



*For Immediate Release*

December 12, 2024

Contact: Lisa Simon, CEO

[lisa.simon@inboundtravel.org](mailto:lisa.simon@inboundtravel.org)

859-351-0805

## **IITA Highlights Impact of Inbound Travel Trade with New Report**

### **Inbound Travel Trade Fuels \$52.8 Billion in U.S. Travel Spending**

Washington, D.C. – The U.S. National Travel and Tourism Office (NTTO) has released a groundbreaking report, *The Contribution of U.S.-Based Inbound Travel Trade Operators on International Travel to the United States*, underscoring the vital role of inbound travel trade in driving \$52.8 billion in international traveler spending. The report reveals the significant contributions of travel trade operators in visitor numbers, economic impact, and job creation across the U.S.

The International Inbound Travel Association (IITA) collaborated with NTTO's research team to analyze data from existing surveys of overseas visitors and Canadian and Mexican air travelers. The findings provide a comprehensive picture of the travel trade's impact on U.S. travel exports, encompassing visitor volumes, spending, and employment.

#### **Key Findings from the Report:**

- 10.3 million visitors (23% of total international visitors), up 35% from 2022.
- \$52.8 billion in travel spending (26% of total spending), up 42% year-over-year.
- 387,000 U.S. jobs supported (25% of total), up 28% from 2022.

For overseas visitors (excluding Canadian and Mexican air travelers), the travel trade's contributions are even more pronounced:

- 8.6 million visitors (27% of overseas arrivals), up 37% from 2022.
- \$49.9 billion in travel spending (28% of total overseas spending), up 44%.
- 358,100 U.S. jobs supported (26% of total), up 29%.

Lisa Simon, CEO of IITA, emphasized the importance of these insights: "For years, IITA has sought reliable data to quantify the impact of inbound operators and the

international travel trade on U.S. travel exports. This report provides credible, actionable numbers to share with government officials, industry leaders, and stakeholders investing in inbound tourism.”

**Recovery and Growth Trends:** The report compares 2023 data to pre-pandemic benchmarks from 2019, highlighting the sector’s recovery:

- Total international visitors using travel trade services have rebounded to 70% of 2019 levels.
- Travel spending reached nearly 83% of pre-pandemic levels.

Despite uneven recovery across inbound markets, **overseas visitation** has reached 65% of 2019 levels, while spending has rebounded to 82%.

**Poised for Future Growth:** “Inbound travel trade recovery is progressing rapidly, with many markets surpassing 2019 levels,” said Simon. “However, some markets are still rebuilding. Our members play a critical role in promoting the U.S. and facilitating visitation from growing and emerging markets, ensuring the continued expansion of this vital sector.”

The report reaffirms the indispensable role of the inbound travel trade in the U.S. economy and highlights the potential for further growth as global markets recover and expand.

###

*The International Inbound Travel Association is the trade association of the United States’ inbound travel industry. Its members are the leading U.S.-based inbound operators, which are companies providing B2B travel services to international tour operators and travel buyers around the world. Other members include U.S. destinations and suppliers that work in partnership with the international inbound travel trade.*

*For more information on the International Inbound Travel Association, membership, or its programs and services, please visit [inboundtravel.org](https://inboundtravel.org) or email [headquarters@inboundtravel.org](mailto:headquarters@inboundtravel.org).*