

Impact of Travel & Tourism on the U.S. and State Economies

2005 Edition



Executive Summary



**Travel Industry Association
of America**

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September 15, 2005

Dear Colleague:

The Travel Industry Association of America (TIA) and National Chamber Foundation of the U.S. Chamber of Commerce are committed to revitalizing travel and tourism and raising awareness of the industry's contributions to our economy. To communicate the significant impact this industry has on the American economy, TIA and the Chamber have produced a national and state-by-state analysis based on TIA's Travel Economic Impact Model (TEIM). TIA's previous annual report, "Impact of Travel on State Economies," will be replaced by this new joint publication.

Our study quantifies the economic movement of the travel and tourism industry, which was hit hard at the beginning of the decade by a number of factors, including terrorism, new security and visa policy measures, and an economic downturn. Today, the economy is strong and growing stronger. America and the world appear to have regained the confidence to travel again, yet the industry still faces several tremendous challenges that cannot be ignored: enhancing security measures, strengthening and improving our aviation system, creating more effective visa policies, and ensuring taxes and fees levied on the industry are reasonable.

To demonstrate the significance of this industry, our report specifies travel and tourism development in terms of employment, spending, and taxes for each of the 50 states and the District of Columbia. Detailed and historical estimates that demonstrate the economic importance of the travel and tourism industry at the national and state level since 1999 are also provided in the report.

The Chamber and TIA have joined together to advance a broader understanding of the national economic contributions made by the travel and tourism industry. We are working hard to ensure continued growth and prosperity in this critical sector of our economy.

Sincerely,



Thomas J. Donohue
President and CEO
U.S. Chamber of Commerce



Roger Dow
President and CEO
Travel Industry Association

INTRODUCTION

The Travel Industry Association of America and the U.S. Chamber of Commerce are committed to advancing America's travel and tourism industry. The most recent statistics show that travel and tourism is one of the country's largest employers with 7.3 million travel-generated jobs and a payroll of \$163 billion in 2004. Travel expenditures reached \$600 billion and generated \$100 billion in tax revenue for local, state, and federal governments last year. Further, the data reveal that travel and tourism benefits every state economy by supporting jobs, sales, and tax revenue.

Impact of Travel and Tourism on the U.S. and State Economies, 2005 Edition provides a snapshot of the U.S. travel and tourism industry. The first section of this report provides an overview of the key travel and tourism industry findings at the national level and on a state-by-state basis. The second section consists of travel and tourism industry profiles for the United States, each of the 50 states, and the District of Columbia. The final section provides detailed statistical appendices on travel and tourism employment, expenditures, payroll, and tax revenues at the national and state level since 1999.



The U.S. travel and tourism industry has faced significant challenges on several fronts in recent years, including an economic slowdown and new security and visa policy measures following the terrorist attacks of September 11. These factors led to decreased business travel, precipitous drops in leisure travel by air, and fewer international travelers visiting the United States.

2004 brought good news for travel and tourism, with the industry showing a turnaround. At the national level, travel and tourism related employment, expenditures, payroll, and tax revenue were up compared to 2003. Also, there has also been an increase in jobs generated by international travel in 2004, another encouraging sign for the industry.

The statistics used in this report are compiled from the Travel Industry Association of America (TIA) annual study, *Impact of Travel on State Economies*, based on its proprietary economic model, the Travel Economic Impact Model (TEIM). This model was initially developed in 1975 for the U.S. Department of Interior. The domestic component of the TEIM is based on national surveys conducted by TIA and other travel-related data developed by TIA, various federal agencies, and national travel organizations each year. Through the TEIM, TIA is able to measure travel and tourism at the national, state, and local levels. This report also includes data from the Department of Commerce's Office of Travel and Tourism Industries (OTTI).

Impact of Travel and Tourism on the U.S. and State Economies measures the economic importance of the U.S. travel and tourism industry on the U.S. economy. The industry is comprised of a number of sectors, including lodging, food services, and entertainment. 2004 showed a turn-around in the travel and tourism industry, adding jobs for the first time since 2000. However, due in large part to the economic slowdown and the effects of the 9/11 terrorist attacks, there were nearly 160,000 fewer travel and tourism jobs in 2004 than in 1999.



U.S. TRAVEL AND TOURISM GENERATED EMPLOYMENT

- ◆ The U.S. travel and tourism industry supported 7.3 million jobs in 2004.
- ◆ The U.S. travel and tourism industry added 71,600 jobs between 2003 and 2004, the first increase in employment since 2000.
- ◆ Employment in the U.S. travel and tourism industry fell by 156,300 jobs between 1999 and 2004.
- ◆ The travel and tourism industry accounted for 5.6 percent of total non-farm employment in the United States in 2004.
- ◆ The largest travel and tourism industry segment by jobs was food services, employing 2.4 million people in 2004.
- ◆ The nation's lodging industry employed 1.2 million people and the entertainment/recreation industry employed 1.1 million people in 2004.
- ◆ Employment dropped in travel planning, public transportation, and general retail between 2003 and 2004.
- ◆ Entertainment/recreation, lodging, auto transportation, and food services added jobs between 2003 and 2004.
- ◆ Employment generated by international travel jumped by 69,500 jobs between 2003 and 2004, the first increase since 2000.

U.S. TRAVEL AND TOURISM GENERATED EXPENDITURES

- ◆ U.S. travel and tourism generated \$599 billion in expenditures in 2004.
- ◆ U.S. travel and tourism expenditures increased from \$542 billion in 1999 to \$599 billion in 2004, not adjusted for inflation.
- ◆ The food services segment accounted for \$131 billion in travel and tourism expenditures in 2004, the largest industry segment.
- ◆ Public transportation totaled \$101 billion and lodging \$94 billion in travel and tourism expenditures in 2004.
- ◆ Expenditures related to international travelers rose for the first time since 2000, from \$64.5 billion in 2003 to \$74.8 billion in 2004. This is an encouraging sign that international visitors are beginning to return to the United States.

