

U.S. Travel and Tourism Satellite Accounts for 2003–2011

By Steven L. Zemanek

THE TRAVEL and tourism industry—as measured by the real output of goods and services sold directly to visitors—increased 3.1 percent in 2011 after increasing 2.9 percent in 2010, according to the most recent statistics from the travel and tourism satellite accounts of the Bureau of Economic Analysis (BEA). In comparison, the broader economy—as measured by real gross domestic product—increased 1.7 percent in 2011 after increasing 3.0 percent in 2010.¹ In 2011, direct tourism employment increased 1.8 percent, the first increase in 3 years, after decreasing 1.4 percent in 2010.

Highlights from the travel and tourism satellite accounts include the following:

- Twenty of twenty-four commodities contributed to the growth in real tourism output in 2011, including traveler accommodations, food and beverage services, and international passenger air transportation.
- Inbound tourism increased 11.3 percent in 2011, and outbound tourism increased 3.0 percent. As a result, travel and tourism net exports increased to \$41.7 billion in 2011 from \$29.8 billion in 2010.
- Prices for tourism goods and services increased 5.2 percent in 2011 after increasing 3.5 percent in 2010. The largest contributor to the price growth was gasoline prices, and the next largest were domestic passenger air passenger and travelers accommodations.

These revised statistics on travel and tourism primarily reflect the incorporation of detailed data from BEA's first "flexible" annual revision of the industry accounts for 2003–2010 and summary statistics from the national income and product accounts through 2011. As a result of the flexible annual revision, the usual revision period of 3 years was extended to include 2003–2010 in order to incorporate improvements in source data and methodology. The travel and tourism accounts are available on the BEA Web site at www.bea.gov; see the box "Data Availability."

The remainder of this article discusses trends in travel and tourism output and prices, the composition of tourism demand, and tourism value added and employment. The core travel and tourism accounts tables follow the article.

1. All measures of travel and tourism activity that are not identified as being in "real" terms are in current dollars.

Trends in Output and Prices

Real output

Real direct travel and tourism output accelerated slightly, increasing 3.1 percent in 2011 after increasing 2.9 percent in 2010 (table A). The acceleration of real output in 2011 was concentrated in a few commodities. The biggest contributors to the growth in real output were traveler accommodations, food and beverage services, and international passenger air transportation. Traveler accommodations, which grew 5.9 percent, contributed 1.02 percentage points. Four commodities contributed negatively to the growth; gasoline was the largest negative contributor, subtracting 0.26 percentage point from growth (tables B, C, and chart 1).

Prices

Travel and tourism price growth accelerated in 2011, increasing 5.2 percent after increasing 3.5 percent in 2010 (table D, page 21). The largest contributors to the acceleration were gasoline, traveler accommodations, and nondurable personal consumption expenditures

Chart 1. Contributions to Annual Growth in Real Tourism Output in 2008–2011

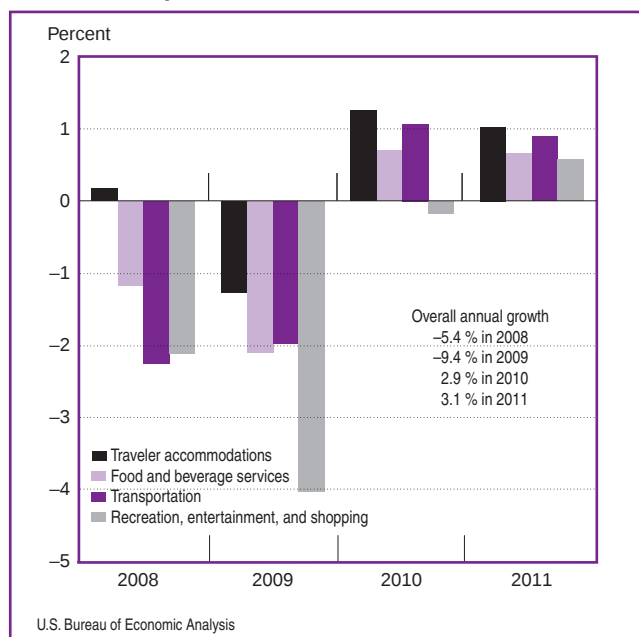


Table A. Annual Growth in Real Output by Tourism Commodity in 2003–2011

[Percentage change from preceding period]

Commodity	2003	2004	2005	2006	2007	2008	2009	2010	2011
All tourism goods and services	4.6	6.5	3.3	4.0	1.8	-5.4	-9.4	2.9	3.1
Traveler accommodations	5.9	8.8	5.7	5.8	3.9	0.9	-6.4	6.5	5.9
Food and beverage services	5.5	6.5	6.1	4.0	0.5	-7.3	-12.8	4.5	4.8
Transportation	2.8	4.4	1.5	2.1	2.3	-5.8	-5.4	2.7	1.4
Passenger air transportation	8.4	3.9	-0.4	1.8	2.1	-3.5	-5.7	1.3	1.2
Domestic passenger air transportation services	14.8	-1.4	-6.1	-1.7	0.3	-5.6	-5.9	-4.4	0.2
International passenger air transportation services	-5.1	17.4	11.4	8.0	5.0	-0.2	-5.1	9.7	2.4
All other transportation-related commodities	-1.2	4.7	2.9	2.4	2.4	-7.3	-5.1	3.7	1.6
Passenger rail transportation services	6.1	8.2	-6.6	-0.3	10.0	-1.5	-0.2	-8.9	-3.9
Passenger water transportation services	15.9	8.0	1.3	4.1	4.8	1.6	-0.9	0.5	0.3
Intercity bus services	1.2	-1.1	1.3	-2.1	-0.3	1.4	-19.4	0.7	-2.4
Intercity charter bus services	-5.5	-5.5	-6.3	8.8	-10.5	5.5	-18.7	5.7	2.6
Local bus and other transportation services	-3.6	-1.4	11.9	4.5	0.4	-9.8	-12.6	-4.5	-1.7
Taxicab services	-18.9	6.5	7.6	12.9	-1.3	-9.5	-9.8	-4.6	0.0
Scenic and sightseeing transportation services	-1.5	5.5	0.5	2.4	7.4	0.3	-9.2	13.0	1.8
Automotive rental and leasing	0.0	6.7	6.2	0.8	2.9	-5.6	-14.7	4.5	9.2
Other vehicle rental and leasing	7.8	6.2	10.6	5.4	2.7	-4.0	-9.8	1.1	2.1
Automotive repair services	-12.7	-4.0	-5.6	-1.5	-6.0	-17.5	13.9	-25.0	-9.7
Parking	15.2	6.6	-0.1	-7.8	0.6	-10.9	-7.0	0.4	0.8
Highway tolls	9.5	0.2	-6.6	-14.0	-4.8	-9.1	6.9	-1.9	-4.8
Travel arrangement and reservation services	5.4	10.2	4.8	3.3	8.7	1.8	-12.1	10.6	9.3
Gasoline	-4.4	2.6	2.3	2.8	0.7	-12.3	3.5	6.4	-2.8
Recreation, entertainment, and shopping	5.8	7.9	2.5	5.4	0.5	-8.0	-15.1	-0.7	2.7
Recreation and entertainment	5.6	5.8	1.5	4.4	1.3	-7.8	-12.0	-0.9	2.9
Motion pictures and performing arts	8.4	4.6	2.2	2.6	0.4	-10.1	-9.7	-4.3	0.2
Spectator sports	4.1	11.6	4.4	5.1	2.0	-12.7	-19.8	-2.6	11.3
Participant sports	0.9	6.2	5.1	5.7	2.0	-11.1	-19.1	-9.0	4.1
Gambling	7.0	7.9	-0.5	6.9	1.6	-5.1	-9.1	1.8	0.5
All other recreation and entertainment	4.3	0.3	1.7	-0.4	0.4	-7.2	-12.1	0.8	6.8
Nondurable PCE commodities other than gasoline	6.0	9.6	3.3	6.2	-0.1	-8.1	-17.6	-0.5	2.6

