



U.S. Travel and Tourism IS On Its Way Back!

David Huether, Deputy Director of Research
National Travel and Tourism Office

GO WEST SUMMIT 2024

U.S. Department of Commerce | International Trade Administration | Industry & Analysis



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Overview of Presentation

- **Review of the National Travel and Tourism Office**
- **Economic Impact of Travel and Tourism in the United States and the Current State of Travel and Tourism**
- **Review of NTTO Research**



Review of the National Travel and Tourism Office (NTTO)



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National Travel and Tourism Office



National Travel and Tourism Office

About NTTO

Deputy Assistant Secretary: Alex Lasry

Office Director: Brian Beal

Research Team:

Dave Huether: Deputy Director, Research

Richard Champley: SIAT, Mexico

Rafael Gabriel: I-92 Outbound Program, I-94 Inbound Travel Volume

John Terpening: Trade Statistics and TTSA

Tien Tian: Forecast, Economic Impact, Special Projects



National Travel and Tourism Office

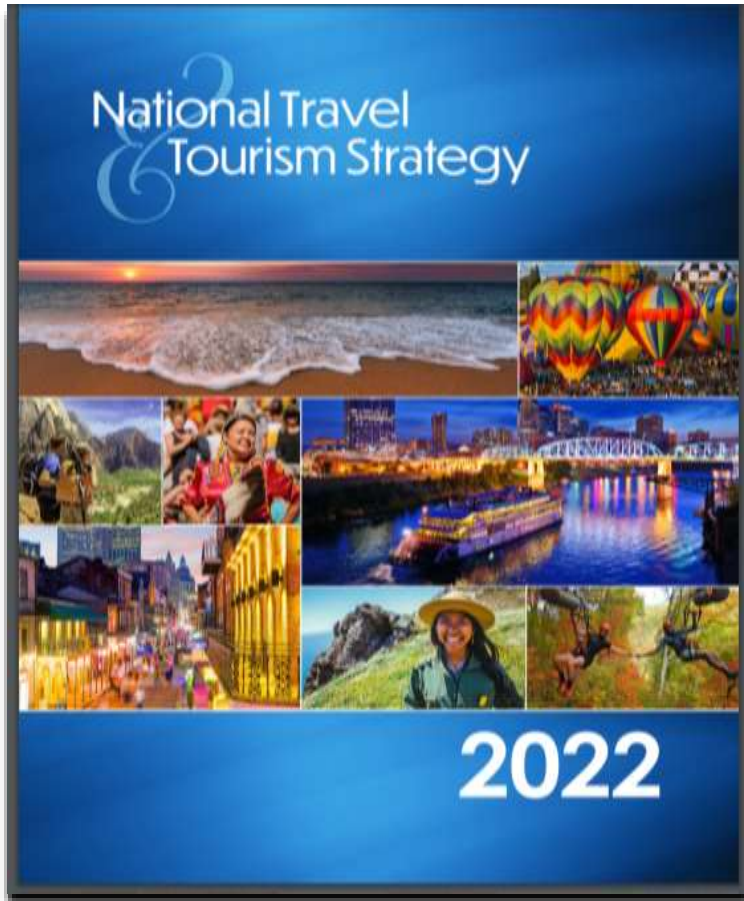
- Serves as primary point of contact for travel and tourism issues within the federal government and at the national level
- Coordinates advice to the Secretary from the private sector through the U.S Travel and Tourism Advisory Board
- Serves as Secretariat to Tourism Policy Council and coordinates government-wide activities to support growth of the U.S. travel and tourism industry
- Serves as the principal federal liaison to the Corporation for Travel Promotion (d.b.a. Brand USA)
- Represents U.S. travel and tourism policy interests in international fora, such as G20, UN WTO (non-member), WTTC, OECD, APEC and OAS
- Works cooperatively on Travel and Tourism Team with U.S. Commercial Service.
- Conducts research and produces national statistics on travel and tourism



U.S. Travel and Tourism Leadership



2022 National Travel and Tourism Strategy



- Focuses federal efforts to support travel and tourism in the U.S.
- Establishes a five-year goal of attracting **90 million visitors**, who will spend **\$279 billion** annually
- Envisions private and public sectors working together to increase the value and volume of tourism

