



**International Trade Administration  
Industry and Analysis  
National Travel and Tourism Office**

**FAST FACTS:  
UNITED STATES TRAVEL AND  
TOURISM INDUSTRY  
—2013—**

**Industry**

- 2.6% of GDP
- 7.6 million jobs
  - 5.4 million direct; 2.2 million indirect
  - 1.1 million total jobs supported by international travelers
- \$1.5 trillion in travel & tourism total sales
  - \$855.9 billion direct; \$613.8 billion indirect

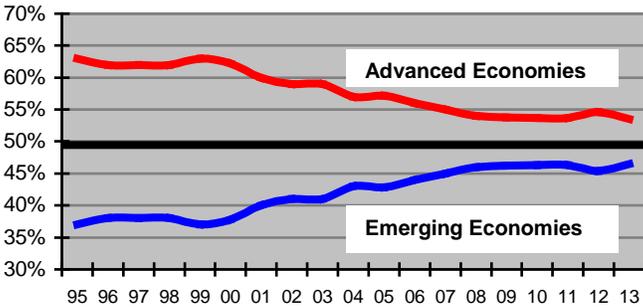
**Trade**

- \$214.8 billion international spending
- \$78.1 billion surplus
- Trade surplus every year since 1989
- Top surplus countries—Canada, China, Japan, Brazil
- Travel and tourism receipts: 31% of services exports

**Market Share**

- Dominant 14.5% 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 are losing market share of global arrivals to emerging economies, especially China, Hong Kong, Malaysia, and Thailand.

**Share of Global Arrivals (1995-2013)**



Source: United Nations World Tourism Organization (October 2014)

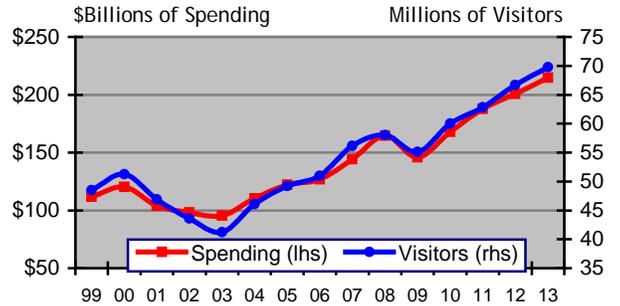
**Spending to and within the U.S. (2013)**

Total \$214.8 billion

**2013 Total Travel Exports by Country**

1 Canada	\$27.9 billion	6 Brazil	\$12.4 billion
2 China	\$21.1 billion	7 India	\$8.9 billion
3 Mexico	\$18.1 billion	8 Germany	\$7.2 billion
4 Japan	\$17.6 billion	9 S. Korea	\$7.0 billion
5 U.K.	\$13.2 billion	10 Australia	\$6.8 billion

**U.S. Spending and Visitors (1999-2013)**



**Visitors to the U.S. (2013)**

Total	69.8 million		
1 Canada	23.4 million	6 Germany	1.9 million
2 Mexico	14.3 million	7 China	1.8 million
3 U.K.	3.8 million	8 France	1.5 million
4 Japan	3.7 million	9 S. Korea	1.4 million
5 Brazil	2.1 million	10 Australia	1.2 million

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

December 2014

