

GOVERNOR'S  
TOURISM  
CONFERENCE



# PRACTICAL TIPS TO BOOST YOUR MESSAGING

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EXPLORE  
GEORGIA.

# WHEN THE TRAVEL INDUSTRY THRIVES, AMERICA THRIVES.

## 2022 NATIONAL DATA



**\$1.2 TRILLION**  
In Travel Spending

Produced  
**\$2.6 TRILLION**  
In Economic Output



Represented **2.4%**  
of our National GDP

Once our nation's  
**#1 SERVICES EXPORT**



travel has the unique  
ability to **generate a  
trade surplus**



However, in 2022, travel's  
surplus declined to just  
**\$3 BILLION**

from a peak of  
**\$86 BILLION**  
in 2015

In 2022, travel supported nearly  
**15 MILLION**  
American workers & directly employed  
**8 MILLION**



But still has nearly  
**2 MILLION**  
job openings as of early  
2023

Travel strengthens communities  
and generated  
**\$84 BILLION**  
in state and local tax revenue



Each segment of travel plays an essential role in boosting **our economy**, contributing billions in travel spending:

DOMESTIC LEISURE  
**\$837 BILLION**  
(99% RECOVERED\*\*)

TOTAL BUSINESS  
**\$255 BILLION**  
(71% RECOVERED\*\*)

INTERNATIONAL INBOUND  
**\$116 BILLION**  
(55% RECOVERED\*\*)

TRANSIENT  
**\$157 BILLION**  
(75% RECOVERED\*\*)

MEETINGS & EVENTS  
**\$98 BILLION**  
(66% RECOVERED\*\*)

# Travel has the **power to significantly lower** the U.S. trade deficit.

Pre-pandemic, nearly 80 million international travelers, half from Canada and Mexico alone, **generated nearly \$240 billion in travel exports to the United States.**

**Once our nation's #1 service export**, travel has a unique ability to generate a trade surplus. However, in 2022, travel's surplus declined to just \$3 billion—from a peak of \$86 billion in 2015. Without this travel trade surplus in 2015, the overall U.S. trade deficit would have been 18% larger.

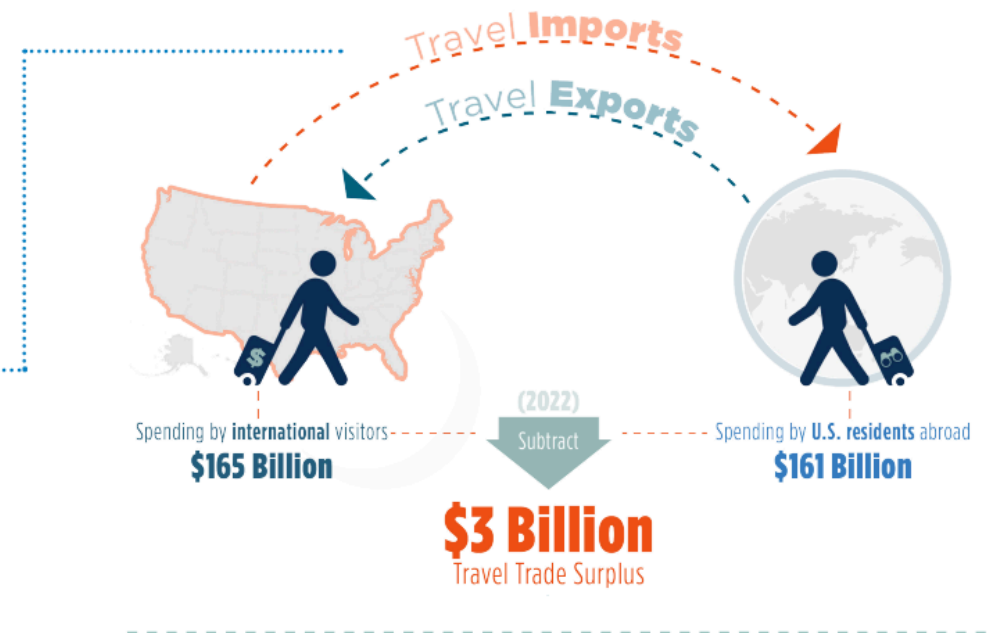
**TRAVEL PRODUCED A SURPLUS OF \$54 BILLION IN 2019 BUT ONLY \$3 BILLION IN 2022**

2019	2022
\$239B TRAVEL EXPORTS	\$165B TRAVEL EXPORTS
— \$185B TRAVEL IMPORTS	— \$161B TRAVEL IMPORTS
<b>\$54B</b> TRADE BALANCE	<b>\$3B</b> TRADE BALANCE

**International travelers are essential because they stay longer and spend more. Averaging nearly \$4,000 per overseas traveler in 2019.** Pre-pandemic international travelers made up less than 5% of all trips, however, they contributed approximately 15% to total spending.

## INTERNATIONAL TRAVEL SPENDING IS AN EXPORT

The goods and services international travelers consume while in the U.S. are considered exports to their origin countries, and the money they spend here is export income for the U.S. economy.



**In 2022, international travel spending directly supported 700,000 jobs** in 2022, but remained just 55% recovered (adjusted for inflation).

SOURCE: U.S. Department of Commerce



## TRAVEL FUELS EVERY INDUSTRY AND DISTRICT IN AMERICA

Travel is *indispensable* to the nation's economic success and global competitiveness.

U.S. Travel Association is the national, non-profit organization representing the \$1.2 trillion travel industry, an essential contributor to our nation's economy and success. The U.S. travel industry encompasses all facets of the traveler's journey—from airports, airlines and hotels to attractions, convention and visitor bureaus and the destination itself. Travel is a key contributor to America's vitality.

### TRAVEL FUELS EVERY INDUSTRY

Travel facilitates commerce and business development for every industry. From manufacturing and agriculture to defense and healthcare, every industry depends on travel to drive growth, innovation, education, training and operations—and communities across the country depend on travel for their livelihood. Travel spurs economic development, creates quality jobs for millions of American workers and generates much-needed tax revenue to support critical public-sector jobs. Plus, travel has the added benefit of connecting communities and cultures, helping to enable broader perspectives and cultural awareness.

### TARGETED POLICIES TO ADVANCE SEAMLESS & SECURE TRAVEL AND SUPPORT THE NATIONAL ECONOMY

**Inbound International Travel**



NATIONAL **TRAVEL & TOURISM** WEEK  
MAY 7-13, 2023



MARCH 30, 2023 | #GMID2023

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