NTTO Research

What

- Survey of International Air Travelers (SIAT)
- International Visitation Statistics
- International Travel Trade Statistics
- Travel and Tourism Satellite Account (TTSA)

Purpose

- Official U.S. government estimates on the economic impact of travel and tourism
- Input in GDP
- Provides statistics to travel industry stakeholders (businesses, educational institutions, state and local and federal government)

Current Situation

- The travel industry is recovering, but has not fully recovered from the COVID-19 pandemic



Economic Impact of Travel and Tourism in the United States and the Current State of Travel and Tourism



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Economic Impact of Travel and Tourism (2019)

Total Travel and Tourism Output

\$2 trillion

Total Travel and Tourism Employment

9.9 million
(1 in every 16 U.S. jobs)

Travel and Tourism Percentage of GDP

3.0%
(highest since the year 2000)

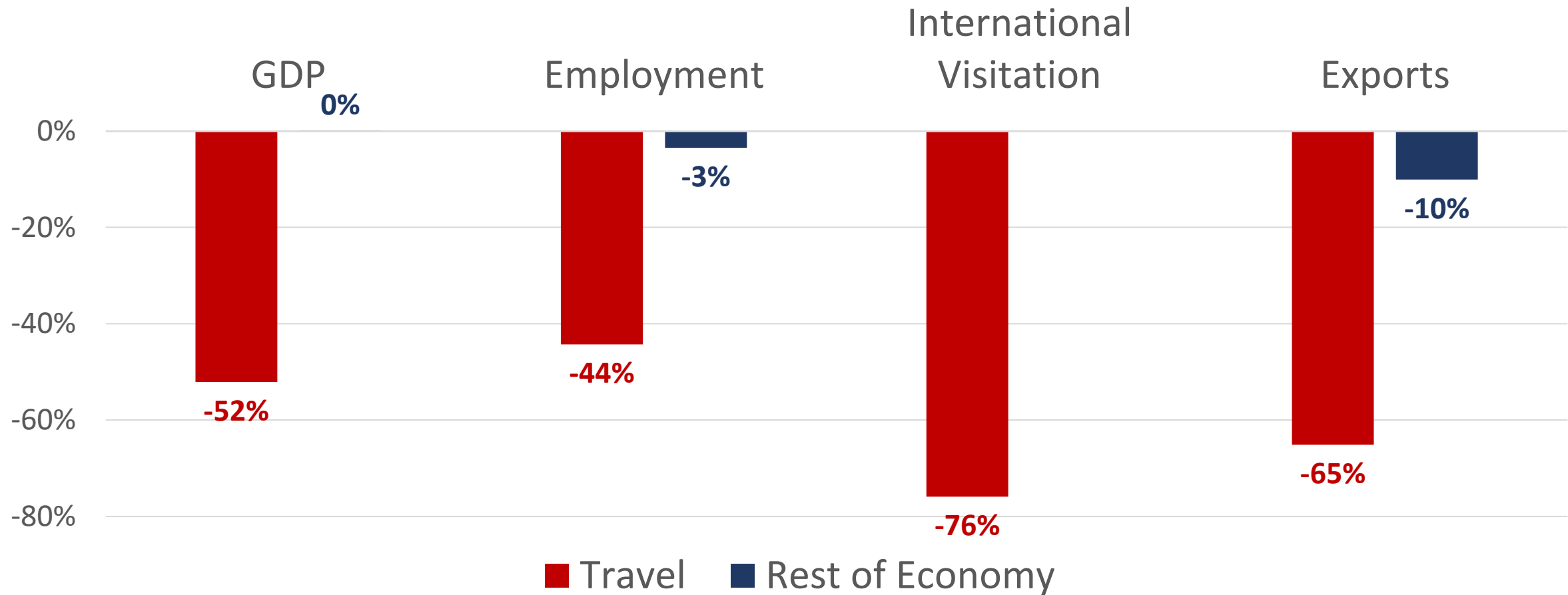
Travel Exports

\$239 billion
(9.4% of total U.S. exports of goods and services)



