



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

FAST FACTS:
UNITED STATES TRAVEL AND
TOURISM INDUSTRY
—2010—

Industry

- 2.6% of GDP
- 7.4 million jobs
 - 5.26 million direct; 2.12 million indirect
 - 1.1 million total jobs supported by international travelers
- \$1.26 trillion in travel & tourism total sales
 - \$750 billion direct; \$512 billion indirect

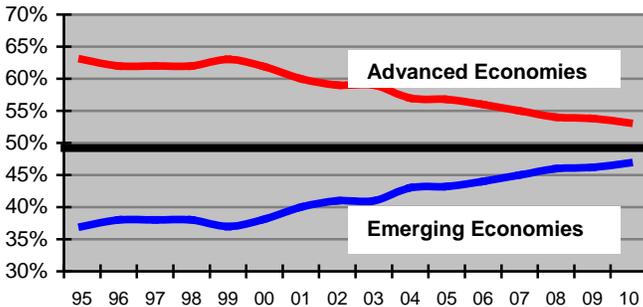
Trade

- \$134.5 billion international spending
- \$31.7 billion surplus
- Trade surplus every year since 1989
- Top surplus countries—Canada, Japan, Brazil
- Travel and tourism receipts: 24% of services exports

Market Share

- Dominant 11.2% share of world traveler spending—well ahead of Spain and France
- 6.3% share of world travelers—2nd 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 (1995-2010)



Source: United Nations World Tourism Organization (Jan. 2011)

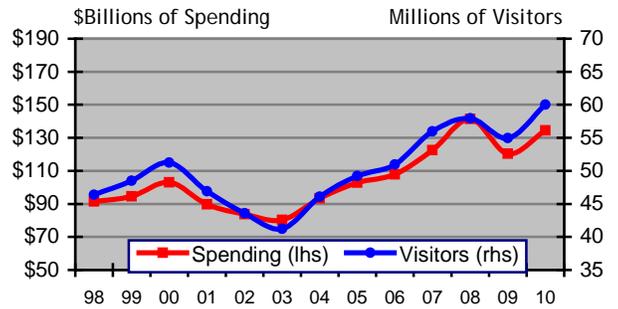
Spending to and within the U.S. (2010)

Total \$134.5 billion

2010 Total Travel Exports by Country

1 Canada	\$20.9 billion	6 Germany	\$5.6 billion
2 Japan	\$14.4 billion	7 China	\$5.3 billion
3 U.K.	\$11.3 billion	8 France	\$4.2 billion
4 Mexico	\$8.7 billion	9 Australia	\$4.1 billion
5 Brazil	\$6.2 billion	10 India	\$4.0 billion

U.S. Spending and Visitors (1998-2010)



Visitors to the U.S. (2010)

Total	60.0 million	6 France	1.3 million
1 Canada	20.2 million	7 Brazil	1.2 million
2 Mexico	13.5 million	8 S. Korea	1.1 million
3 U.K.	3.9 million	9 Australia	0.9 million
4 Japan	3.4 million	10 China	0.8 million
5 Germany	1.7 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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