U.S. TRAVEL AND TOURISM GENERATED PAYROLL

- ◆ The payroll of the U.S. travel and tourism industry totaled nearly \$163 billion in 2004.
- ◆ Travel and tourism industry payroll rose by 2.3 percent between 2003 and 2004, not adjusted for inflation.
- ◆ The largest travel and tourism segment by payroll was public transportation at \$41 billion in 2004, representing over one-quarter of all travel generated payroll.

U.S. TRAVEL AND TOURISM GENERATED TAX REVENUE

- ◆ U.S. travel and tourism generated \$99 billion in taxes in 2004. This tax revenue includes all levels of government – federal, state, and local.
- ◆ The majority of this tax revenue was generated by domestic travel and tourism and collected at the federal level, which received \$49.2 billion in 2004.
- ◆ U.S. travel and tourism generated tax revenue increased by \$4.7 billion between 2003 and 2004, from \$94.7 billion to \$99.4 billion, respectively.
- ◆ International travelers generated \$11.6 billion in U.S. tax revenue in 2004. This represents an increase of 12.7 percent from 2003.

U.S. KEY FINDINGS



OVERVIEW OF THE U.S. TRAVEL AND TOURISM INDUSTRY

	1999	2000	2001	2002	2003	2004
Employment	7,487,900	7,701,200	7,595,800	7,366,300	7,260,100	7,331,700
Payroll	\$150 B	\$162 B	\$162 B	\$160 B	\$160 B	\$163 B
Expenditures	\$542 B	\$581 B	\$551 B	\$540 B	\$555 B	\$599 B
Tax Revenue	\$93 B	\$100 B	\$97 B	\$94 B	\$95 B	\$99 B

Note: Payroll, expenditures, and tax revenue are in current dollars, not adjusted for inflation.

Source: Travel Industry Association of America

U.S. EMPLOYMENT RELATED TO TRAVEL AND TOURISM BY SECTOR 2004

Sectors	Employment
Public Transportation	.946,800
Auto Transportation	.257,400
Lodging	1,211,400
Food Services	2,446,400
Entertainment	1,081,900
General Retail	.332,700
Travel Planning	170,800
Domestic Subtotal	6,447,400
International*	884,300
Total	7,331,700

*Employment generated by international travel is not broken down by industry sector.
Data are rounded.

Source: Travel Industry Association of America and Office of Travel and Tourism Industry (OTTI), U.S. Department of Commerce

EXPENDITURES RELATED TO INTERNATIONAL TRAVELERS 1999 - 2004

1999	\$74.8 B
2000	\$82.4 B
2001	\$71.9 B
2002	\$66.7 B
2003	\$64.5 B
2004	\$74.8 B

Note: In billions of current U.S. dollars

Source: Travel Industry Association of America and Office of Travel and Tourism Industry (OTTI), U.S. Department of Commerce

STATE KEY FINDINGS

Impact of Travel and Tourism on the U.S. and State Economies provides statistics on travel and tourism generated employment, payroll, expenditures, and tax revenue for all 50 states and the District of Columbia. California led the nation in travel and tourism employment, payroll, expenditures, and tax revenue.

STATE TRAVEL AND TOURISM GENERATED EMPLOYMENT

- ◆ California led the nation in travel and tourism employment, with 818,700 employees, followed by second ranked Florida at 734,600 employees in 2003.
- ◆ Texas, New York, and Nevada rounded out the top five states by travel and tourism employment in 2003.
- ◆ Only 13 states added travel and tourism supported jobs between 2002 and 2003.
- ◆ Nevada was the fastest growing travel and tourism industry state between 2002 and 2003, with employment jumping by almost two percent, adding 6,500 jobs. Arizona and South Carolina were second and third, each with growth rates over one percent, adding 2,100 jobs and 1,300 jobs, respectively.
- ◆ Nevada led the nation with 31 percent of its workforce in the travel and tourism industry in 2003. Hawaii ranked second with 27 percent of its workforce supported by travel and tourism.





STATE TRAVEL AND TOURISM GENERATED PAYROLL

- ◆ California led the nation in travel and tourism industry payroll at \$19.7 billion in 2003, up by \$78 million from \$19.6 billion in 2002, not adjusted for inflation.
- ◆ Florida and Texas ranked second and third nationwide by travel and tourism payroll, with \$15.4 billion and \$12.2 billion, respectively, in 2003.
- ◆ Alaska experienced the highest rate of growth in its travel and tourism related payroll, jumping by 4.3 percent between 2002 and 2003. Arizona ranked second, with a 3.4 percent increase in its travel and tourism related payroll, during the same period.

STATE TRAVEL AND TOURISM GENERATED EXPENDITURES

- ◆ California, Florida, and New York led the nation in travel and tourism expenditures in 2003.
- ◆ California, Florida, Nevada, and New York were the only states nationwide to experience an increase of more than \$1 billion in its travel and tourism related expenditures between 2002 and 2003.
- ◆ Wyoming experienced the highest rate increase in travel and tourism related expenditures nationwide, with a jump of some 6.5 percent between 2002 and 2003.
- ◆ Missouri experienced the largest decline in travel and tourism related expenditures, falling by \$160 million between 2002 and 2003.

STATE KEY FINDINGS



STATE TRAVEL AND TOURISM GENERATED TAX REVENUE

- ◆ California was the nation's leading state by travel-generated tax revenue for federal, state, and local governments in 2003, at nearly \$12 billion.
- ◆ Florida and New York followed California with \$8.6 billion and \$7.2 billion in travel generated tax revenue, respectively, in 2003.
- ◆ Arizona reported the highest growth rate in travel and tourism generated tax revenue, with an increase of 4.8 percent between 2002 and 2003.