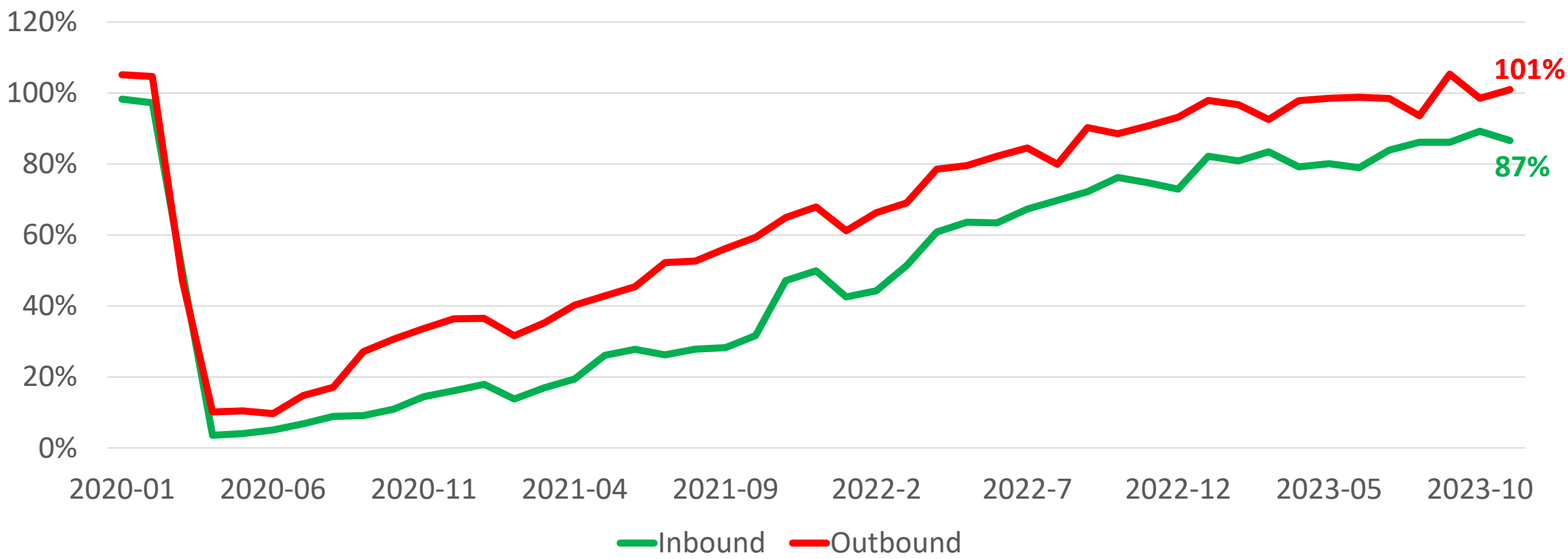
Impact of COVID-19 on the U.S. Travel and Tourism Industry

Travel vs. Rest of U.S. Economy (2019-2020)



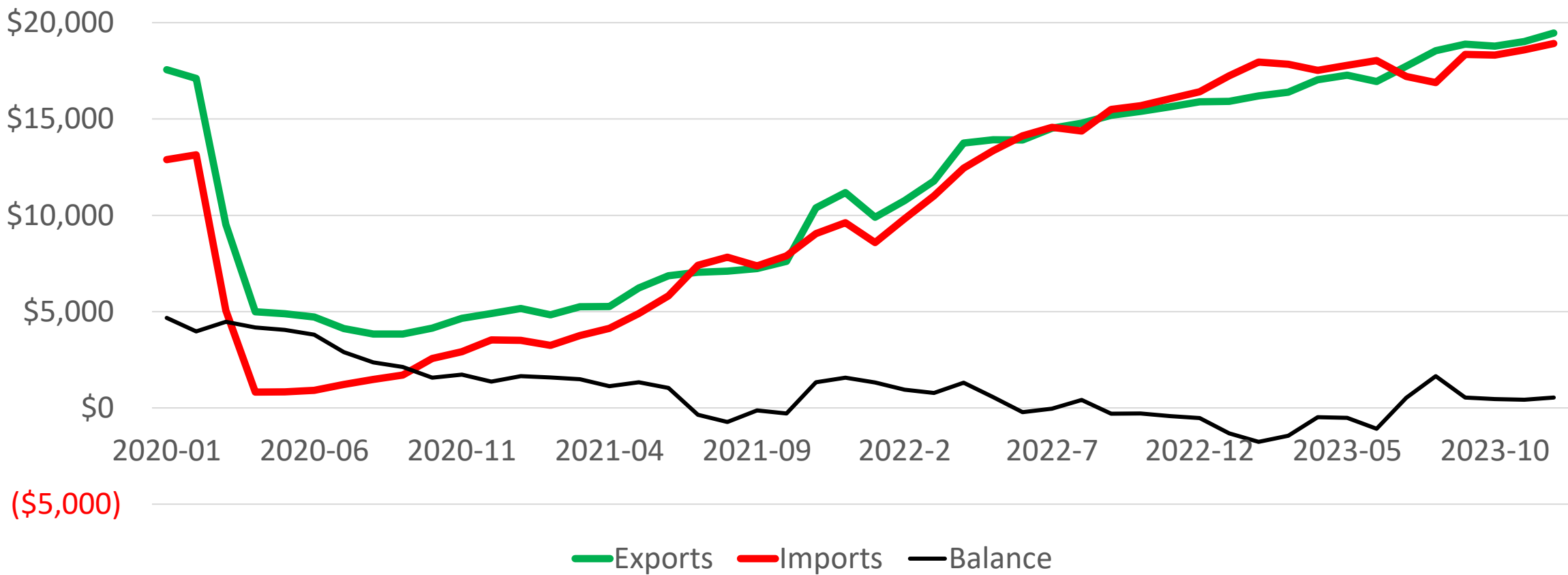
Current State of the Travel and Tourism Industry