PCE Personal consumption expenditures

Table C. Real Output by Tourism Commodity in 2006–2011

[Millions of chained (2005) dollars]

Commodity	2006	2007	2008	2009	2010	2011
All tourism goods and services	729,450	742,520	702,673	636,718	654,881	675,433
Traveler accommodations	135,840	141,085	142,396	133,301	141,936	150,246
Food and beverage services	119,652	120,243	111,481	97,182	101,529	106,386
Transportation	270,091	276,251	260,131	246,103	252,842	256,501
Passenger air transportation	109,744	112,097	108,175	102,037	103,388	104,617
Domestic passenger air transportation services	67,680	67,878	64,044	60,240	57,619	57,741
International passenger air transportation services	42,121	44,228	44,124	41,860	45,924	47,025
All other transportation-related commodities	160,281	164,083	152,035	144,264	149,590	151,967
Passenger rail transportation services	1,205	1,325	1,305	1,303	1,187	1,141
Passenger water transportation services	8,502	8,909	9,049	8,967	9,008	9,037
Intercity bus services	1,702	1,697	1,722	1,388	1,398	1,364
Intercity charter bus services	1,939	1,735	1,831	1,489	1,574	1,615
Local bus and other transportation services	3,792	3,807	3,434	3,002	2,869	2,820
Taxicab services	4,377	4,320	3,908	3,523	3,363	3,362
Scenic and sightseeing transportation services	2,944	3,163	3,173	2,880	3,254	3,314
Automotive rental and leasing	28,441	29,255	27,623	23,560	24,613	26,888
Other vehicle rental and leasing	754	774	743	670	678	692
Automotive repair services	11,406	10,724	8,846	10,075	7,555	6,819
Parking	1,931	1,943	1,732	1,610	1,616	1,629
Highway tolls	579	551	501	536	525	500
Travel arrangement and reservation services	33,276	36,170	36,834	32,381	35,816	39,137
Gasoline	59,439	59,851	52,505	54,330	57,794	56,154
Recreation, entertainment, and shopping	204,034	205,042	188,707	160,174	159,055	163,426
Recreation and entertainment	88,596	89,712	82,735	72,815	72,127	74,245
Motion pictures and performing arts	14,414	14,472	13,015	11,756	11,253	11,272
Spectator sports	7,748	7,906	6,903	5,537	5,394	6,002
Participant sports	11,938	12,171	10,818	8,752	7,968	8,296
Gambling	36,936	37,531	35,620	32,366	32,953	33,117
All other recreation and entertainment	17,556	17,624	16,361	14,382	14,491	15,470
Nondurable PCE commodities other than gasoline	115,444	115,318	105,959	87,317	86,889	89,150

PCE Personal consumption expenditures

Table B. Contributions to Growth in Real Tourism Output by Tourism Commodity in 2006–2011

[Percentage points]

Commodity	2006	2007	2008	2009	2010	2011
All tourism goods and services	3.98	1.79	-5.37	-9.39	2.85	3.14
Traveler accommodations	1.05	0.72	0.17	-1.27	1.26	1.02
Food and beverage services	0.65	0.08	-1.17	-2.10	1.07	0.66
Transportation	0.81	0.86	-2.25	-1.98	1.07	0.89
Passenger air transportation	0.28	0.32	-0.55	-0.90	0.23	0.52
Domestic passenger air transportation services	-0.17	0.03	-0.53	-0.57	-0.42	0.02
International passenger air transportation services	0.45	0.29	-0.02	-0.33	0.64	0.50
All other transportation-related commodities	0.53	0.54	-1.70	-1.08	0.84	0.37
Passenger rail transportation services	0.00	0.02	0.00	0.00	-0.02	-0.01
Passenger water transportation services	0.05	0.05	0.02	-0.01	0.00	0.00
Intercity bus services	-0.01	0.00	0.00	-0.05	0.00	0.00
Intercity charter bus services	0.02	-0.03	0.01	-0.05	0.01	0.01
Local bus and other transportation services	0.02	0.00	-0.05	-0.06	-0.02	-0.01
Taxicab services	0.07	-0.01	-0.05	-0.06	-0.03	0.00
Scenic and sightseeing transportation services	0.01	0.03	0.00	-0.04	0.06	0.01
Automotive rental and leasing	0.03	0.11	-0.23	-0.65	0.19	0.33
Other vehicle rental and leasing	0.01	0.00	0.00	-0.01	0.00	0.00
Automotive repair services	-0.02	-0.09	-0.25	0.18	-0.41	-0.10
Parking	-0.02	0.00	-0.03	-0.02	0.00	0.00
Highway tolls	-0.01	0.00	-0.01	0.01	0.00	0.00
Travel arrangement and reservation services	0.15	0.39	0.09	-0.61	0.50	0.41
Gasoline	0.24	0.06	-1.20	0.29	0.55	-0.26
Recreation, entertainment, and shopping	1.46	0.13	-2.12	-4.03	-0.17	0.57
Recreation and entertainment	0.52	0.15	-0.92	-1.41	-0.11	0.27
Motion pictures and performing arts	0.05	0.01	-0.19	-0.18	-0.08	0.00
Spectator sports	0.05	0.02	-0.14	-0.20	-0.02	0.08
Participant sports	0.09	0.03	-0.17	-0.28	-0.11	0.04
Gambling	0.34	0.08	-0.25	-0.46	0.09	0.02
All other recreation and entertainment	-0.01	0.01	-0.17	-0.29	0.02	0.13
Nondurable PCE commodities other than gasoline	0.94	-0.02	-1.20	-2.62	-0.06	0.29

PCE Personal consumption expenditures

Acknowledgments

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Table D. Annual Growth in Prices for Tourism Commodities in 2006–2011
[Percentage change from preceding period]

