



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

**FAST FACTS:
UNITED STATES TRAVEL AND
TOURISM INDUSTRY
—2014—**

Industry

- 2.7% of GDP
- 7.9 million jobs
 - 5.5 million direct; 2.4 million indirect
 - 1.1 million total jobs supported by international visitor spending in the United States (exports)
- \$1.6 trillion in travel & tourism total output
 - \$913.1 billion direct; \$662.6 billion indirect

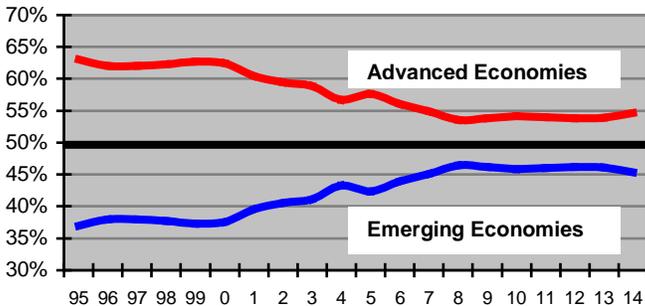
Trade

- \$220.8 billion international spending in United States
- \$75.1 billion surplus
- Travel and tourism receipts: 31% of U.S. services exports
- Travel and tourism receipts: 9% of *all* U.S. exports

Market Share

- Dominant 15.0% share of global traveler spending—well ahead of Spain and France
- 6.6% share of world travelers—2nd only to France
- Advanced economies were losing market share of global arrivals to emerging economies until 2009, especially to China, Hong Kong, Malaysia, and Thailand. More recently the trend has stalled and evened reversed—likely the result of a combination of lower growth in intra-regional travel within Asia and higher growth in intra-regional travel within Europe.

Share of Global Arrivals (1995-2014)



Source: United Nations World Tourism Organization (August 2015)

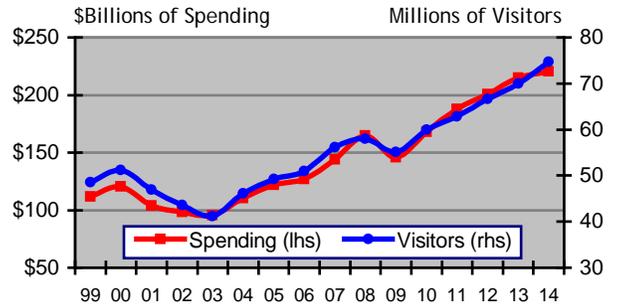
International Visitor Spending in the United States (2014)

Total \$220.8 billion

2014 Travel Exports (for all purposes including education) by Country

1 Canada	\$26.3 billion	6 Brazil	\$13.4 billion
2 China	\$24.0 billion	7 India	\$9.8 billion
3 Mexico	\$18.7 billion	8 S. Korea	\$7.8 billion
4 Japan	\$17.7 billion	9 Germany	\$7.4 billion
5 U.K.	\$13.5 billion	10 Australia	\$6.2 billion

U.S. Spending and Visitors (1999-2014)



International Visitors to the United States (2014)

Total 75.0 million

1 Canada	23.0 million	6 China	2.2 million
2 Mexico	17.1 million	7 Germany	2.1 million
3 U.K.	4.1 million	8 France	1.7 million
4 Japan	3.6 million	9 S. Korea	1.5 million
5 Brazil	2.3 million	10 Australia	1.3 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.

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