TOP FIVE TRAVEL AND TOURISM STATES

Ranked by Employment	2003 Employment	2003 Payroll	2003 Expenditures	2003 Tax Revenue
1. California	818,700	\$19.7 B	\$71.6 B	\$11.9 B
2. Florida	734,600	\$15.4 B	\$56.3 B	\$8.6 B
3. Texas	518,500	\$12.2 B	\$34.6 B	\$6.3 B
4. New York	378,500	\$10.3 B	\$35.4 B	\$7.2 B
5. Nevada	342,700	\$7.5 B	\$21.3 B	\$3.0 B

Source: Travel Industry Association of America

TOP STATES

TRAVEL AND TOURISM EMPLOYMENT BY STATE

2003

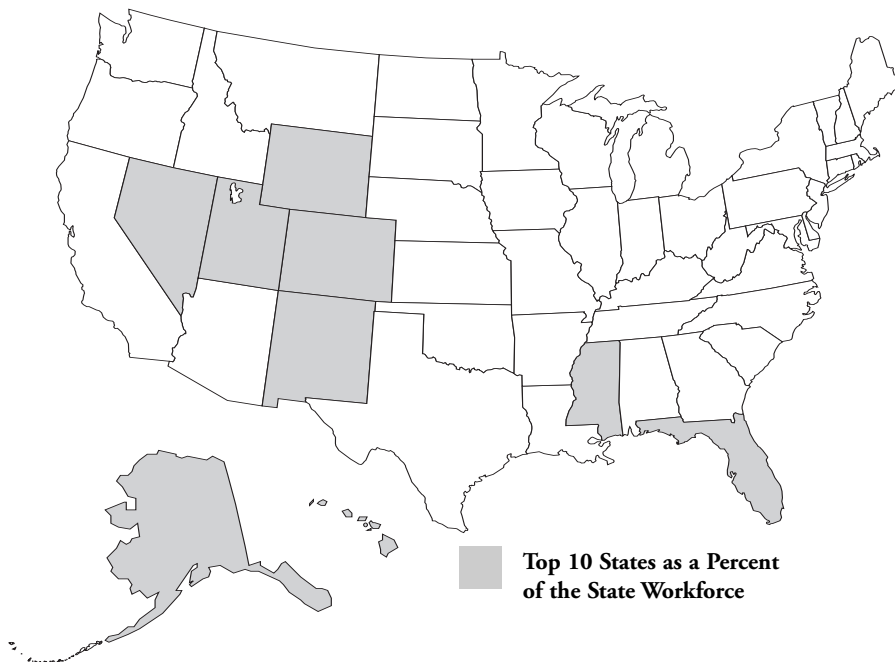


TOP 10 STATES BY EMPLOYMENT

1. California	818,700
2. Florida	734,600
3. Texas	518,500
4. New York	378,500
5. Nevada	342,700
6. Illinois	297,600
7. Georgia	225,800
8. Pennsylvania	224,600
9. Virginia	207,300
10. New Jersey	190,200

TRAVEL AND TOURISM EMPLOYMENT BY STATE

AS A PERCENT OF THE STATE WORKFORCE | 2003



TOP 10 STATES AS A PERCENT OF THE STATE WORKFORCE*

1. Nevada	31.5%
2. Hawaii	27.1%
3. Wyoming	11.2%
4. Florida	10.1%
5. District of Columbia	8.4%
6. Mississippi	8.2%
7. Alaska	7.9%
8. New Mexico	6.9%
9. Colorado	6.6%
10. Utah	6.5%

* Percent of the total non-farm employment.

Note: 2003 data are the most recent available at the state level. Data are rounded.

Source: Travel Industry Association of America

TOP STATES

TRAVEL AND TOURISM EMPLOYMENT GROWTH BY STATE BY GROWTH RATE | 1999-2003

TOP 10 STATES BY EMPLOYMENT GROWTH

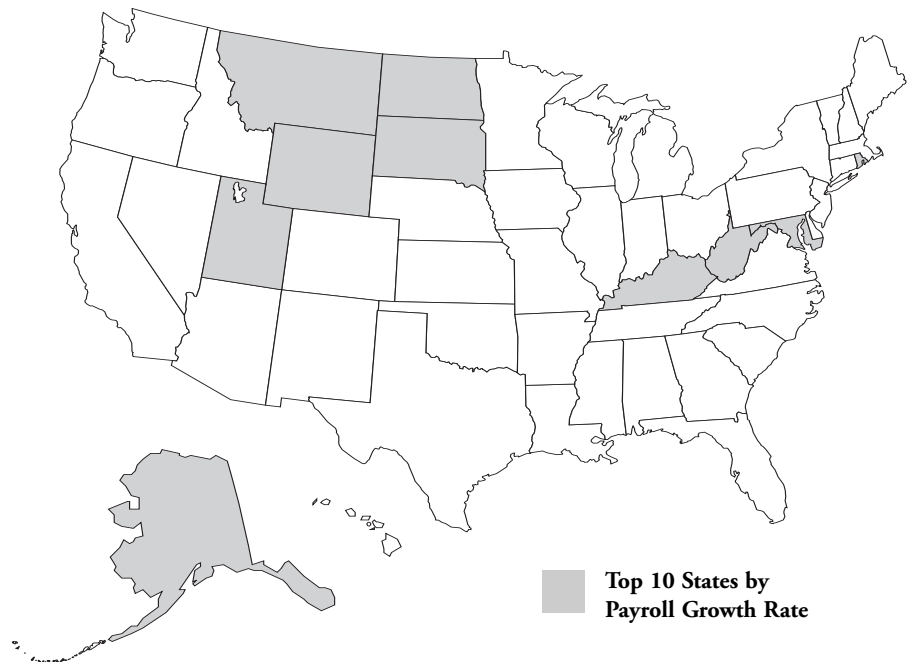
1. Wyoming	6.9%
2. District of Columbia	3.5%
3. West Virginia	3.1%
4. Alaska	2.8%
5. Delaware	2.3%
6. Maryland	2.3%
7. Rhode Island	2.0%
8. Kentucky	1.9%
9. South Carolina	1.7%
10. Tennessee	1.7%



