

U.S. TRAVEL

ASSOCIATION®

# ADVOCACY-CENTERED. MEMBER-DRIVEN.

## OUR MISSION

Grow travel to and within  
the United States

## OUR VALUES

Inclusive, Collaborative,  
Innovative, Agile, Accountable

## OUR STRATEGIC FOCUS

### ADVOCACY

that enables our members' success

U.S. Travel takes a proactive, innovative approach to growing travel's profile, delivering a compelling message and winning on critical issues. We provide the advocacy the industry needs and the tools that our members value.

- Focused, impactful agenda
- Balanced, nonpartisan approach
- One story, one voice
- Elevated influence
- Surgical implementation

### MEMBER VALUE

that is driven by our industry leadership

U.S. Travel leads on critical industry-wide issues that our members cannot address alone, delivering advocacy initiatives, research insights, tools, meetings and events that provide unmatched value to each of our members.

- Member outreach, engagement, dialogue
- Organizations with common interests
- Diverse voices, perspectives, thought leadership
- Resource prioritization to deliver member value

### GROWTH

that is aligned with industry priorities

U.S. Travel's strategic approach to growth ensures that the association has the capabilities, relationships, voice and resources required to grow travel to and within the United States now and into the future.

- Relationships that expand voice, elevate profile
- New members, partners aligned with priorities
- New resources, capabilities to grow impact

**WE ARE AMERICA JOBS  
AND ECONOMIC OPPORTUNITY**

# TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY

2018 Data

## DIRECT IMPACT

**\$1.1 TRILLION**  
In travel spending



**8.9 MILLION jobs**  
#7 largest employer of all industries in the U.S.<sup>1</sup>



**\$268 BILLION**  
payroll



**\$171 BILLION**  
in tax revenue  
each household will pay \$1,340 additional taxes per year without the tax revenue from travel

## INTERNATIONAL



**#2 INDUSTRY EXPORT**  
\$256 Billion in travel exports<sup>2</sup>,  
generating a \$69 Billion trade surplus



Of travel exports,  
**\$157 BILLION**  
in travel spending by  
international visitors in the U.S.

## TOTAL IMPACT

**\$2.5 TRILLION**  
in U.S. economic output

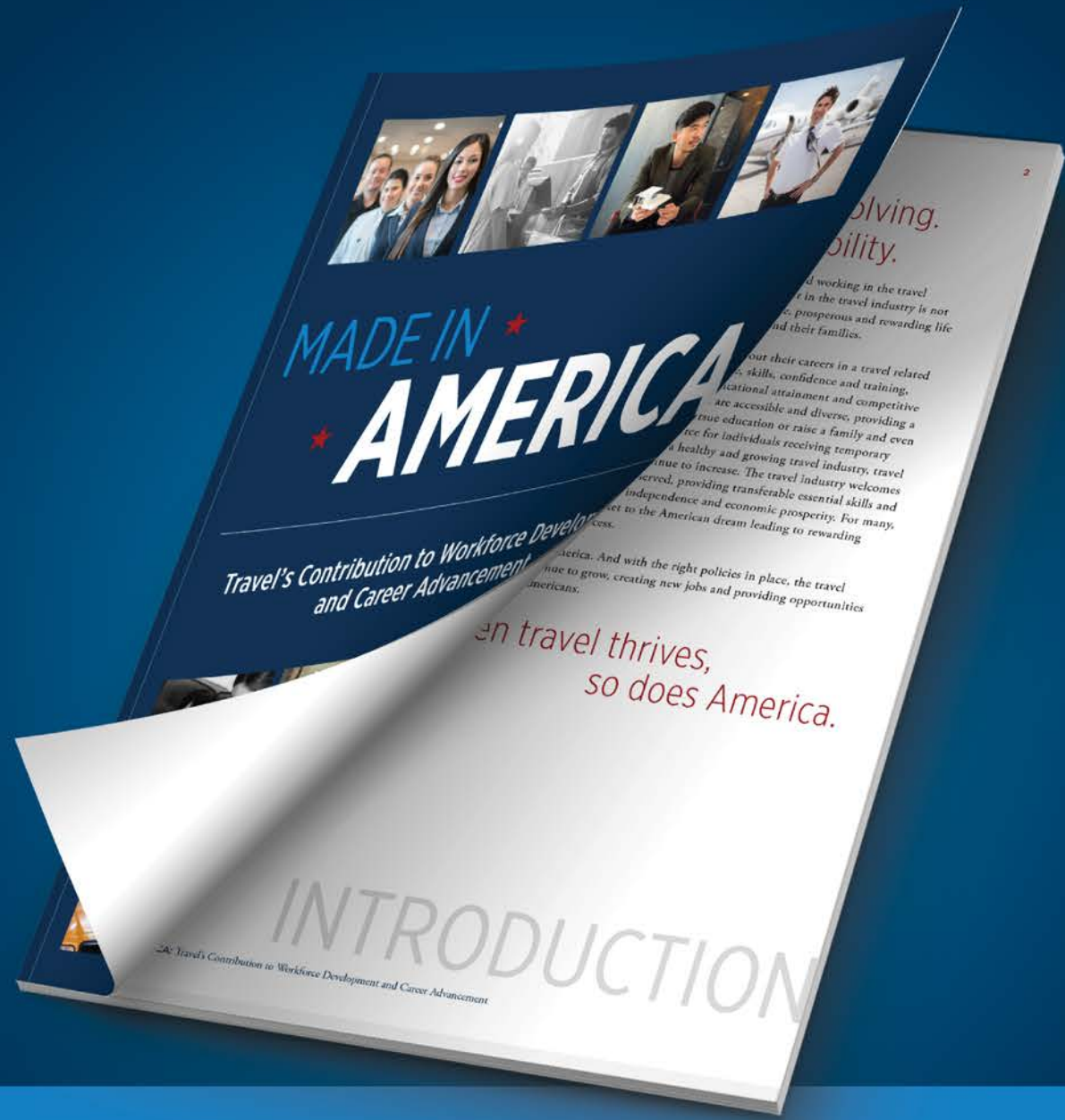
**1 in 10 U.S. NON-FARM JOBS**  
supported by travel