Commodity	2006	2007	2008	2009	2010	2011
All tourism goods and services	4.5	3.7	5.7	-3.3	3.5	5.2
Traveler accommodations	3.6	4.4	1.9	-3.2	-0.6	2.4
Food and beverage services	3.2	3.7	4.5	3.8	1.2	2.4
Transportation	7.1	4.2	9.5	-9.0	7.8	9.4
Passenger air transportation	6.7	2.8	10.2	-8.6	9.0	7.6
Domestic passenger air transportation services	7.3	1.3	10.2	-6.8	7.2	7.9
International passenger air transportation services	5.5	5.3	10.2	-11.3	11.3	1.8
All other transportation-related commodities	7.4	5.2	9.0	-9.4	7.1	10.8
Passenger rail transportation services	7.2	4.7	3.8	1.4	0.7	4.4
Passenger water transportation services	-0.4	-0.6	-1.6	-9.3	1.2	-0.9
Intercity bus services	7.2	0.8	6.4	3.9	4.6	5.6
Intercity charter bus services	3.5	3.1	2.4	1.3	0.3	4.4
Local bus and other transportation services	3.9	2.3	3.1	3.0	3.9	4.7
Taxicab services	3.4	2.0	4.0	4.7	4.0	4.6
Scenic and sightseeing transportation services	3.6	3.0	2.5	1.3	0.3	0.1
Automotive rental and leasing	6.4	2.5	8.6	9.1	-0.9	-2.5
Other vehicle rental and leasing	0.9	6.4	6.8	-2.7	2.6	4.7
Automotive repair services	4.2	3.4	4.9	4.1	1.9	2.0
Parking	2.9	3.3	6.5	7.8	3.3	2.3
Highway tolls	10.7	5.8	13.6	-7.5	5.8	8.6
Travel arrangement and reservation services	3.5	2.2	0.0	0.7	0.9	0.6
Gasoline	12.7	9.7	17.1	-27.2	18.3	26.7
Recreation, entertainment, and shopping	2.4	2.6	3.6	1.4	1.2	2.3
Recreation and entertainment	3.2	3.2	3.3	0.5	1.4	1.3
Motion pictures and performing arts	3.5	3.5	2.6	1.5	1.4	1.0
Spectator sports	3.7	5.0	5.3	2.6	2.2	-0.2
Participant sports	2.1	1.8	1.1	-0.7	0.7	-2.5
Gambling	3.2	3.0	3.8	-0.3	1.7	3.2
All other recreation and entertainment	3.4	3.6	3.6	1.6	1.1	0.1
Nondurable PCE commodities other than gasoline	1.7	2.1	3.8	2.0	1.0	3.1

PCE Personal consumption expenditures

commodities (shopping). Gasoline prices grew 26.7 percent and contributed 2.70 percentage points to the growth in prices in 2011 after contributing significantly in 2010. Traveler accommodations grew 2.4 percent and contributed 0.53 percentage point, its first positive contribution in 3 years. Shopping grew 3.1 percent and contributed 0.43 percentage point. These positive contributions were partly offset by a few commodities, primarily automotive rental and leasing which subtracted 0.12 percentage point from growth in prices (tables E, F, and chart 2).

Table E. Contributions to Annual Growth in the Chain-Type Price Indexes for Tourism Commodities in 2006–2011
[Percentage points]

Commodity	2006	2007	2008	2009	2010	2011
All tourism goods and services	4.49	3.71	5.66	-3.28	3.46	5.20
Traveler accommodations	0.67	0.81	0.38	-0.59	-0.12	0.53
Food and beverage services	0.52	0.59	0.72	0.54	0.20	0.42
Transportation	2.64	1.61	3.61	-3.54	3.08	3.67
Passenger air transportation	1.01	0.44	1.58	-1.34	1.43	0.93
Domestic passenger air transportation services	0.70	0.12	0.94	-0.62	0.67	0.78
International passenger air transportation services	0.31	0.32	0.64	-0.73	0.76	0.15
All other transportation-related commodities	1.63	1.17	2.02	-2.20	1.65	2.74
Passenger rail transportation services	0.01	0.01	0.01	0.00	0.00	0.01
Passenger water transportation services	0.00	-0.01	-0.02	-0.10	0.01	-0.01
Intercity bus services	0.02	0.00	0.02	0.01	0.01	0.01
Intercity charter bus services	0.01	0.01	0.01	0.00	0.00	0.01
Local bus and other transportation services	0.02	0.01	0.02	0.01	0.02	0.02
Taxicab services	0.02	0.01	0.02	0.02	0.02	0.03
Scenic and sightseeing transportation services	0.01	0.01	0.01	0.01	0.00	0.00
Automotive rental and leasing	0.25	0.10	0.34	0.34	-0.04	-0.12
Other vehicle rental and leasing	0.00	0.01	0.01	0.00	0.00	0.01
Automotive repair services	0.07	0.05	0.07	0.05	0.03	0.03
Parking	0.01	0.01	0.02	0.02	0.01	0.01
Highway tolls	0.01	0.00	0.01	-0.01	0.01	0.01
Travel arrangement and reservation services	0.16	0.10	0.00	0.03	0.05	0.04
Gasoline	1.04	0.85	1.52	-2.58	1.53	2.70
Recreation, entertainment, and shopping	0.66	0.70	0.95	0.31	0.30	0.58
Recreation and entertainment	0.39	0.38	0.39	0.06	0.16	0.16
Motion pictures and performing arts	0.07	0.07	0.05	0.03	0.02	0.02
Spectator sports	0.04	0.05	0.05	0.02	0.02	0.00
Participant sports	0.03	0.03	0.02	-0.01	0.01	-0.03
Gambling	0.16	0.15	0.19	-0.02	0.08	0.17
All other recreation and entertainment	0.08	0.09	0.08	0.03	0.03	0.00
Nondurable PCE commodities other than gasoline	0.27	0.31	0.56	0.26	0.13	0.43

PCE Personal consumption expenditures

Table F. Chain-Type Price Indexes for Tourism Commodities in 2006–2011
[Index numbers, 2005=100]