TRAVEL AND TOURISM PAYROLL GROWTH BY STATE BY GROWTH RATE | 1999-2003

TOP 10 STATES BY PAYROLL GROWTH

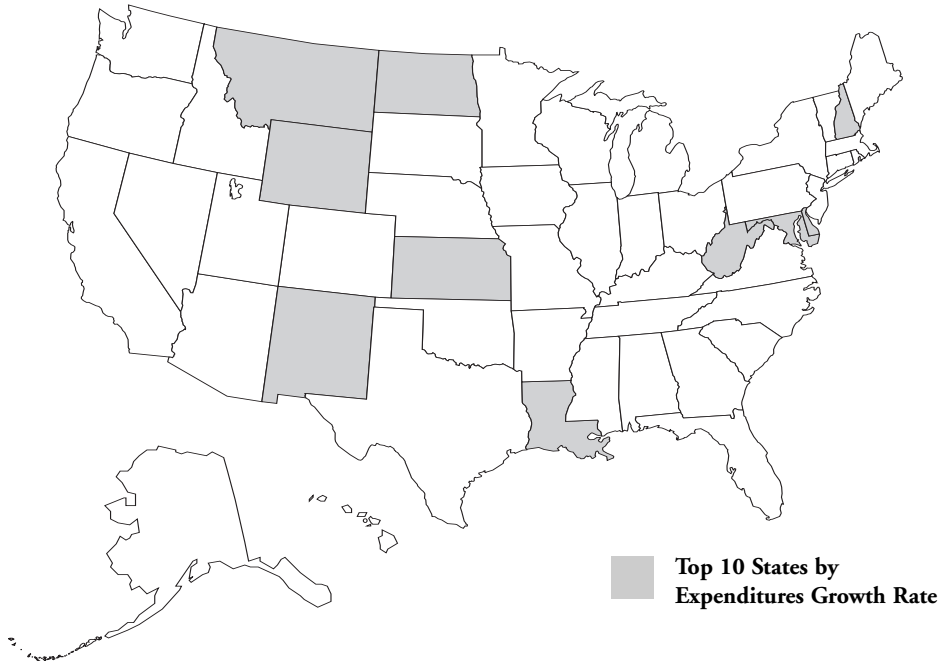
1. Wyoming	20.3%
2. Alaska	17.5%
3. Utah	14.7%
4. Rhode Island	13.2%
5. West Virginia	12.3%
6. Kentucky	12.2%
7. Montana	11.8%
8. Maryland	11.8%
9. South Dakota	11.5%
10. North Dakota	11.2%



Note: 2003 data are the most recent available at the state level.
Payroll is not adjusted for inflation. Data are rounded.

Source: Travel Industry Association of America

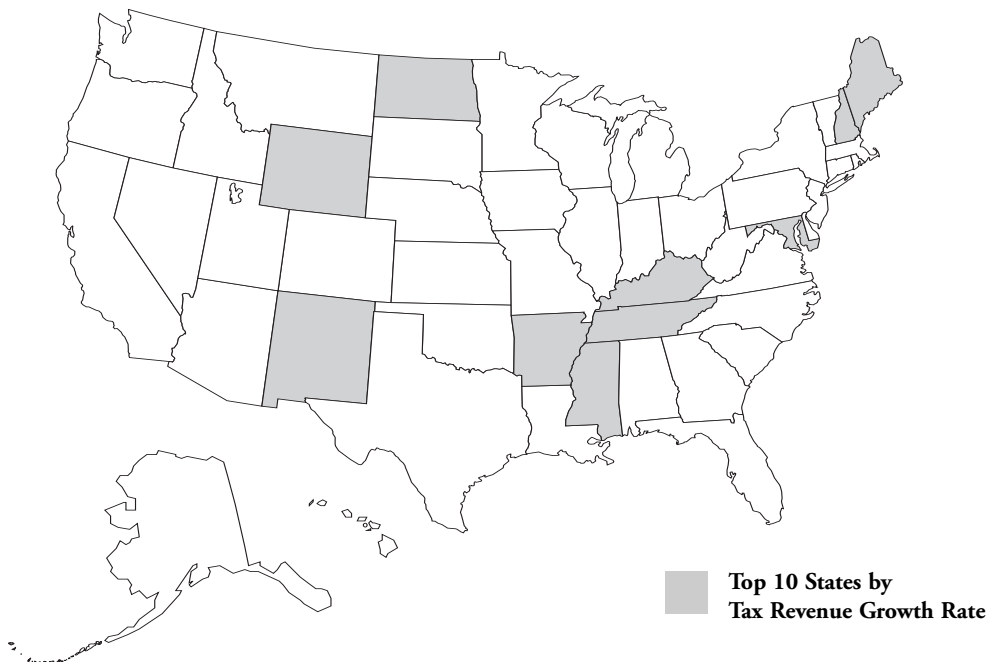
TRAVEL AND TOURISM EXPENDITURES GROWTH BY STATE BY GROWTH RATE | 1999-2003



TOP 10 STATES BY EXPENDITURES GROWTH

1. Wyoming	18.2%
2. New Hampshire	14.8%
3. Maryland	13.3%
4. North Dakota	12.2%
5. Montana	11.1%
6. West Virginia	10.8%
7. New Mexico	10.3%
8. Delaware	10.2%
9. Louisiana	9.7%
10. Kansas	9.5%

TRAVEL AND TOURISM TAX REVENUE GROWTH BY STATE BY GROWTH RATE | 1999-2003



TOP 10 STATES BY TAX REVENUE GROWTH

1. Wyoming	14.7%
2. Maryland	13.2%
3. North Dakota	10.8%
4. New Hampshire	10.2%
5. New Mexico	9.5%
6. Tennessee	9.3%
7. Mississippi	9.0%
8. Kentucky	8.2%
9. Arkansas	8.1%
10. Maine	7.9%

Note: 2003 data are the most recent available at the state level. Data are not adjusted for inflation. Data are rounded.

