

THE POWER OF TRAVEL

Driving Economic Growth, Supporting Jobs and
Enhancing our Global Competitiveness

U.S. TRAVEL
ASSOCIATION®

A \$2.9 TRILLION ECONOMIC FOOTPRINT

The travel industry is a cornerstone of the U.S. economy.

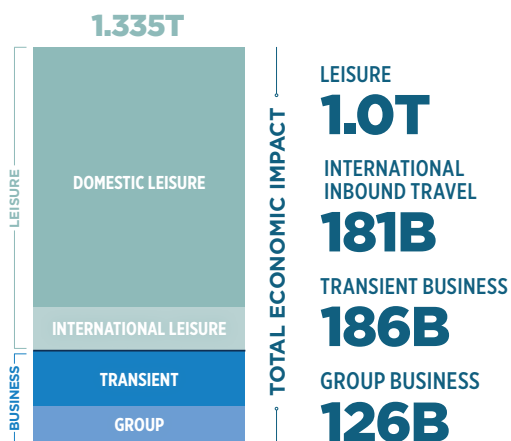
GENERATES
\$1.3 TRILLION
IN SPENDING

SUPPORTS
15 MILLION
AMERICAN JOBS
(8 million directly in travel-related businesses and
another 7 million through indirect impact).



One out of every 11 U.S. jobs depends on travel, making it a vital economic driver.

DRIVING ECONOMIC IMPACT



Leisure travel remains the backbone of the industry, accounting for \$1.0 trillion in spending in 2024, with 82% of domestic trips taken for leisure purposes.

International inbound travel contributed an additional \$181 billion, though visitor volume remains 9% below 2019 levels.

Business travel continues to play a critical role, with transient business travel generating \$186 billion and group contributing another \$126 billion in spending.

Together, these segments sustain millions of jobs and drive corporate growth nationwide.

ENHANCING OUR GLOBAL COMPETITIVENESS

The U.S. has long been a top global destination, but its competitiveness is slipping—ranking 17th out of 18 leading travel markets.



Restoring U.S. travel market share would bring **127 million additional visitors** over the next decade, inject **\$478 billion into the economy**, and create **140,000 new jobs**.

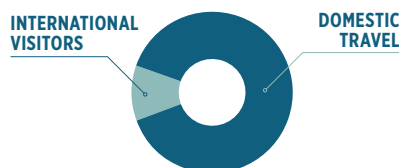
+ 127 MILLION VISITORS
+ \$478 BILLION
+ 140K NEW JOBS

WHAT'S NEXT

To fully harness the power of travel, the U.S. must implement strategic policies that boost international arrivals, streamline travel processes and capitalize on major global events. The 2025 Ryder Cup, 2026 World Cup, America 250 and the 2028 Olympics alone could attract 40 million visitors and drive nearly \$100 billion in spending — solidifying travel as a key pillar of economic expansion.

FUELING COMMUNITIES THROUGH TAX REVENUE

Travel-generated tax revenue reached **\$190 billion** in 2024, each household would pay **\$1,490** more in taxes without the tax revenue generated by travel.



Of this, **\$164 billion** came from domestic travel, while international visitors contributed **\$26 billion**.



+\$89B

State and local governments directly benefited from **\$89 billion** in tax revenue, funding essential services like education, infrastructure and public safety.

ADDRESSING BARRIERS TO GROWTH

America's travel system is at a breaking point. With 40 million visitors expected for major global events over the next four years, modernization is urgent. A \$100 billion opportunity is within reach — but only if we act now.



At current Congressional funding levels, TSA won't be able to fully deploy advanced identity verification technology across our aviation system for **more than two decades**.



Visa-free travel opportunities are low. Visitors from only **43 countries** can visit the U.S. visa-free, compared to 102 countries for the U.K.



Visa wait times are high. Visitors who require a visa are experiencing wait times that exceed **six months or even a year**.

\$150B

The amount that excessive visa wait times alone could cost the U.S. over the next decade (39 million visitors may decide to travel elsewhere).

\$227M

The cost of losing just a single international flight due to Customs and Border Protection staff shortages each year.

THE OPPORTUNITY

127+M

Regaining the decrease in market share would result in an additional **127+ million visitors** over the next decade.

\$478B

U.S. businesses could expect **\$478 Billion in extra spending** if we regain market share to match our previous 12.8% from 2015.

140,000

The number of jobs that will be created if the U.S. regains 2015 market share numbers.

\$55B

If we regain market share to match our previous 12.8% from 2015, we can generate **\$55 billion** in extra tax revenue.

THE FUTURE OF TRAVEL

Travel is a critical component of U.S. competitiveness, job creation and community development. With strategic investments in seamless and secure travel, the industry can unlock its full potential, ensuring sustained growth and stronger global leadership in the years ahead.