

# THE POWER OF TRAVEL PROMOTION

## TRAVEL PROMOTION STRENGTHENS ECONOMIC VITALITY

Wise strategic investments in travel promotion by destinations kick off a **virtuous cycle** of increased traveler visits, greater traveler spending in local communities, faster job creation and higher tax revenues that far surpass the initial investment.

- Travel's total economic impact: \$2 trillion;
- Nationwide, 14.6 million Americans – or one in eight in the private sector – are supported by travel;
- Travel continues to outpace the rest of the U.S. economy in jobs – as of June 2013, the travel industry added jobs at a 20 percent faster rate than the rest of the economy since March 2010. (Source: U.S. Travel Association. Data: 2012 unless otherwise noted.)

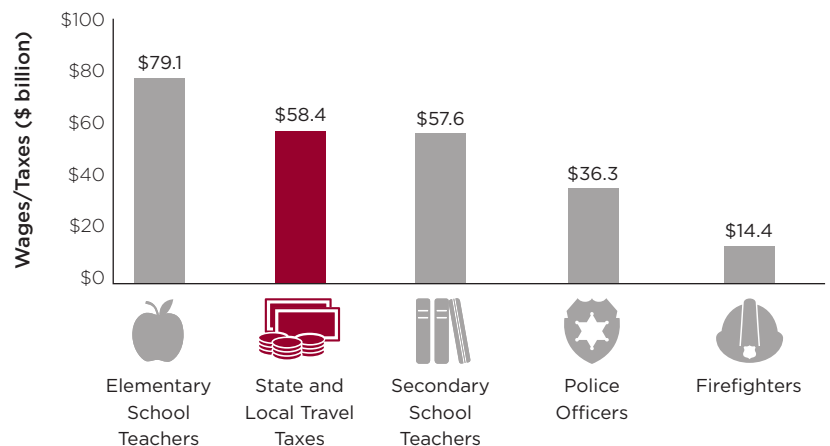
## Travel Promotion's Virtuous Cycle



## TRAVEL BUILDS STRONG TAX BASE

Travel and tourism is a **cash-generating machine** for state and local governments. In 2012, travel generated \$129 billion in tax revenue to government at all levels and \$58.4 billion to state and local governments – enough to pay the wages of **every** firefighter and police officer in the country. (Source: Bureau of Labor Statistics, 2011; U.S. Travel Association, 2012.)

## Travel Taxes Finance Essential Public Services



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## INCREASED INVESTMENT DELIVERS REAL RESULTS

Like other valuable brands, travel destinations require **consistent engagement and investment**. States and cities that fail to invest will quickly lose market share to competitors that can take years to recover, while those that invest strategically to build brand appeal generate a **strong return on investment**.

According to the most recent data by the U.N. World Tourism Organization (UNWTO) and Oxford Economics, other countries' promotional spending to attract travelers averaged \$11 per visitor for the 54 surveyed.

At \$2.95 per overnight visitor, Brand USA's investment is less than 41 of the 54 countries tracked by the UNWTO, including:



### AUSTRALIA

\$106.7 million promotion budget or \$19 per visitor.



### BELGIUM

\$109 million promotion budget or \$14.50 per visitor.



### MEXICO

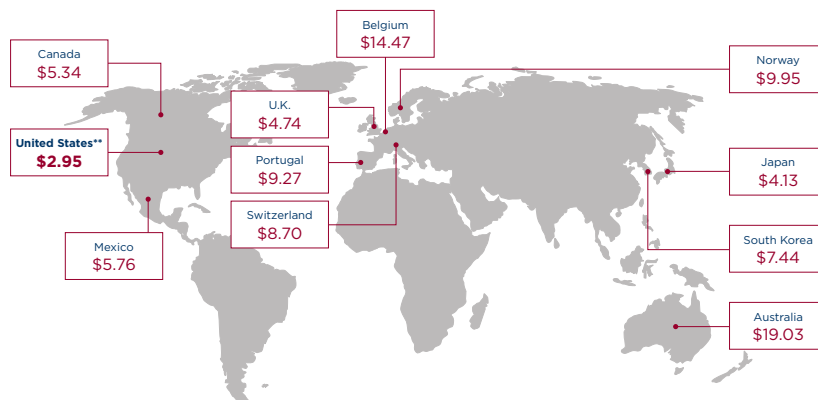
\$133.6 million promotion budget or nearly \$6 per visitor.



### UNITED KINGDOM

\$139.3 million promotion budget or \$4.74 per visitor.

## U.S. Travel Promotion Investment Lags Behind Many Other Countries (Spending Per Overnight Visitor\*)



SOURCE: Oxford Economics and UNWTO, 2012; U.S. Travel Association, 2013  
\*2012 is preliminary data. \*\*Based on 2013 forecast.

Assuming Brand USA has allocated its maximum budget of \$200 million – not one dime of which comes from U.S. taxpayers – this represents an investment of just \$2.95 to attract each visitor. Considering that each overseas traveler to the U.S. spends on average \$4,500 per trip, that \$2.95 investment is well worth the return. Especially when compared to investments in travel promotion of other nations.

To learn more about **The Power of Travel Promotion** and leverage these findings please visit [www.ustravel.org/defendyourbudget](http://www.ustravel.org/defendyourbudget)

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.0 trillion in economic output. It is the voice for the collective interests of the U.S. travel industry and the association's more than 1,300 member organizations. U.S. Travel's mission is to increase travel to and within the United States. U.S. Travel is proud to be a partner in travel and payments with American Express®. For more information, visit [UStTravel.org](http://UStTravel.org) or [traveffect.com](http://traveffect.com).

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