



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

**FAST FACTS:**  
**UNITED STATES TRAVEL AND**  
**TOURISM INDUSTRY**  
 –2012–

Industry

- 2.8% of GDP
- 7.8 million jobs
  - 5.6 million direct; 2.2 million indirect
  - 1.2 million total jobs supported by international travelers
- \$1.46 trillion in travel & tourism total sales
  - \$865.4 billion direct; \$591.2 billion indirect

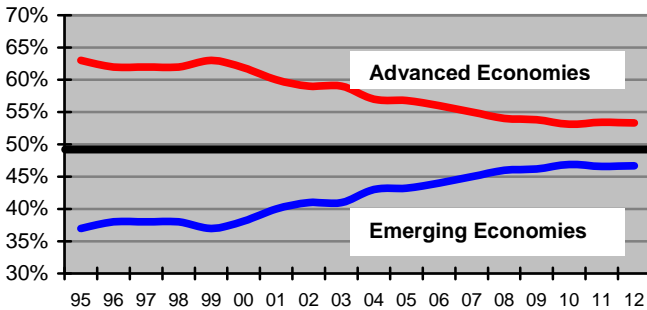
Trade

- \$165.6 billion international spending
- \$47.5 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 11.9% 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 (1995-2012)



Source: United Nations World Tourism Organization (Oct. 2013)

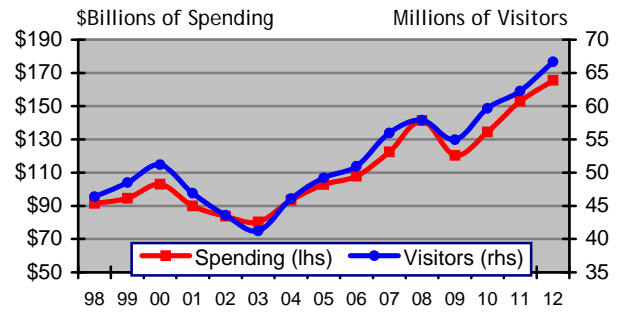
Spending to and within the U.S. (2012)

Total \$165.6 billion

2012 Total Travel Exports by Country

1 Canada	\$25.5 billion	6 China	\$8.8 billion
2 Japan	\$16.5 billion	7 Germany	\$6.9 billion
3 U.K.	\$12.6 billion	8 Australia	\$5.4 billion
4 Mexico	\$10.0 billion	9 France	\$5.3 billion
5 Brazil	\$9.3 billion	10 India	\$4.9 billion

U.S. Spending and Visitors (1998-2012)



Visitors to the U.S. (2012)

Total	66.7 million	6 Brazil	1.8 million
1 Canada	22.7 million	7 China	1.5 million
2 Mexico	14.2 million	8 France	1.5 million
3 U.K.	3.8 million	9 S. Korea	1.3 million
4 Japan	3.7 million	10 Australia	1.1 million
5 Germany	1.9 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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