



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

**FAST FACTS:
UNITED STATES TRAVEL AND
TOURISM INDUSTRY
—2009—**

Industry

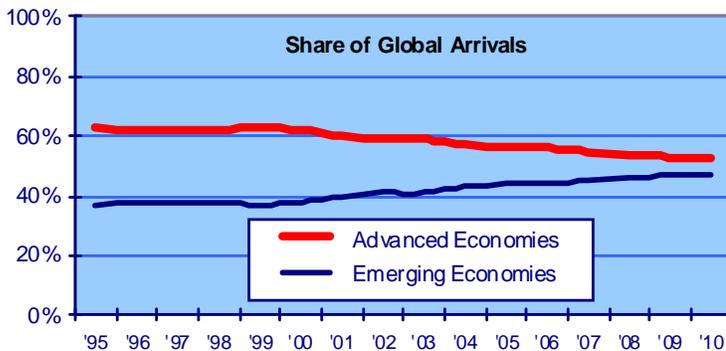
- 2.8% of GDP
- 7.81 million jobs
 - 5.54 million direct; 2.26 million indirect
 - 1.1 million total jobs supported by international travelers
- \$1.24 trillion in travel & tourism total sales
 - \$729 billion direct; \$508 billion indirect

Trade

- \$120.3 billion international spending China+Hong Kong+Malaysia+Thailand
- \$21.1 billion surplus
- Trade surplus every year since 1989
- Top surplus countries—Canada, Japan, U.K.
- Travel and tourism receipts: 24% of services exports

Market Share

- Dominant 11.0% 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.



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

Spending in the U.S. (2009)

Total \$120.3 billion

2009 Total Travel Exports by Country

1 Canada	\$16.1 billion	6 Brazil	\$4.6 billion
2 Japan	\$13.0 billion	7 France	\$4.1 billion
3 U.K.	\$11.4 billion	8 China	\$3.6 billion
4 Mexico	\$8.0 billion	9 India	\$3.6 billion
5 Germany	\$5.6 billion	10 Australia	\$3.4 billion

U.S. Spending and Visitors 1998-2009



Visitors to the U.S. (2009)

Total	55.0 million		
1 Canada	18.0 million	6 France	1.2 million
2 Mexico	13.2 million	7 Brazil	0.9 million
3 U.K.	3.9 million	8 Italy	0.8 million
4 Japan	2.9 million	9 S. Korea	0.7 million
5 Germany	1.7 million	10 Australia	0.7 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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