**15.7 MILLION**  
American jobs

1. Out of 20 industries by 2-digit NAICS code

2. Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians' fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.

- Travel is **TRADE**
- Travel is **SECURITY**
- Travel is **COMMERCE**



# MADE IN AMERICA

*Travel's Contribution to Workforce Development and Career Advancement*

*When travel thrives, so does America.*

INTRODUCTION

*Travel's Contribution to Workforce Development and Career Advancement*

[ustravel.org/JobsReport2019](http://ustravel.org/JobsReport2019)

# TRAVEL'S DOWNSTREAM IMPACT

**15.7 MILLION**  
American jobs



**1 in 10** U.S. NON-FARM **JOBS**  
supported by travel



**7<sup>th</sup> LARGEST**  
Employer





# WHAT MAKES TRAVEL **UNIQUE?** **LABOR INTENSIVE**

Every  
**\$1 MILLION**  
in travel spending supports  
**8.2 JOBS**

— Compared to —

<b>1.3 JOBS</b> Mining	<b>3.2 JOBS</b> Agriculture
<b>2.1 JOBS</b> Manufacturing	<b>4.1 JOBS</b> Professional Services
<b>2.2 JOBS</b> Finance and Insurance	<b>4.4 JOBS</b> All Industries

# WHAT MAKES TRAVEL **UNIQUE?** **TRADE INTENSIVE**

**\$156 BILLION**

in international spending  
in the U.S. supports

**1.2 MILLION**

American jobs

For every

**\$1 MILLION**

spent by international  
travelers,

**7.6 JOBS**

are supported.

# TRAVEL: A Foothold TOWARD FINANCIAL SUCCESS

Travel Offers Opportunity to Ultimately Earn Higher Wages  
(max average salary achieved)