U.S. International **Inbound** and **Outbound** Visitation
(Percent of Same Month in 2019)



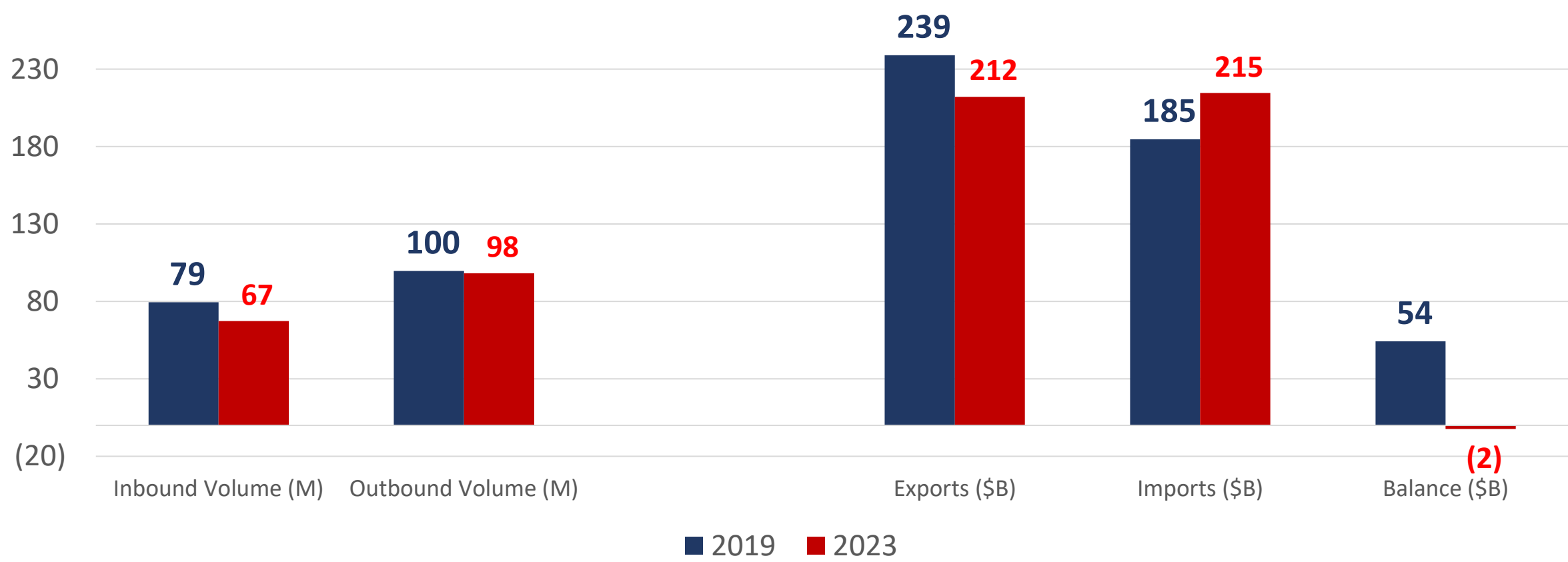
Current State of the Travel and Tourism Industry

