.5 million	7 France	1.5 million
3 U.K.	3.8 million	8 S. Korea	1.1 million
4 Japan	3.2 million	9 China	1.1 million
5 Germany	1.8 million	10 Australia	1.0 million

Sources: U.S. Department of Commerce, International Trade Administration, Manufacturing and Services, Services, Office of Travel and Tourism Industries; U.S. Department of Commerce, Bureau of Economic Analysis; Statistics Canada; Banco de Mexico; U.N. World Tourism Organization.

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