**\$82,400**  
per year



**TRAVEL**

— Compared to —

**\$76,900**  
per year



**Manufacturing**

**\$61,200**  
per year



**Health Care**

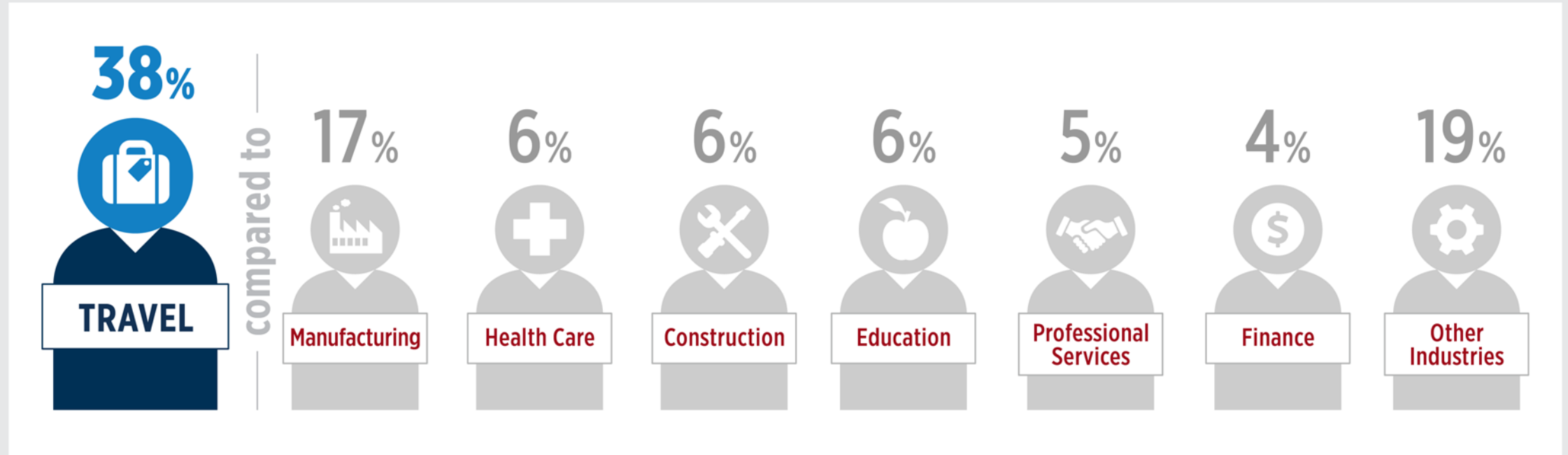
**\$75,900**  
per year



**Other  
Industries**

# TRAVEL PROVIDES AND CULTIVATES ESSENTIAL SKILLS

Travel Provides the First Job for More Americans Than Any Other Industry



Source: Oxford Economics Analysis based on BLS NLSY79

# TRAVEL JOBS OFFER FLEXIBILITY



Of the **6.1 million Americans working** part time while pursuing higher education in 2018, **more than half** were employed in travel-related industries.



Nearly **one in five (18%) travel industry employees currently attend school**, more than double the 8% of workers in other sectors of the economy.

# TRAVEL JOBS ARE ACCESSIBLE TO ALL AMERICANS

## The U.S. Population is Becoming More Diverse

Demographics	2016	Projected 2030	Projected 2060	% Chg 2016-2060
<b>Total Population (million)</b>	<b>323,128</b>	<b>354,840</b>	<b>403,697</b>	<b>25%</b>
White	77%	74%	68%	11%
Black or African American	13%	14%	15%	41%
Asian	6%	7%	9%	<b>101%</b>
Multiple races	3%	4%	6%	<b>197%</b>
Non-Hispanic White	61%	56%	44%	-10%
Hispanic	18%	21%	28%	<b>93%</b>

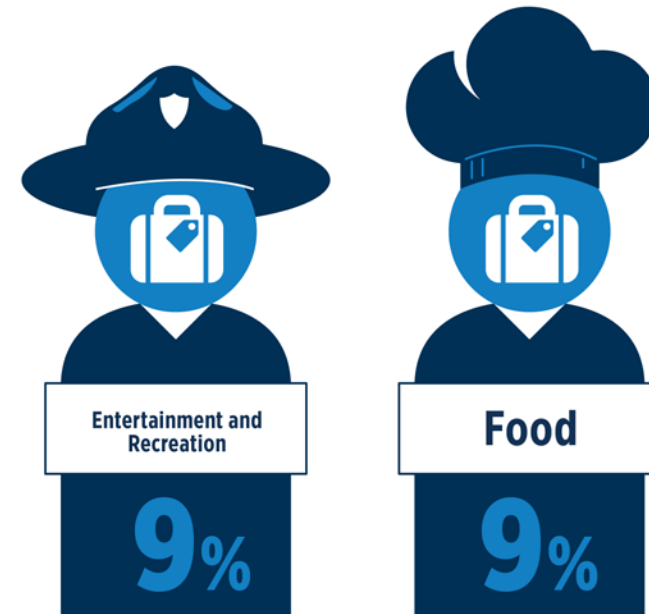
Source: U.S. Census Bureau

# TRAVEL IS **WELL POSITIONED** FOR THE FUTURE



Travel employment is expected to **GROW 5%** in the next decade.