Commodity	2006	2007	2008	2009	2010	2011
All tourism goods and services	104.5	108.4	114.5	110.7	114.6	120.5
Traveler accommodations	103.6	108.1	110.2	106.7	106.1	108.7
Food and beverage services	103.2	107.0	111.8	116.0	117.5	120.3
Transportation	107.1	111.6	122.1	111.1	119.9	131.2
Passenger air transportation	106.7	109.7	120.8	110.5	120.4	129.5
Domestic passenger air transportation services	107.3	108.7	119.8	111.7	119.7	129.1
International passenger air transportation services	105.5	111.1	122.4	108.6	120.9	123.1
All other transportation-related commodities	107.4	112.9	123.0	111.5	119.4	132.3
Passenger rail transportation services	107.2	112.3	116.5	118.2	119.0	124.3
Passenger water transportation services	99.6	99.1	97.4	88.4	89.4	88.6
Intercity bus services	107.2	108.1	115.0	119.5	125.0	131.9
Intercity charter bus services	103.5	106.8	109.4	110.9	111.2	116.1
Local bus and other transportation services	103.9	106.3	109.6	112.8	117.2	122.7
Taxicab services	103.4	105.5	109.7	114.8	119.4	124.9
Scenic and sightseeing transportation services	103.6	106.8	109.4	110.8	111.2	111.3
Automotive rental and leasing	106.4	109.0	118.4	129.2	128.1	124.9
Other vehicle rental and leasing	100.9	107.3	114.7	111.6	114.5	119.8
Automotive repair services	104.2	107.7	113.0	117.6	119.8	122.2
Parking	102.9	106.3	113.3	122.1	126.1	129.1
Highway tolls	110.7	117.1	133.1	123.1	130.2	141.3
Travel arrangement and reservation services	103.5	105.8	105.8	106.6	107.5	108.2
Gasoline	112.7	123.6	144.8	105.3	124.6	157.8
Recreation, entertainment, and shopping	102.4	105.0	108.7	110.2	111.5	114.1
Recreation and entertainment	103.2	106.5	110.0	110.6	112.2	113.7
Motion pictures and performing arts	103.5	107.1	109.9	111.5	113.0	114.1
Spectator sports	103.7	108.9	114.7	117.6	120.2	120.0
Participant sports	102.1	103.9	105.1	104.3	105.1	102.5
Gambling	103.2	106.3	110.3	110.0	111.8	115.4
All other recreation and entertainment	103.4	107.2	111.0	112.7	114.0	114.1
Nondurable PCE commodities other than gasoline	101.7	103.8	107.7	109.9	111.0	114.4

PCE Personal consumption expenditures

Total output

Total tourism-related output increased to \$1.37 trillion in 2011, up 8.4 percent from \$1.26 trillion in 2010. In 2011, total output consisted of \$814.1 billion in direct tourism output and \$554.9 billion in indirect tourism output. The 1.68 ratio of total output to direct output means that every dollar of direct tourism output required an additional 68 cents of indirect tourism output (chart 3).

Chart 2. Contributions to Annual Growth in the Chain-Type Price Index for Tourism Goods and Services in 2008–2011

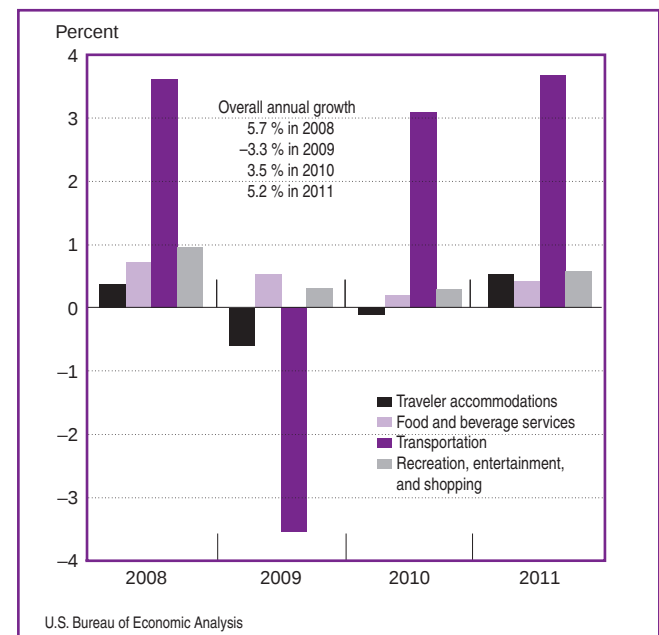
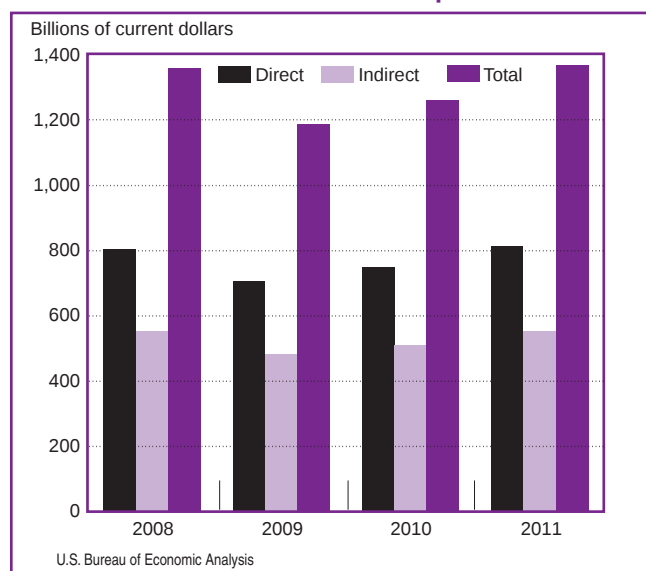


Chart 3. Total Tourism-Related Output in 2008–2011

Direct tourism output includes goods and services sold directly to visitors, such as passenger air travel. Indirect tourism output includes the sales of all goods and services used to produce that direct output, such as jet fuel to fly the plane and catering services for longer international flights.

The Composition of Tourism Demand

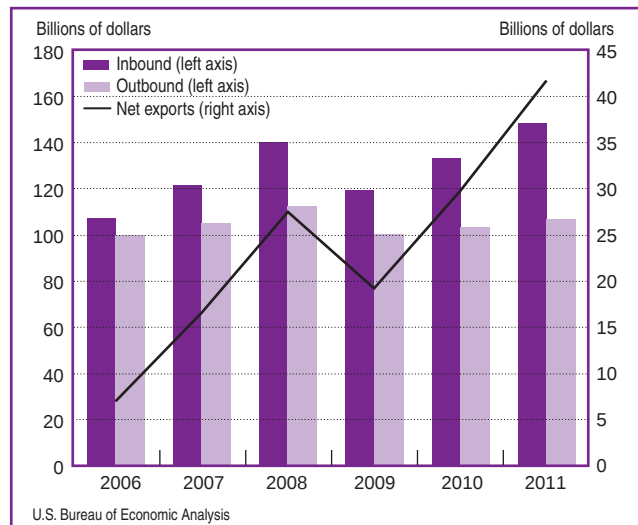
The travel and tourism accounts include estimates of the composition of tourism demand by type of visitor. They distinguish expenditures of U.S. residents traveling abroad from those of U.S. residents and nonresidents traveling within the United States for leisure, business, or government purposes. Net exports of tourism trade is derived by subtracting expenditures on foreign travel by U.S. residents (an import of goods and services to *outbound* travelers) from expenditures on U.S. travel by nonresidents (an export of goods and services to *inbound* travelers).

International travel and tourism

Current-dollar international travel (the sum of inbound and outbound travel) increased 7.7 percent in 2011 after increasing 7.9 percent in 2010.