Source: Travel Industry Association of America

UNITED STATES

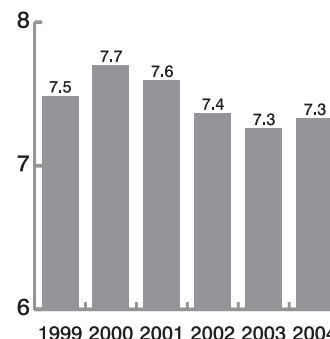
A SNAPSHOT OF United States' Travel and Tourism Industry

TRAVEL AND TOURISM EMPLOYMENT 2004

EMPLOYMENT	7,331,700
AS A PERCENT OF WORKFORCE	5.6%
PAYROLL	\$163.3 B
TOP TRAVEL AND TOURISM SECTORS	
1. FOOD SERVICES	2,446,400
2. LODGING	1,211,400
3. ENTERTAINMENT/RECREATION	1,081,900

TRAVEL AND TOURISM EMPLOYMENT

1999 - 2004
(IN MILLIONS)



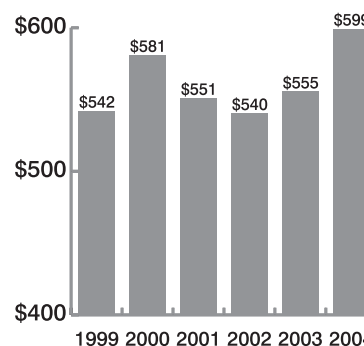
*United States' Travel and Tourism Industry Supported 7.3 Million Jobs,
With \$163 Billion in Payroll Income in 2004*

TRAVEL AND TOURISM EXPENDITURES AND TAXES 2004

EXPENDITURES	\$599.2 B
TAX RECEIPTS BY LEVEL OF GOVERNMENT	
FEDERAL	\$49.2 B
STATE	\$24.5 B
LOCAL	\$14.1 B
DOMESTIC TRAVEL	\$87.8 B
INTERNATIONAL TRAVEL	\$11.6 B
TOTAL	\$99.4 B

TRAVEL AND TOURISM EXPENDITURES

1999 - 2004
(IN BILLIONS)



24 Million International Travelers Visited the United States in 2004



Sources: *Impact of Travel on State Economies*, Travel Industry Association of America; U.S. Bureau of Labor Statistics; U.S. Bureau of the Census; U.S. Bureau of Economic Analysis; and U.S. Department of Commerce's Office of Travel and Tourism Industries

TRAVEL AND TOURISM EMPLOYMENT BY STATE

EMPLOYMENT IN THE TRAVEL AND TOURISM INDUSTRY BY STATE, 1999 - 2003

	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>% Change</u> <u>2002-2003</u>	<u># Change</u> <u>2002-2003</u>
U.S. Total	7,487,900	7,701,200	7,595,800	7,366,300	7,260,100	-1.4%	-106,200
Alabama	73,100	73,100	72,500	70,500	71,000	0.8%	500
Alaska	23,100	24,000	23,900	24,000	23,700	-1.0%	-200
Arizona	150,500	154,500	151,300	144,200	146,300	1.4%	2,100
Arkansas	58,500	59,600	59,700	58,700	57,300	-2.4%	-1,400
California	859,800	885,500	866,300	820,200	818,700	-0.2%	-1,500
Colorado	148,500	153,700	149,600	143,200	141,100	-1.5%	-2,100
Connecticut	61,700	62,100	61,600	60,600	60,700	0.3%	200
Delaware	14,500	14,800	14,800	15,100	14,800	-1.5%	-200
District of Columbia	54,300	61,500	58,000	56,900	56,200	-1.2%	-700
Florida	760,800	787,100	773,700	742,600	734,600	-1.1%	-8,000
Georgia	227,100	235,100	235,700	227,800	225,800	-0.9%	-1,900
Hawaii	168,100	172,300	162,500	156,000	153,600	-1.5%	-2,400
Idaho	22,600	23,100	22,900	22,300	21,900	-1.5%	-300
Illinois	308,700	320,000	314,600	304,800	297,600	-2.4%	-7,200
Indiana	99,600	102,000	99,900	97,600	95,200	-2.4%	-2,300
Iowa	63,600	64,400	63,400	62,900	62,100	-1.3%	-800
Kansas	56,000	57,300	57,000	55,000	54,600	-0.8%	-400
Kentucky	82,400	84,700	83,500	83,600	84,000	0.5%	400
Louisiana	118,900	122,300	122,400	119,800	119,900	0.1%	100
Maine	29,100	29,500	29,400	28,600	28,500	-0.4%	-100
Maryland	110,000	114,600	114,900	112,200	112,600	0.3%	400
Massachusetts	131,400	135,300	132,000	126,700	124,800	-1.4%	-1,800
Michigan	161,900	166,100	161,200	155,400	150,500	-3.1%	-4,800
Minnesota	150,200	157,300	154,300	141,100	138,900	-1.6%	-2,200
Mississippi	90,800	90,800	88,700	92,800	91,800	-1.1%	-1,000
Missouri	137,300	136,600	134,200	133,000	128,000	-3.8%	-5,000
Montana	25,600	26,100	25,900	25,900	25,800	-0.2%	-100
Nebraska	43,600	44,300	43,900	42,100	41,200	-2.2%	-900
Nevada	350,200	363,400	350,500	336,300	342,700	1.9%	6,500
New Hampshire	25,800	26,400	26,300	25,500	24,800	-3.0%	-800
New Jersey	197,600	201,200	200,400	193,400	190,200	-1.7%	-3,200
New Mexico	53,800	54,700	54,800	54,900	53,600	-2.4%	-1,300
New York	410,400	419,900	407,600	383,300	378,500	-1.2%	-4,800
North Carolina	194,600	202,000	200,300	194,500	190,000	-2.3%	-4,400
North Dakota	20,200	20,900	20,700	20,100	20,200	0.7%	100
Ohio	174,700	177,800	175,100	172,100	167,900	-2.4%	-4,200
Oklahoma	74,900	76,000	75,400	73,800	71,200	-3.4%	-2,500
Oregon	80,200	80,900	79,600	79,200	77,500	-2.1%	-1,600
Pennsylvania	231,900	240,300	239,500	233,600	224,600	-3.9%	-9,000
Rhode Island	12,300	12,800	12,800	12,600	12,600	-0.4%	0
South Carolina	113,000	114,300	114,100	113,600	114,900	1.2%	1,300
South Dakota	23,900	24,000	23,900	24,400	24,100	-1.1%	-300
Tennessee	138,900	142,200	142,400	140,600	141,200	0.4%	600
Texas	537,200	557,900	552,800	534,400	518,500	-3.0%	-15,900
Utah	72,000	73,900	73,300	73,900	70,100	-5.1%	-3,800
Vermont	19,200	19,400	19,300	19,000	18,800	-1.2%	-200
Virginia	204,900	210,700	211,900	206,800	207,300	0.3%	600
Washington	110,400	110,800	108,300	103,700	102,700	-0.9%	-1,000
West Virginia	26,200	27,400	27,100	27,700	27,000	-2.4%	-700
Wisconsin	116,600	119,900	118,100	114,900	115,400	0.5%	500
Wyoming	26,200	26,900	26,400	27,700	28,000	1.0%	300

Data are rounded and are based on national and international travel and tourism.