Fastest growing **travel employment sectors** from 2017-2027



U.S. TRAVEL

ASSOCIATION®



# CONTACT US

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1100 New York Avenue, NW Suite 450

Washington, DC 20005

202.408.8422

[ustravel.org](http://ustravel.org)

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U.S.TravelAssociation



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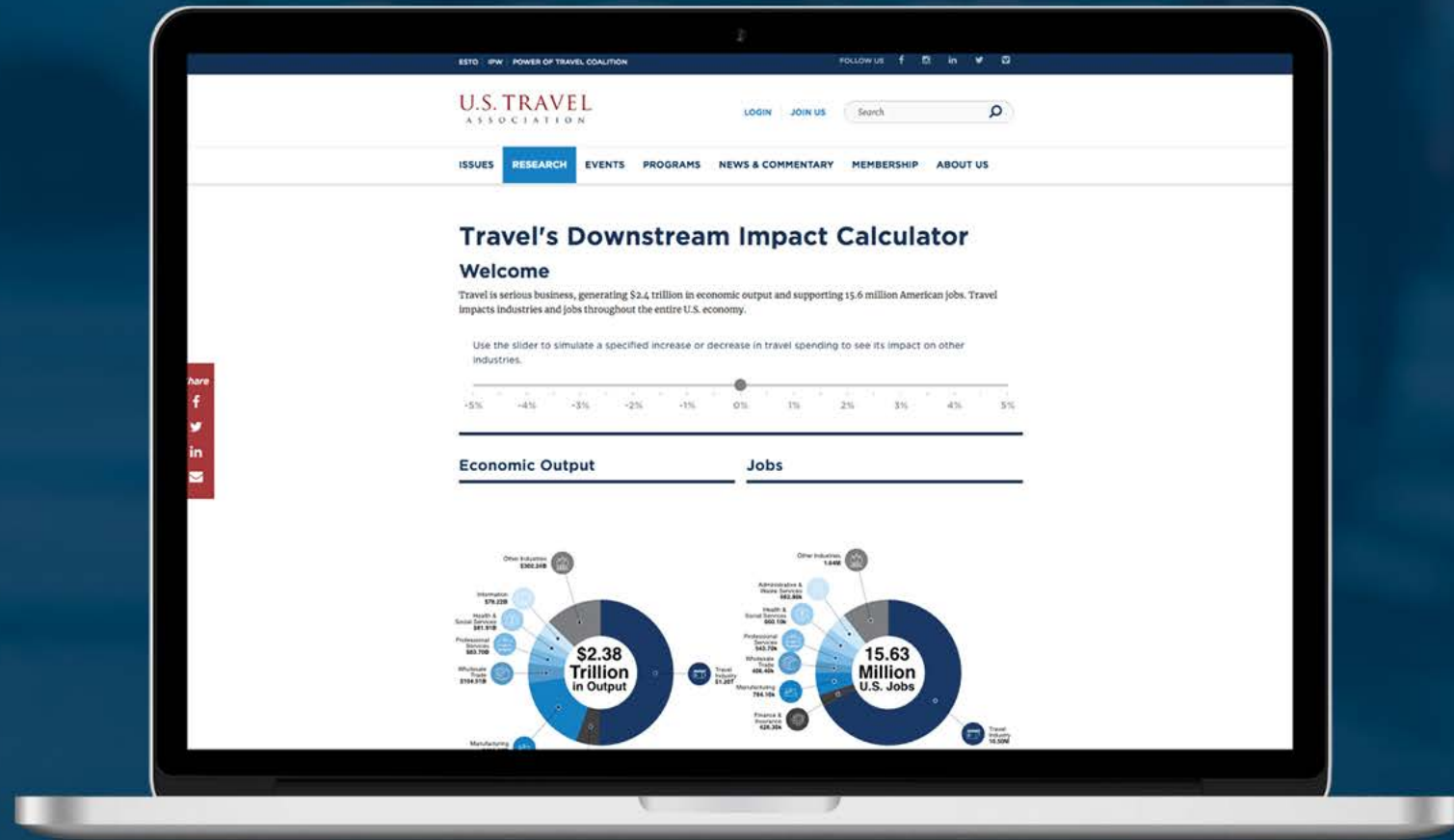