Inbound travel and tourism. This consists of travel-related expenditures and international transportation purchases from U.S. providers by nonresidents traveling in the United States. Inbound tourism activity grew 11.3 percent to \$148.4 billion in 2011 after increasing 11.7 percent in 2010 (chart 4). The growth reflected the improvement of the global economy, as the number of visitors from countries with strong foreign currencies continued to increase.²

2. See Sarah P. Scott and Alexis N. Chaves, “U.S. International Transactions,” SURVEY 92 (April 2012): 22–31.

Chart 4. U.S. Trade in Tourism in 2006–2011

Outbound travel and tourism. This consists of travel-related expenditures and international transportation purchases from foreign providers by U.S. residents traveling abroad. In 2011, outbound activity increased 3.0 percent to \$106.7 billion. The increase in inbound activity was larger than the increase in outbound activity, which resulted in a robust increase to \$41.7 billion in travel and tourism net exports (table G).

Internal travel and tourism. This consists of travel and tourism within the borders of the United States—the sum of domestic activity and inbound

Table G. U.S. International Travel and Tourism in 2006–2011

[Billions of dollars]

	2006	2007	2008	2009	2010	2011
Total international travel and tourism	206.9	226.3	252.9	219.6	236.8	255.0
Inbound travel and tourism	107.0	121.4	140.2	119.4	133.3	148.4
Outbound travel and tourism.....	100.0	104.8	112.7	100.2	103.5	106.7
Net exports of travel and tourism	7.0	16.6	27.5	19.2	29.8	41.7

Data Availability

The detailed annual statistics on travel and tourism activity for 2010 are presented in eight tables at the end of this article. The complete set of detailed annual statistics for 1998–2010, advance statistics on output and employment for 2011, and quarterly statistics on output and employment for 1998–2011, are available on BEA’s Web site at www.bea.gov under “Industry” and “Satellite Accounts.”

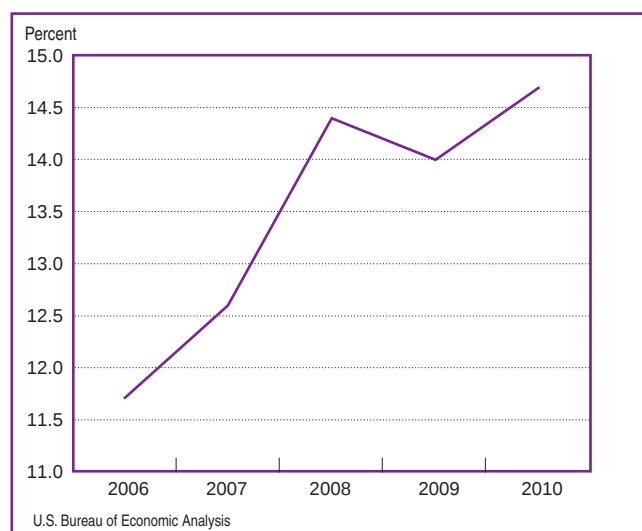
The advance estimates for 2011 are presented in three tables: the first table presents direct and total tourism-related output, the second table presents direct and total tourism-related employment, and the third table presents real tourism output.

activity.³ In 2010 (the most recent year for which data are available), inbound travel and tourism activity accounted for 14.7 percent of the total internal tourism, 3.5 percentage points higher than its low of 11.2 percent in 2003 (table H and chart 5).

Table H. Internal Travel and Tourism in the United States by Residents and Nonresidents in 2004–2010

Year	Millions of dollars			Share	
	Residents	Nonresidents (inbound)	Total	Residents	Nonresidents (inbound)
2004	549,995	74,613	624,607	88.1	11.9
2005	593,195	81,843	675,038	87.9	12.1
2006	646,023	85,815	731,838	88.3	11.7
2007	673,897	96,922	770,819	87.4	12.6
2008	655,426	110,387	765,813	85.6	14.4
2009	576,391	94,185	670,576	86.0	14.0
2010	602,257	103,440	705,697	85.3	14.7

Chart 5. Inbound Tourism's Share of Internal Travel and Tourism in 2006–2010



National tourism. This consists of travel and tourism by U.S. residents, both within the United States and abroad—the sum of domestic tourism and outbound tourism. The calculation of outbound tourism includes all expenditures on international transportation, *whether purchased from foreign providers or U.S. providers* so that expenditures by U.S. residents traveling within the United States (domestic tourism) are consistent with expenditures by U.S. residents traveling abroad (outbound tourism). Outbound tourism's share of national tourism achieved a new high of 18.5

3. As a component of internal tourism, the calculation of inbound tourism is modified to exclude all expenditures on international transportation, whether purchased from foreign providers or U.S. providers so that expenditures by U.S. residents traveling within the United States (domestic tourism) can be compared with expenditures by nonresidents traveling within the United States (inbound tourism).

percent in 2010 (the most recent year for which data are available) (table I and chart 6).

Domestic travel and tourism

Domestic tourism includes travel and tourism by U.S. residents within the borders of the United States. Travel to Puerto Rico, the U.S. Virgin Islands, and the other U.S. territories are outside of this defined boundary and are classified in “international travel.” The travel and tourism accounts break out all the expenditures on domestic travel and tourism by type of visitor: resident households, business, and government. Business' share of domestic travel and tourism continued to decline, decreasing to 31.9 percent in 2010 (the most recent year for which data are available). Government expenditures accounted for 4.9 percent of domestic travel and tourism in 2010, a slight decrease from 2009. In general, government travel is more stable than business or leisure travel, and as a result, its share tends to increase during downturns and decrease during upturns in travel and tourism. (table J and chart 7).

Table I. National Travel and Tourism in the United States and Abroad in 2004–2010

Year	Millions of dollars			Percent	
	In the United States	Abroad (outbound)	Total	In the United States	Abroad (outbound)
2004	549,995	112,285	662,280	83.0	17.0
2005	593,195	121,341	714,536	83.0	17.0
2006	646,023	130,639	776,662	83.2	16.8
2007	673,897	137,225	811,122	83.1	16.9
2008	655,426	144,647	800,073	81.9	18.1
2009	576,391	127,557	703,948	81.9	18.1
2010	602,257	136,449	738,707	81.5	18.5