2003 state data are the most recent available.

Source: Travel Industry Association of America and Office of Travel and Tourism Industry, U.S. Department of Commerce

TRAVEL AND TOURISM EXPENDITURES BY STATE

EXPENDITURES IN THE TRAVEL AND TOURISM INDUSTRY BY STATE, 1999 - 2003 (IN MILLIONS OF CURRENT US\$)

	1999	2000	2001	2002	2003	% Change 2002-2003	# Change 2002-2003
United States	\$541,973	\$580,795	\$550,909	\$540,329	\$555,379	2.8%	\$15,050
Alabama	\$5,191	\$5,397	\$5,348	\$5,294	\$5,549	4.8%	\$255
Alaska	\$1,292	\$1,381	\$1,343	\$1,341	\$1,380	2.9%	\$39
Arizona	\$9,939	\$10,718	\$10,156	\$9,934	\$10,537	6.1%	\$603
Arkansas	\$3,714	\$3,902	\$3,921	\$3,886	\$3,973	2.2%	\$87
California	\$72,983	\$79,271	\$72,517	\$68,218	\$71,560	4.9%	\$3,341
Colorado	\$9,566	\$10,361	\$9,829	\$9,530	\$9,810	2.9%	\$279
Connecticut	\$6,581	\$7,053	\$6,819	\$6,641	\$6,911	4.1%	\$270
Delaware	\$1,030	\$1,080	\$1,067	\$1,113	\$1,135	2.0%	\$22
District of Columbia	\$5,732	\$6,347	\$5,617	\$5,492	\$5,681	3.4%	\$189
Florida	\$56,205	\$60,297	\$56,167	\$54,544	\$56,265	3.2%	\$1,721
Georgia	\$15,213	\$16,195	\$15,584	\$15,293	\$15,648	2.3%	\$355
Hawaii	\$14,224	\$15,115	\$12,952	\$12,459	\$12,903	3.6%	\$444
Idaho	\$2,035	\$2,233	\$2,164	\$2,120	\$2,206	4.0%	\$86
Illinois	\$22,333	\$23,891	\$22,457	\$22,164	\$22,963	3.6%	\$799
Indiana	\$6,430	\$6,848	\$6,625	\$6,695	\$6,899	3.0%	\$204
Iowa	\$4,311	\$4,499	\$4,415	\$4,464	\$4,629	3.7%	\$165
Kansas	\$3,514	\$3,703	\$3,637	\$3,695	\$3,846	4.1%	\$152
Kentucky	\$4,994	\$5,253	\$5,116	\$5,248	\$5,433	3.5%	\$185
Louisiana	\$8,583	\$9,228	\$9,266	\$9,263	\$9,419	1.7%	\$156
Maine	\$1,851	\$1,953	\$1,920	\$1,904	\$1,988	4.4%	\$85
Maryland	\$8,238	\$9,002	\$9,070	\$9,030	\$9,331	3.3%	\$301
Massachusetts	\$12,388	\$13,352	\$11,883	\$11,258	\$11,199	-0.5%	-\$59
Michigan	\$12,293	\$13,109	\$12,424	\$12,171	\$12,572	3.3%	\$400
Minnesota	\$7,795	\$8,545	\$8,192	\$7,997	\$8,282	3.6%	\$285
Mississippi	\$4,984	\$5,225	\$5,174	\$5,291	\$5,432	2.7%	\$142
Missouri	\$9,542	\$9,993	\$9,476	\$9,459	\$9,299	-1.7%	-\$160
Montana	\$1,854	\$1,998	\$1,964	\$1,961	\$2,059	5.0%	\$98
Nebraska	\$2,605	\$2,729	\$2,692	\$2,699	\$2,773	2.7%	\$74
Nevada	\$21,098	\$22,502	\$20,782	\$20,244	\$21,340	5.4%	\$1,097
New Hampshire	\$2,447	\$2,726	\$2,716	\$2,703	\$2,809	3.9%	\$106
New Jersey	\$15,457	\$16,103	\$15,545	\$15,074	\$15,416	2.3%	\$342
New Mexico	\$3,694	\$3,913	\$3,949	\$3,991	\$4,076	2.1%	\$85
New York	\$36,927	\$39,831	\$35,448	\$34,405	\$35,434	3.0%	\$1,029
North Carolina	\$12,302	\$13,129	\$12,827	\$12,909	\$13,049	1.1%	\$140
North Dakota	\$1,103	\$1,178	\$1,167	\$1,166	\$1,237	6.1%	\$71
Ohio	\$13,121	\$13,964	\$13,139	\$12,746	\$12,975	1.8%	\$229
Oklahoma	\$3,993	\$4,207	\$4,206	\$4,145	\$4,208	1.5%	\$63
Oregon	\$5,786	\$6,063	\$5,761	\$5,683	\$5,860	3.1%	\$177
Pennsylvania	\$15,084	\$16,297	\$16,015	\$15,945	\$16,419	3.0%	\$474
Rhode Island	\$1,325	\$1,425	\$1,414	\$1,365	\$1,427	4.5%	\$62
South Carolina	\$7,147	\$7,477	\$7,428	\$7,498	\$7,730	3.1%	\$231
South Dakota	\$1,411	\$1,486	\$1,463	\$1,483	\$1,521	2.6%	\$39
Tennessee	\$9,990	\$10,566	\$10,507	\$10,609	\$10,850	2.3%	\$241
Texas	\$33,946	\$36,753	\$35,106	\$34,239	\$34,590	1.0%	\$351
Utah	\$3,987	\$4,272	\$4,093	\$4,103	\$4,043	-1.4%	-\$59
Vermont	\$1,316	\$1,391	\$1,351	\$1,339	\$1,372	2.5%	\$33
Virginia	\$13,086	\$13,911	\$13,619	\$13,738	\$14,304	4.1%	\$566
Washington	\$8,726	\$9,197	\$8,732	\$8,444	\$8,818	4.4%	\$375
West Virginia	\$1,623	\$1,730	\$1,707	\$1,766	\$1,798	1.8%	\$33
Wisconsin	\$6,913	\$7,332	\$7,099	\$7,150	\$7,386	3.3%	\$236
Wyoming	\$1,445	\$1,571	\$1,538	\$1,604	\$1,708	6.5%	\$104

Data are rounded and are based on national and international travel and tourism.