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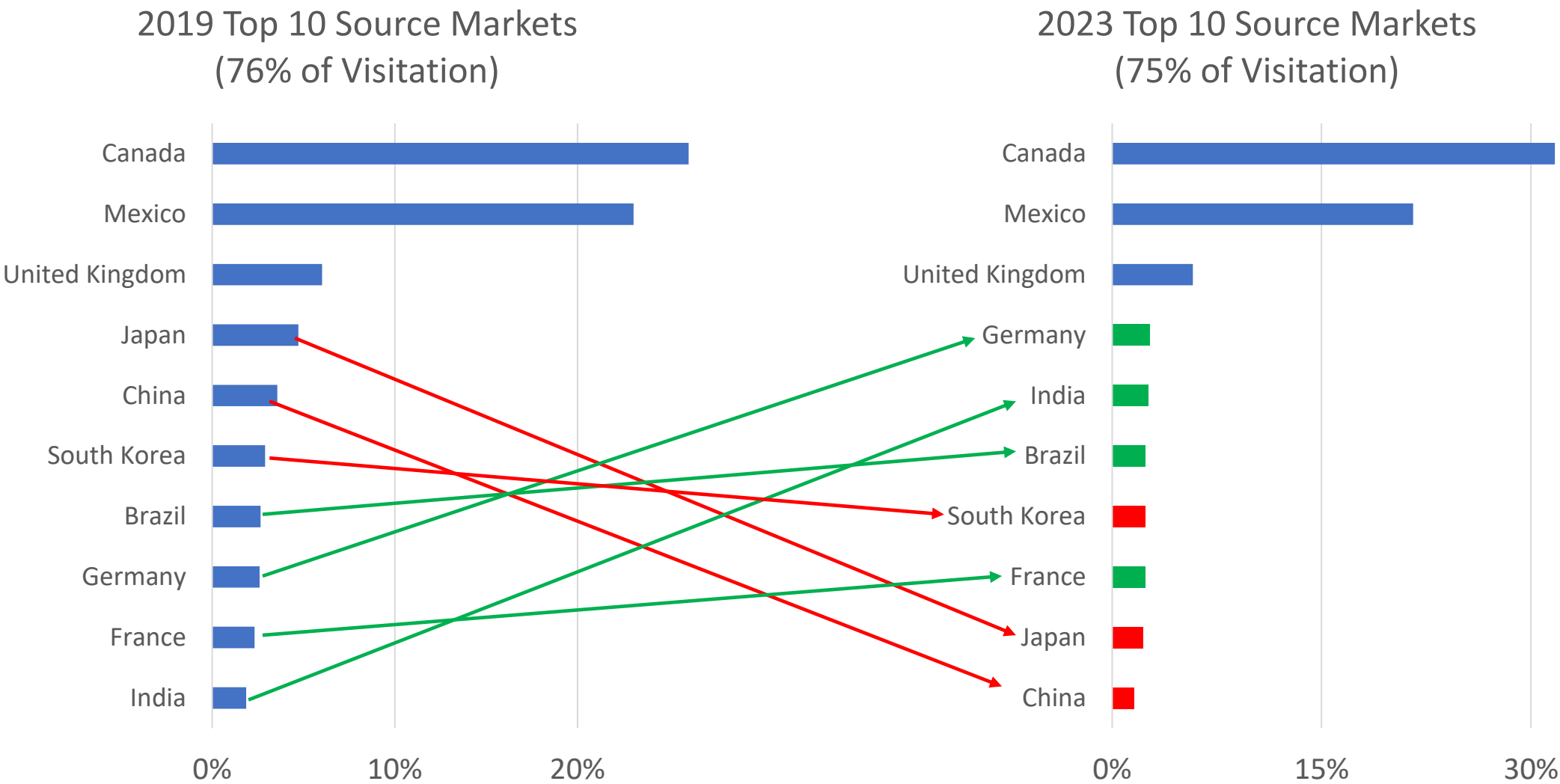


Current State of the Travel and Tourism Industry

2023 Vs 2019



International Visitation to the United States



Review of NTTO Research



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NTTO Research

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National Travel and Tourism Research

The National Travel and Tourism Office (NTTO) functions as the U.S. federal tourism office. A core responsibility is to collect, analyze, and disseminate international travel and tourism statistics. As a result, NTTO is charged with managing, improving, and expanding the system to fully account and report the impact of travel and tourism in the United States.