Chart 6. Outbound Tourism's Share of National Travel and Tourism in 2006–2010

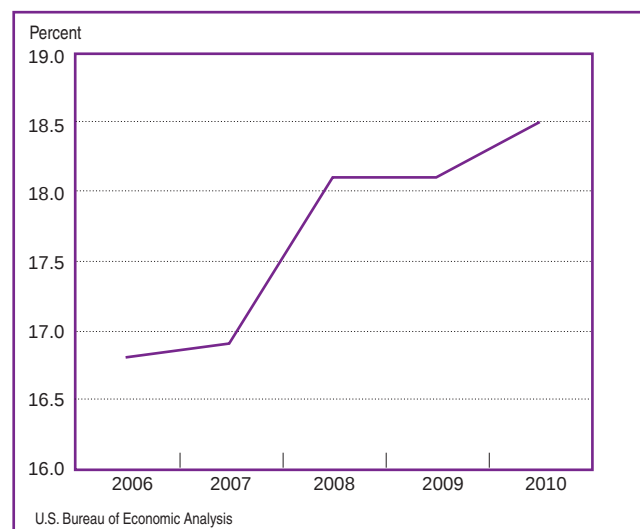
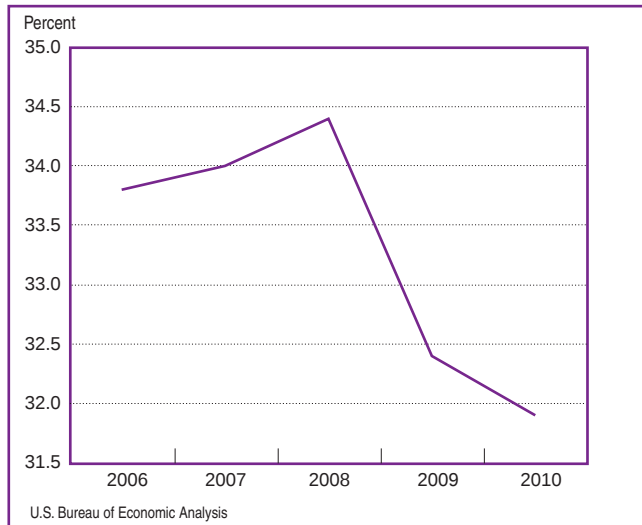


Table J. Domestic Travel and Tourism by Type of Visitor in 2004–2010

Year	Millions of dollars				Percent		
	Resident households	Business	Government	Total	Resident households	Business	Government
2004	352,585	177,811	26,631	557,027	63.3	31.9	4.8
2005	375,251	199,380	26,208	600,839	62.5	33.2	4.4
2006	405,254	220,773	27,807	653,834	62.0	33.8	4.3
2007	422,036	231,513	28,369	681,918	61.9	34.0	4.2
2008	405,734	228,482	29,055	663,270	61.2	34.4	4.4
2009	364,533	189,168	29,806	583,507	62.5	32.4	5.1
2010	384,720	194,734	30,109	609,563	63.1	31.9	4.9

Chart 7. Business Travel's Share of Domestic Travel and Tourism in 2006–2010

Tourism Value Added and Employment

Value added

A sector's value added measures its contribution to gross domestic product (GDP). In 2010 (the most recent year for which data are available), the travel and tourism industry's share of GDP was 2.7 percent (table K). Travel and tourism's share of GDP remains a larger share of GDP than industries such as utilities, computer and electronic products manufacturing, and broadcasting and telecommunications.

Direct employment

Direct tourism employment includes jobs that involve producing goods and services that are sold directly to visitors (such as restaurant servers, hotel clerks, and

Table K. Travel and Tourism as a Share of Gross Domestic Product in 2004–2010

Year	Billions of dollars		Percent
	Gross domestic product (GDP)	Tourism value added	Tourism value added as a share of GDP
2004	11,853	355	3.00
2005	12,623	376	2.98
2006	13,377	402	3.01
2007	14,029	422	3.01
2008	14,292	399	2.79
2009	13,939	370	2.65
2010	14,527	394	2.71

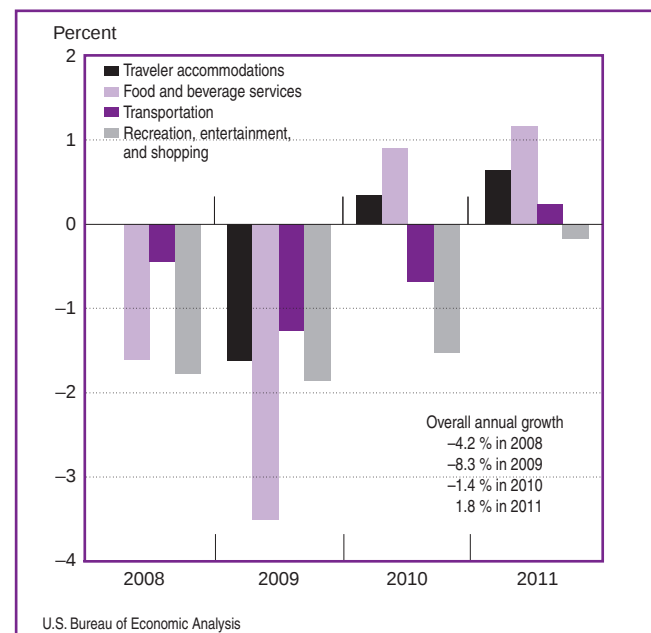
flight attendants). Direct employment increased 1.8 percent in 2011. The largest contributor to the increase was food services and drinking places, which contributed 1.16 percentage points to the growth in direct tourism employment. Traveler accommodations also contributed to the increase in direct employment, 0.63 percentage point (table L and chart 8). Besides food

Table L. Contributions to Growth in Employment by Tourism Industry in 2006–2011

[Percentage points]

Industry	2006	2007	2008	2009	2010	2011
All tourism industries	1.88	1.01	-4.24	-8.35	-1.44	1.82
Traveler accommodations	0.22	0.39	-0.02	-1.63	0.34	0.63
Nonfarm residential tenant occupied permanent site	0.00	0.01	0.00	-0.01	-0.01	0.00
Food services and drinking places	1.13	0.45	-1.61	-3.51	0.89	1.16
Transportation	0.05	0.14	-0.44	-1.27	-0.68	0.23
Air transportation services	-0.10	0.08	-0.05	-0.43	-0.13	0.16
All other transportation-related industries	0.15	0.07	-0.38	-0.83	-0.55	0.07
Rail transportation services	0.00	0.01	-0.01	0.01	-0.03	0.00
Water transportation services	0.03	-0.02	-0.03	-0.07	-0.01	0.01
Interurban bus transportation	-0.01	-0.01	0.00	-0.01	0.00	0.00
Interurban charter bus transportation	-0.01	0.00	0.01	-0.02	-0.01	0.01
Urban transit systems and other transportation	0.05	0.02	-0.07	-0.08	-0.03	0.01
Taxi service	0.06	0.05	-0.04	-0.07	-0.04	0.02
Scenic and sightseeing transportation services	0.00	0.01	0.00	-0.02	0.00	0.01
Automotive equipment rental and leasing	0.01	0.03	-0.03	-0.22	-0.08	0.04
Automotive repair services	0.00	-0.03	-0.12	0.11	-0.24	-0.06
Parking lots and garages	0.00	0.00	0.01	-0.01	0.00	0.01
Toll highways	-0.01	0.00	0.00	0.00	0.00	0.00
Travel arrangement and reservation services	-0.01	0.01	-0.02	-0.39	-0.08	0.00
Petroleum refineries	0.01	0.00	-0.01	0.00	-0.01	0.00
Gasoline service stations	0.04	-0.02	-0.06	-0.07	-0.02	0.01
Recreation, entertainment, and shopping	0.28	0.01	-1.78	-1.86	-1.53	-0.17
Recreation and entertainment	0.03	0.06	-0.77	-1.21	-0.44	-0.01
Motion pictures and performing arts	-0.02	-0.02	-0.05	-0.05	-0.02	0.00
Spectator sports	0.00	0.01	-0.13	-0.15	-0.05	0.02
Participant sports	0.15	-0.02	-0.44	-0.61	-0.30	-0.01
Gambling	-0.06	0.08	-0.01	-0.17	-0.03	-0.02
All other recreation and entertainment	-0.03	0.00	-0.14	-0.23	-0.04	0.00
Shopping	0.24	-0.05	-1.01	-0.65	-1.09	-0.16
Industries producing nondurable PCE commodities, excluding petroleum refineries	0.00	-0.18	-0.30	-0.20	-0.30	-0.05
Retail trade services, excluding gasoline service stations	0.24	0.13	-0.70	-0.45	-0.79	-0.10
All other industries	0.20	0.01	-0.40	-0.07	-0.44	-0.04
All other industries, excluding wholesale trade and transportation services	0.03	0.00	-0.04	-0.10	0.02	0.02
Wholesale trade and transportation services	0.17	0.01	-0.36	0.03	-0.46	-0.06

