

TRAVEL IS AN ECONOMIC ENGINE

WHY TRAVEL MATTERS TO OKLAHOMA



SPENDING
\$6.9 BILLION

PAYROLL
\$2 BILLION

JOBS
78,400

TAX RECEIPTS
\$1.1 BILLION

TRAVEL AND TOURISM WORKS FOR OKLAHOMA

- Domestic and international travelers to Oklahoma spent \$6.9 billion in 2011 and generated \$1.1 billion to federal, state and local governments, dollars that help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.
- The 78,400 jobs created by travelers to Oklahoma in 2011 represent 6.6 percent of the state's total non-farm employment.
- Without these jobs generated by domestic and international travel, Oklahoma's 2011 unemployment rate of 5.9 percent would have been 10.3 percent of the labor force.
- For every \$1 million spent in Oklahoma by domestic and international travelers 11 jobs are created.

2011 data

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

TRAVEL AND TOURISM IS ONE OF AMERICA'S LARGEST INDUSTRIES

- Generated **\$2.0 trillion** in economic output, with \$855.4 billion spent directly by domestic and international travelers that spurred an additional \$1.1 trillion in other industries.
- Directly generated **\$129 billion** in tax revenue for local, state and federal governments.
- Each U.S. household would pay **\$1,060 more** in taxes without the tax revenue generated by the travel and tourism industry.
- Direct spending by resident and international travelers in the U.S. averaged **\$2.3 billion** a day, **\$97.7 million** an hour, **\$1.6 million** a minute and **\$27,125** a second.

TRAVEL AND TOURISM IS AMERICA'S LARGEST SERVICES EXPORT INDUSTRY

- **\$128.6 billion** in travel exports (including traveler spending in the U.S. and international passenger fare payments to U.S. carriers) and the...
- **\$83.7 billion** in travel imports (including U.S. residents' spending abroad and international passenger fares paid to foreign carriers) creates...
- **\$45 billion** in balance of travel trade surplus for the U.S.

TRAVEL AND TOURISM IS ONE OF AMERICA'S LARGEST EMPLOYERS

- Supported **14.6 million jobs**, including 7.7 million directly in the travel industry and 6.9 million in other industries.
- **\$200.9 billion** in travel-generated payroll for those employed directly in U.S. travel industry.
- 1 of every 8 U.S. non-farm jobs is created directly or indirectly or is induced by travel and tourism.
- Travel is among the **top 10 industries** in 48 states and D.C. in terms of employment.

2012 data