2003 state data are the most recent available.

Source: Travel Industry Association of America and Office of Travel and Tourism Industry, U.S. Department of Commerce

TRAVEL AND TOURISM PAYROLL BY STATE

PAYROLL IN THE TRAVEL AND TOURISM INDUSTRY BY STATE, 1999 - 2003 (IN MILLIONS OF CURRENT US\$)

	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>% Change 2002-2003</u>	<u># Change 2002-2003</u>
United States	\$150,382	\$161,540	\$162,446	\$159,516	\$159,571	0.0%	\$55
Alabama	\$982	\$1,018	\$1,019	\$1,022	\$1,056	3.4%	\$34
Alaska	\$565	\$607	\$620	\$637	\$664	4.3%	\$28
Arizona	\$2,967	\$3,228	\$3,227	\$3,133	\$3,239	3.4%	\$106
Arkansas	\$824	\$854	\$869	\$876	\$884	0.9%	\$8
California	\$18,485	\$20,084	\$20,145	\$19,585	\$19,662	0.4%	\$78
Colorado	\$2,915	\$3,209	\$3,173	\$3,078	\$3,076	-0.1%	-\$2
Connecticut	\$1,378	\$1,452	\$1,464	\$1,428	\$1,427	0.0%	\$0
Delaware	\$275	\$296	\$298	\$299	\$301	0.8%	\$2
District of Columbia	\$1,303	\$1,502	\$1,426	\$1,419	\$1,432	0.9%	\$13
Florida	\$14,683	\$15,793	\$15,690	\$15,283	\$15,443	1.0%	\$160
Georgia	\$5,771	\$6,311	\$6,431	\$6,388	\$6,413	0.4%	\$25
Hawaii	\$3,825	\$4,030	\$3,877	\$3,777	\$3,838	1.6%	\$61
Idaho	\$336	\$359	\$362	\$358	\$360	0.7%	\$3
Illinois	\$7,302	\$7,805	\$7,803	\$7,699	\$7,647	-0.7%	-\$52
Indiana	\$1,683	\$1,784	\$1,772	\$1,757	\$1,733	-1.4%	-\$24
Iowa	\$903	\$935	\$933	\$940	\$940	0.0%	\$0
Kansas	\$848	\$890	\$901	\$882	\$894	1.3%	\$12
Kentucky	\$1,396	\$1,489	\$1,488	\$1,526	\$1,567	2.6%	\$40
Louisiana	\$1,802	\$1,936	\$1,975	\$1,967	\$1,997	1.5%	\$30
Maine	\$412	\$434	\$438	\$439	\$446	1.4%	\$6
Maryland	\$2,451	\$2,639	\$2,706	\$2,683	\$2,739	2.1%	\$56
Massachusetts	\$3,010	\$3,299	\$3,241	\$3,124	\$3,137	0.4%	\$13
Michigan	\$3,203	\$3,421	\$3,420	\$3,426	\$3,442	0.5%	\$16
Minnesota	\$3,525	\$3,872	\$3,915	\$3,573	\$3,586	0.3%	\$12
Mississippi	\$1,557	\$1,600	\$1,575	\$1,665	\$1,676	0.7%	\$11
Missouri	\$2,683	\$2,767	\$2,765	\$2,857	\$2,782	-2.6%	-\$75
Montana	\$321	\$338	\$339	\$351	\$358	2.2%	\$8
Nebraska	\$640	\$670	\$675	\$643	\$643	0.1%	\$1
Nevada	\$7,094	\$7,712	\$7,481	\$7,324	\$7,488	2.2%	\$164
New Hampshire	\$414	\$452	\$456	\$452	\$455	0.6%	\$3
New Jersey	\$4,444	\$4,672	\$4,709	\$4,662	\$4,652	-0.2%	-\$11
New Mexico	\$786	\$822	\$833	\$858	\$860	0.2%	\$2
New York	\$10,113	\$10,912	\$10,774	\$10,137	\$10,267	1.3%	\$130
North Carolina	\$3,541	\$3,828	\$3,908	\$3,773	\$3,742	-0.8%	-\$31
North Dakota	\$229	\$250	\$248	\$249	\$255	2.2%	\$5
Ohio	\$2,930	\$3,097	\$3,099	\$3,139	\$3,121	-0.6%	-\$18
Oklahoma	\$1,471	\$1,537	\$1,549	\$1,492	\$1,478	-0.9%	-\$14
Oregon	\$1,363	\$1,426	\$1,430	\$1,443	\$1,436	-0.5%	-\$7
Pennsylvania	\$5,044	\$5,423	\$5,527	\$5,366	\$5,135	-4.3%	-\$231
Rhode Island	\$238	\$264	\$267	\$269	\$269	0.0%	\$0
South Carolina	\$1,631	\$1,701	\$1,708	\$1,738	\$1,780	2.4%	\$42
South Dakota	\$273	\$283	\$285	\$299	\$304	1.6%	\$5
Tennessee	\$2,581	\$2,687	\$2,731	\$2,748	\$2,805	2.1%	\$57
Texas	\$11,699	\$12,644	\$12,827	\$12,448	\$12,209	-1.9%	-\$239
Utah	\$1,279	\$1,368	\$1,390	\$1,463	\$1,466	0.2%	\$3
Vermont	\$284	\$299	\$299	\$303	\$310	2.2%	\$7
Virginia	\$3,596	\$3,867	\$3,947	\$3,912	\$3,991	2.0%	\$79
Washington	\$2,300	\$2,490	\$2,511	\$2,436	\$2,468	1.3%	\$32
West Virginia	\$369	\$397	\$396	\$418	\$415	-0.7%	-\$3
Wisconsin	\$1,806	\$1,916	\$1,930	\$1,878	\$1,867	-0.6%	-\$10
Wyoming	\$320	\$341	\$338	\$372	\$385	3.3%	\$12

Data are rounded and are based on national and international travel and tourism.