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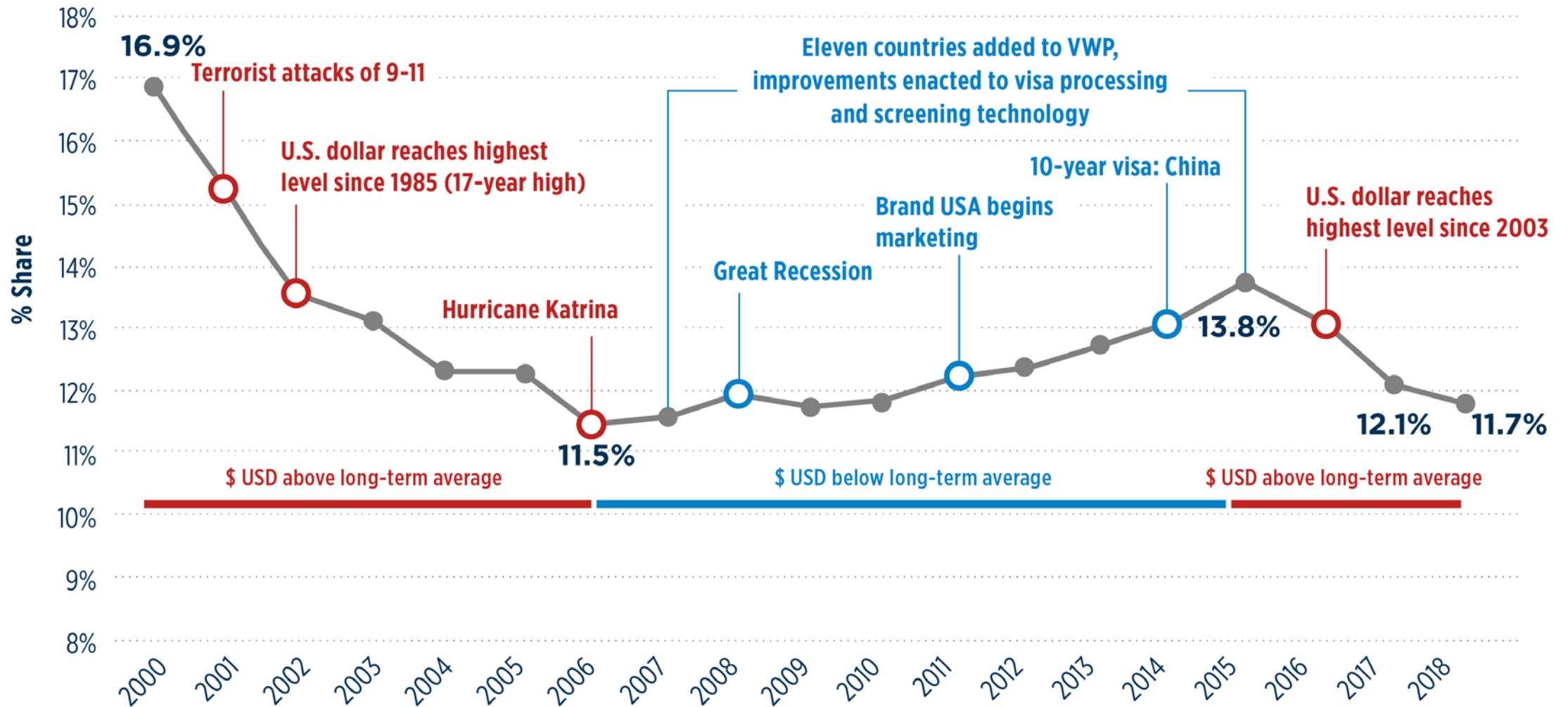
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# INTERACTIVE TOOLS



[ustravel.org/downstream-impact-calculator](http://ustravel.org/downstream-impact-calculator)

# U.S. Share of Global Long-Haul Travel





[VisitTheUSA.com](http://VisitTheUSA.com)