PCE Personal consumption expenditures

Chart 8. Contributions to Annual Growth in Direct Tourism Employment in 2008–2011

services and drinking places and traveler accommodations, employment in most other industries held constant or decreased slightly in 2011 (table M).

Table M. Direct Employment by Tourism Industry in 2006–2011

[Thousands]

Industry	2006	2007	2008	2009	2010	2011
All tourism industries	6,022	6,083	5,825	5,339	5,262	5,358
Traveler accommodations.....	1,348	1,371	1,370	1,275	1,293	1,326
Nonfarm residential tenant occupied permanent site.....	10	10	10	9	9	9
Food services and drinking places.....	1,958	1,985	1,888	1,683	1,731	1,792
Transportation.....	1,164	1,173	1,146	1,072	1,036	1,048
Air transportation services.....	481	485	482	457	450	458
All other transportation-related industries.....	683	687	664	615	586	590
Rail transportation services.....	9	9	8	9	7	7
Water transportation services.....	39	38	36	31	31	31
Interurban bus transportation.....	20	20	20	19	19	19
Interurban charter bus transportation.....	21	21	22	21	20	21
Urban transit systems and other transportation.....	56	57	53	49	47	48
Taxi service.....	50	53	51	46	44	46
Scenic and sightseeing transportation services.....	15	16	16	15	15	15
Automotive equipment rental and leasing.....	113	115	114	101	97	99
Automotive repair services.....	48	47	40	46	34	31
Parking lots and garages.....	14	14	15	14	14	15
Toll highways.....	4	4	4	4	4	3
Travel arrangement and reservation services.....	204	204	203	180	176	176
Petroleum refineries.....	7	8	7	7	7	7
Gasoline service stations.....	82	81	77	73	72	72
Recreation, entertainment, and shopping.....	1,277	1,278	1,169	1,061	980	971
Recreation and entertainment.....	652	656	609	538	515	514
Motion pictures and performing arts.....	28	27	24	21	20	20
Spectator sports.....	76	77	68	60	57	58
Participant sports.....	243	242	215	180	164	163
Gambling.....	175	180	179	169	168	167
All other recreation and entertainment.....	131	130	122	108	106	106
Shopping.....	625	622	561	523	465	456
Industries producing nondurable PCE commodities, excluding petroleum refineries.....	172	161	143	131	115	112
Retail trade services, excluding gasoline service stations.....	453	461	418	392	350	344
All other industries.....	265	266	241	237	214	212
All other industries, excluding wholesale trade and transportation services.....	75	75	73	67	68	69
Wholesale trade and transportation services.....	190	190	168	170	146	143

PCE Personal consumption expenditures

Total employment

Total tourism-related employment (the sum of direct and indirect jobs) increased to 7.5 million jobs in 2011. The 7.5 million jobs consisted of 5.4 million direct tourism jobs and 2.1 million indirect tourism jobs (chart 9). Direct tourism employment comprises jobs that produce direct tourism output, such as airline pilots, and indirect tourism employment comprises jobs that produce indirect tourism output, such as refinery workers producing jet fuel. The most recent data indicate that for every 10 direct tourism jobs generated, an additional 4.0 jobs are indirectly generated.

Data Table Guide

The revised estimates for 2010 are presented in a set of eight core tables: (1) production of commodities by industry, (2) supply and consumption of commodities, (3) demand for commodities by type of visitor, (4) output and value added by industry, (5) output by commodity, (6) employment and compensation of employees by industry, (7) total tourism-related employment by industry, and (8) real tourism output.

Chart 9. Total Tourism-Related Employment in 2008–2011

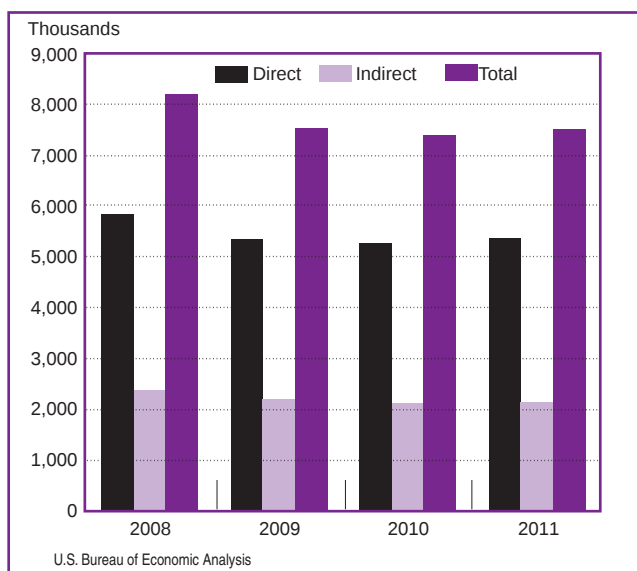


Table 1. Production of Commodities by Industry

This table presents 26 industry categories that produce goods and services purchased by visitors and the value of that production. It presents estimates of each industry's value added and the three value-added components: compensation of employees; taxes on production and imports, less subsidies; and gross operating surplus.

The estimates of commodities purchased by visitors and the industries that produce the commodities are from the annual input-output (I-O) accounts. Production data are extracted and arranged into a matrix. This table shows the tourism-related commodities (rows) produced by each tourism-related industry (columns).

Table 2. Supply and Consumption of Commodities

This table presents information on the supply of 32 commodities (valued in producers' prices and purchasers' prices), and the consumption of these commodities (valued in purchasers' prices) as intermediate purchases by business and government and as final purchases by resident households, business, government, and foreigners.