2003 state data are the most recent available.

Source: Travel Industry Association of America and Office of Travel and Tourism Industry,
U.S. Department of Commerce

TRAVEL AND TOURISM TAX REVENUE BY STATE

ALL LEVELS OF TAX REVENUE IN THE TRAVEL AND TOURISM INDUSTRY BY STATE, 1999 - 2003*
(IN MILLIONS OF CURRENT US\$)

	1999	2000	2001	2002	2003	% Change 2002-2003	# Change 2002-2003
United States	\$92,510	\$99,886	\$96,802	\$93,995	\$94,685	0.7%	\$689
Alabama	\$673	\$701	\$690	\$680	\$710	4.4%	\$30
Alaska	\$236	\$250	\$249	\$249	\$254	2.3%	\$6
Arizona	\$1,540	\$1,676	\$1,634	\$1,583	\$1,658	4.8%	\$75
Arkansas	\$554	\$583	\$595	\$589	\$599	1.7%	\$10
California	\$11,855	\$13,014	\$12,289	\$11,674	\$11,905	2.0%	\$231
Colorado	\$2,094	\$2,273	\$2,209	\$2,119	\$2,112	-0.3%	-\$6
Connecticut	\$1,050	\$1,118	\$1,099	\$1,050	\$1,074	2.3%	\$25
Delaware	\$163	\$173	\$171	\$170	\$170	-0.2%	\$0
District of Columbia	\$806	\$924	\$837	\$821	\$830	1.1%	\$9
Florida	\$8,658	\$9,337	\$8,879	\$8,488	\$8,627	1.6%	\$139
Georgia	\$3,447	\$3,759	\$3,747	\$3,644	\$3,605	-1.1%	-\$40
Hawaii	\$2,009	\$2,155	\$1,916	\$1,811	\$1,851	2.2%	\$39
Idaho	\$364	\$393	\$391	\$382	\$389	1.8%	\$7
Illinois	\$4,508	\$4,823	\$4,658	\$4,563	\$4,611	1.1%	\$49
Indiana	\$1,059	\$1,121	\$1,088	\$1,070	\$1,075	0.4%	\$5
Iowa	\$633	\$658	\$648	\$648	\$659	1.6%	\$11
Kansas	\$536	\$565	\$563	\$561	\$577	2.9%	\$16
Kentucky	\$808	\$864	\$847	\$857	\$875	2.1%	\$18
Louisiana	\$1,139	\$1,233	\$1,224	\$1,214	\$1,220	0.5%	\$6
Maine	\$244	\$259	\$258	\$255	\$263	3.1%	\$8
Maryland	\$1,731	\$1,905	\$1,927	\$1,914	\$1,960	2.4%	\$46
Massachusetts	\$1,958	\$2,133	\$1,991	\$1,897	\$1,899	0.1%	\$2
Michigan	\$2,182	\$2,337	\$2,297	\$2,246	\$2,265	0.9%	\$19
Minnesota	\$2,500	\$2,780	\$2,806	\$2,586	\$2,585	0.0%	\$0
Mississippi	\$844	\$887	\$879	\$903	\$920	1.9%	\$17
Missouri	\$1,713	\$1,762	\$1,716	\$1,721	\$1,670	-2.9%	-\$51
Montana	\$232	\$246	\$241	\$240	\$247	3.0%	\$7
Nebraska	\$458	\$485	\$484	\$468	\$474	1.3%	\$6
Nevada	\$2,986	\$3,244	\$3,052	\$2,954	\$3,033	2.7%	\$79
New Hampshire	\$241	\$269	\$267	\$257	\$265	3.0%	\$8
New Jersey	\$2,769	\$2,919	\$2,859	\$2,777	\$2,787	0.4%	\$10
New Mexico	\$535	\$558	\$569	\$573	\$585	2.2%	\$12
New York	\$7,345	\$7,987	\$7,441	\$7,054	\$7,182	1.8%	\$129
North Carolina	\$2,122	\$2,308	\$2,262	\$2,206	\$2,209	0.1%	\$3
North Dakota	\$235	\$252	\$252	\$252	\$260	3.4%	\$9
Ohio	\$2,181	\$2,342	\$2,273	\$2,225	\$2,227	0.1%	\$3
Oklahoma	\$719	\$751	\$752	\$727	\$734	0.9%	\$7
Oregon	\$873	\$930	\$895	\$875	\$872	-0.4%	-\$3
Pennsylvania	\$2,735	\$2,956	\$2,950	\$2,850	\$2,792	-2.1%	-\$58
Rhode Island	\$177	\$195	\$192	\$187	\$190	2.0%	\$4
South Carolina	\$1,073	\$1,137	\$1,125	\$1,135	\$1,148	1.2%	\$13
South Dakota	\$195	\$205	\$202	\$204	\$210	3.2%	\$7
Tennessee	\$1,798	\$1,893	\$1,898	\$1,911	\$1,966	2.9%	\$55
Texas	\$6,140	\$6,699	\$6,577	\$6,341	\$6,253	-1.4%	-\$88
Utah	\$791	\$839	\$822	\$841	\$823	-2.0%	-\$17
Vermont	\$175	\$187	\$182	\$180	\$182	1.1%	\$2
Virginia	\$1,986	\$2,130	\$2,105	\$2,078	\$2,128	2.4%	\$50
Washington	\$1,494	\$1,601	\$1,571	\$1,507	\$1,542	2.3%	\$35
West Virginia	\$254	\$270	\$266	\$273	\$273	-0.1%	\$0
Wisconsin	\$1,179	\$1,268	\$1,265	\$1,240	\$1,251	0.9%	\$11
Wyoming	\$188	\$201	\$197	\$207	\$216	4.3%	\$9

* All levels of taxes include federal, state, and local taxes generated by both domestic and international travel and tourism.

Data are rounded. 2003 state data are the most recent available.

Source: Travel Industry Association of America and Office of Travel and Tourism Industry, U.S. Department of Commerce



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