[CONTACT THE RESEARCH TEAM](#)

For updates and news on the Travel Industry, explore our [TI News Page](#).

Interim Study and Report to Congress on the Effects of the COVID-19 Pandemic on the Travel and Tourism Industry in the United States

Prepared in Response to the Consolidated Appropriations Act, 2023 (Public Law 117-328)

[Interim Study and Report to Congress: COVID-19 Pandemic \[1,433KB\]](#)

Highlighted Data Visualization

NEW

2022 Top States and Cities Visited

Interested in a customizable visual summary of U.S. states and cities visited by overseas travelers in 2022 (with comparisons to 2017)? Please visit:

[TOP U.S. STATES & CITIES VISITED MONITOR](#)

Expiration date:
Mon, 08/07/2023 7:14:32



Statistics and Research Programs

FACT SHEETS AND REPORTS	NTTO VISUAL DATA TOOLS	WORLDWIDE TRAVEL (VOLUME DATA)	FORECAST OF INT'L VISITORS	U.S. OUTBOUND TRAVEL (VOLUME DATA)	SURVEY OF INT'L AIR TRAVELERS (SIAT)	MARKET AND SECTOR PROFILES	SPENDING AND BALANCE OF PAYMENTS	TRAVEL & TOURISM SATELLITE ACCOUNT (TTSA)
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Research Programs

I-94 Inbound Travel Volume
I-92 Outbound Travel Volume
Forecast of International Visitors
Survey of International Air Travelers (SIAT)
Spending and Balance of Payments
Travel and Tourism Satellite Account (TTSA)
Fact Sheets and Reports

Delivery Methods

Excel Tables
Data Visualization (Power BI)
Reports
Fact Sheets
Custom Research (\$\$)



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ADIS/I-94 Visitor Arrivals Monitor (COR)

The ADIS/I-94 Visitor Arrivals Monitor (COR), an Interactive Data Tool, provides Public Data on Visitation to the United States based on a Visitor's Country of Residence.

VIEW ADIS/I-94 VISITOR ARRIVALS MONITOR (COR)

ADIS/I-94 Visitor Arrivals Monitor (COC)

The ADIS/I-94 Visitor Arrivals Monitor (COC), an Interactive Data Tool, provides Public Data on Visitation to the United States based on a Visitor's Country of Citizenship.

VIEW ADIS/I-94 VISITOR ARRIVALS MONITOR (COC)

I-94 Visitor Arrivals Program

Monthly & Annual Inbound Visitor Volume (2000-present)

- 249 countries/regions
- Visa Type
- Mode of Transportation
- Age Group
- First Intended Address (State/Territory)
- Port of Entry

Delivery Methods

Excel Tables and Reports


Data Visualization (Power BI)

Program Details

ADIS/I-94 VISITOR ARRIVALS DATA	PROGRAM DETAILS	ARRIVAL AND DEPARTURE INFORMATION SYSTEM (ADIS)	CBP POPULATES ADIS/I-94 ARRIVAL RECORD	COUNTRY OF RESIDENCE (COR)	VISA TYPE	RELEASE SCHEDULE	PRODUCTS AND PRICES	ADIS/I-94 VS. APIS/I-92
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[Permalink](#)


Non-U.S. Resident Visitor Arrivals to the United States: International (All Modes) (International = Overseas + Canada + Mexico)

 Monthly Arrivals 2000 to Present – Country of Residence (COR) [1,332KB]

 Annual Arrivals 2000 to Present – Country of Residence (COR)

Non-U.S. Resident Visitor Arrivals to the United States – Details (Regions, Top Countries, Visa Type, Mode, Age, Ports, First Address)

 Advance Release – Summary & Analysis (COR) – January 2024 (Overseas and Mexico-Air) [26KB]

 Preliminary Release – Summary & Analysis (COR) – December 2023 (Overseas and Mexico-Air) [218KB]