The estimates of total supply in purchasers' prices are derived by summing domestic production by commodity in producers' prices, imports, wholesale and retail margins, and transportation costs and by

adjusting for change in private inventories. Total consumption is the sum of intermediate expenditures (private and government), personal consumption expenditures, gross private fixed investment, government final expenditures, and exports of goods and services.

Data on imports, changes in private inventories, wholesale trade and transportation costs, and retail trade margins are extracted from the annual I-O accounts and added to the estimates for domestic production in table 1 to arrive at estimates for total supply by commodity. Then, using more data from the annual I-O accounts, the estimates for total supply are disaggregated into intermediate private expenditures, intermediate government expenditures, personal consumption expenditures, gross private fixed investment, government final expenditures, and exports.

Table 3. Demand for Commodities by Type of Visitor

This table details the portion of total consumption of each commodity consumed by four types of visitors: resident households, businesses, government, and nonresidents. For each commodity, the table presents the share of its output that is sold to visitors that is indicated by the commodity's tourism commodity ratio, which is calculated as visitor consumption divided by total consumption.

These estimates are based on survey data on visitor spending behavior that are used to break down total consumption estimates from the supply and consumption of commodities table into tourism demand by type of visitor.⁴ Total tourism demand is the sum of demand by the four types of visitors.

In table 3, the commodities have been adjusted to remove travel agency commissions from the commodity on which the commissions were earned. These removed commissions are included in "travel arrangement and reservation services"; in contrast, in table 3a, the commodities have not been adjusted to remove the travel agency commissions.

Table 4. Output and Value Added by Industry

This table presents estimates of tourism output, intermediate consumption, and value added by industry. It also presents each industry's total output, total intermediate consumption, and total value added. Each industry's tourism industry ratio is also provided; this

ratio represents the share of each industry's output, intermediate consumption, and value added that is consumed by visitors.

Tourism industry ratios are calculated from estimates in the production by industry table (table 1) and from the demand for commodities table (table 3). The industry output estimates from the production table are multiplied by the tourism commodity ratios from the demand table in order to obtain tourism industry ratios. The estimates of tourism output, tourism intermediate consumption, and tourism value added are calculated by multiplying industry output, intermediate consumption, and value added by the tourism industry ratios.

Table 5. Output by Tourism Commodity

This table presents estimates of direct tourism output and total tourism-related output by commodity. For each commodity, the table also presents domestic production (at purchasers' prices), the tourism commodity ratio, and the total commodity output multiplier.

For each commodity, direct tourism output is calculated by multiplying the values for total commodity production in table 1 by the tourism commodity ratios in table 3. Then, using total commodity output multipliers derived from the annual I-O accounts, each commodity's total tourism-related output is estimated by multiplying its direct tourism output by its total output multiplier.

Table 6. Employment and Employee Compensation by Industry

This table presents estimates of tourism employment, tourism compensation, and average compensation per tourism employee by industry. This table also presents total industry employment, total industry compensation, and tourism industry ratios.

Industry employment and compensation data are extracted from the annual I-O accounts and multiplied by each industry's tourism output ratio from table 4 to produce estimates for tourism employment and tourism compensation by industry. Average compensation per tourism employee by industry is calculated by dividing tourism compensation by tourism employment for each industry.

Table 7. Total Tourism-Related Employment by Industry

This table presents estimates of direct tourism employment, the total industry multiplier, and the total tourism-related employment.

4. The surveys used to estimate demand for commodities by type of visitor are the Consumer Expenditure Survey of the Bureau of Labor Statistics, the In-Flight Survey of the Department of Commerce's International Trade Administration, and private surveys done by D.K. Shifflet and Associates.

Using total industry employment multipliers from BEA's regional economic accounts, each industry's total tourism-related employment is estimated by multiplying its direct tourism employment by its total employment multiplier.

Table 8. Real Tourism Output by Commodity

This table presents estimates of direct tourism output in current dollars by commodity (which are also presented in table 5), chain-type price indexes for each commodity, and real output for each commodity.

Price data are extracted from the annual I-O accounts to calculate chain-type price indexes for 21 of the 24 tourism commodities. The remaining three tourism commodities—international passenger air transportation, gasoline, and nondurable personal consumption expenditures commodities other than gasoline—use price data from the national income and product accounts. The chain-type indexes are used to deflate the estimates of current-dollar direct tourism output to prepare estimates of real tourism output.

Key Terms

The following key terms are used to describe the travel and tourism satellite accounts.

Domestic tourism. Travel-related expenditures by U.S. residents traveling within the United States. It comprises travel by resident households, business travel, and travel by government employees.

Inbound tourism. Travel-related expenditures by nonresidents traveling within the United States and expenditures by nonresidents on international transportation purchased from U.S. providers.¹ These expenditures exclude expenditures for travel to study in the United States and for medical reasons.

Internal tourism. The sum of domestic tourism expenditures and inbound tourism expenditures (net of all international transportation expenditures).

National tourism. The sum of domestic tourism demand and outbound tourism demand (including all international transportation expenditures).

Outbound tourism. Travel-related expenditures by U.S. residents traveling abroad and expenditures by U.S. residents on international transportation purchased from foreign providers.

Tourism commodities. Goods and services that are typically purchased by visitors, such as airline passenger transportation, hotel accommodations, and meals.²

Tourism employment. Total tourism-related employment consists of direct tourism employment plus indirect tourism employment. Direct tourism employment comprises all jobs where the workers are engaged in the production of direct tourism output (for example, hotel staff and airline pilots), and indirect tourism employment comprises all jobs where the workers are engaged in the production of indirect tourism output (for example, workers producing hotel toiletries and delivering fuel to airlines).

Tourism output. Total tourism-related output consists of direct tourism output and indirect tourism output. Direct tourism output comprises all domestically produced goods and services purchased by travelers (for example, traveler accommodations and passenger air transportation), and indirect tourism output comprises all output required to support the production of direct tourism output (for example, toiletries for hotel guests and fuel for airplanes).

Usual environment. The area of normal, everyday activities within 50–100 miles of home.³

Visitor. A person who travels outside of his or her usual environment for less than a year or who stays overnight in a hotel or motel. The visitor may travel for pleasure or business (private sector or government). Visitors exclude travelers who expect to be compensated at the location of their visit (such as migrant workers, persons traveling to new assignments, and diplomatic and military personnel traveling to and from their duty stations and their home countries).

1. In the travel and tourism satellite accounts, inbound and outbound visitors are not differentiated by type of visitor, because the data to prepare these estimates are not available.

2. The classification of tourism commodities in the travel and tourism satellite accounts is based on a list of primary activities of visitors that was developed from recommendations by the World Tourism Organization, by the Organisation for Economic Co-operation and Development, and from various surveys of U.S. visitors.

3. The usual environment depends on the availability of source data.

Tables 1 through 8 follow.