 Final Release – Summary & Analysis (COR) – November 2023 (Total International = Overseas, Mexico and Canada) [230KB]



	A	B	JY	JZ	KA	KB	KC	KD	KE	KF
		International Visitors--								
	1	1) Country of Residence	2023-06	2023-07	2023-08	2023-09	2023-10	2023-11	2023-12	2024-01
		2) 1+ nights in the USA							Preliminary	Preliminary
1		3) Among qualified visa types								
2	2									
3	3	TOTAL ALL COUNTRIES	4,996,037	6,465,828	6,990,896	5,775,143	5,966,539	5,279,813		
4	4									
5	5	OVERSEAS	2,551,730	3,137,570	3,340,574	2,929,318	2,982,006	2,404,745	3,071,025	2,394,242
6	6									
7	7	AFRICA	45,351	59,358	68,908	50,999	43,938	35,173	57,538	38,373
8	8	ASIA	642,345	720,334	898,913	760,435	654,704	579,297	712,701	742,016
9	9	CARIBBEAN	137,034	200,446	197,440	126,714	131,741	143,484	201,928	91,796
10	10	CENTRAL AMERICA	122,140	130,692	110,681	134,164	132,677	143,928	203,004	118,349
11	11	EASTERN EUROPE	86,412	88,606	95,363	92,474	87,467	70,754	85,252	78,817
12	12	WESTERN EUROPE	879,792	1,251,235	1,330,016	1,090,973	1,286,375	898,715	1,079,840	728,857
13	13	MIDDLE EAST	112,401	114,033	117,419	104,240	79,394	64,105	73,836	78,968
14	14	OCEANIA	119,649	115,801	111,789	141,587	116,286	81,355	121,897	101,057
15	15	SOUTH AMERICA	406,606	457,065	410,045	427,732	449,424	387,934	535,029	416,009
16	16									
17	17	Overseas (air only)	2,329,906	2,811,626	2,974,329	2,628,485	2,706,996	2,190,886	2,819,341	2,198,077
18	18	Canada (air only)	624,602	678,155	747,660	695,142	835,429	843,517		
19	19	Mexico (air only)	228,196	299,831	278,823	265,718	274,683	261,486	375,897	196,808
20	20									
21	21	Afghanistan	425	499	495	399	359	349	533	
22	22	Albania	2,250	1,677	1,918	2,262	2,130	2,396	3,655	
23	23	Algeria	1,720	2,339	2,203	2,219	1,695	1,598	2,341	

	A	B	C	D	E	F	G	H	I
1	Table D.1								
2	Visitors to the U.S. by World Region / Country of Residence and Type of Visa								
3	November 2023								
4									
5		Business Visas		Pleasure Visas		Student Visas		Total Arrivals	
6	World Region/Country of Residence	Count	% Change from 2022	Count	% Change from 2022	Count	% Change from 2022	Count	% Change from 2022
7	Western Europe	155,380	8.0%	735,895	12.9%	7,440	11.8%	898,715	12.0%
8	Austria	2,934	1.1%	10,024	29.7%	113	17.7%	13,071	21.8%
9	Belgium	3,805	12.9%	12,382	19.7%	140	16.7%	16,327	18.0%
10	Croatia	792	27.9%	2,418	47.8%	37	15.6%	3,247	42.0%
11	Denmark	3,683	(3.9%)	12,143	13.3%	113	7.6%	15,939	8.7%
12	Finland	1,809	6.4%	6,132	16.5%	50	(12.3%)	7,991	13.8%
13	France	15,321	2.8%	82,585	12.4%	1,049	2.5%	98,955	10.7%
14	Germany	25,940	2.8%	100,289	22.7%	923	3.7%	127,152	17.9%
15	Greece	1,084	0.3%	6,426	30.3%	263	35.6%	7,773	25.2%
16	Iceland	485	32.2%	3,982	(2.0%)	28	(26.3%)	4,495	0.6%

ADIS/I-94 Visitor Arrivals Monitor (COR)

The ADIS/I-94 Visitor Arrivals Monitor (COR), an Interactive Data Tool, provides Public Data on Visitation to the United States based on a Visitor's Country of Residence.

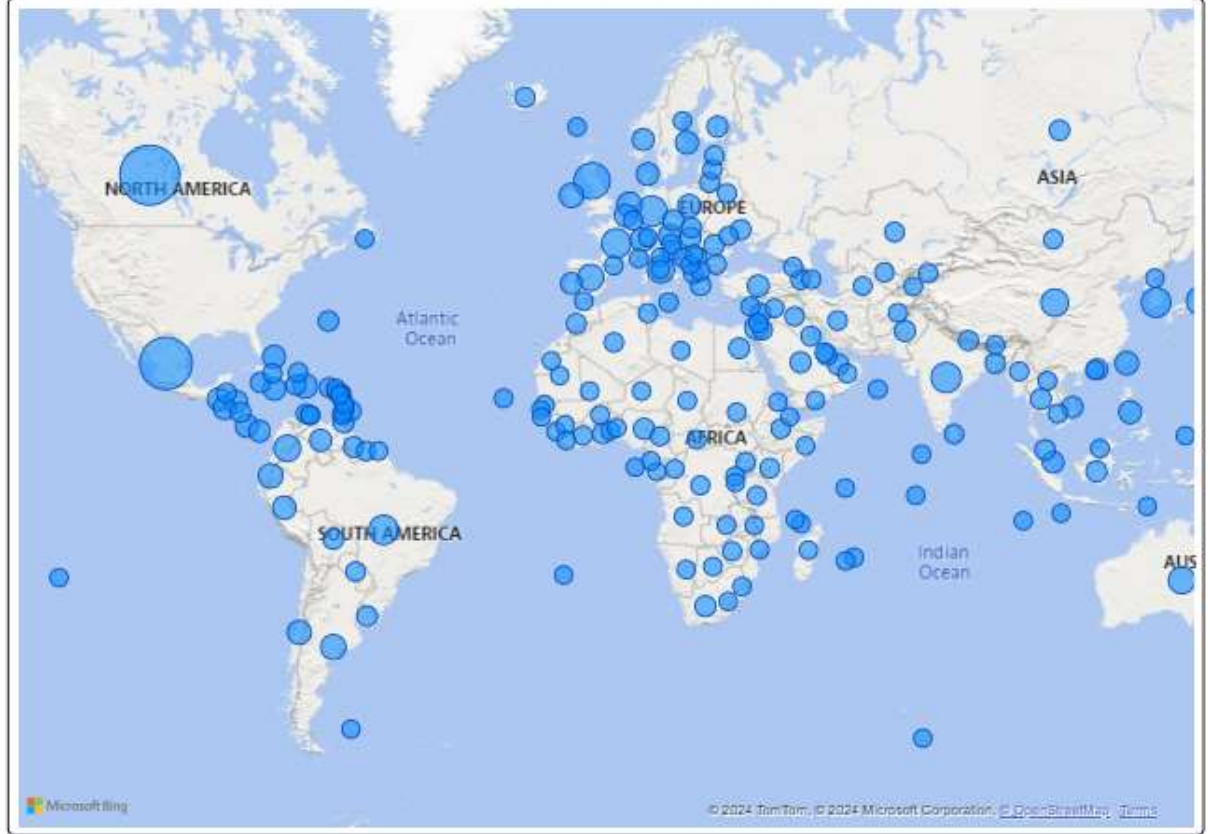
VIEW ADIS/I-94 VISITOR ARRIVALS MONITOR (COR)

National Travel and Tourism Office - ADIS/I-94 Visitor Arrivals Monitor (COR)

VISITOR ARRIVALS BY COUNTRY TO THE UNITED STATES

All International November YTD - 2023 vs. 2022

Country	Selected Year	Comparison Year	% Change
Canada	19,125,015	13,011,315	47.0%
Mexico	13,035,803	11,371,755	14.6%
United Kingdom	3,564,755	3,150,497	13.1%
Germany	1,698,187	1,363,982	24.5%
India	1,608,521	1,153,351	39.5%
South Korea	1,450,109	800,884	81.1%
France	1,447,370	1,196,598	21.0%
Brazil	1,429,555	1,074,358	33.1%
Japan	1,363,698	513,769	165.4%
China, PRC	975,500	319,676	205.2%
Italy	873,026	632,784	38.0%
Australia	860,348	556,199	54.7%
Colombia	802,245	844,347	-5.0%
Spain	737,248	695,100	6.1%
Argentina	547,376	478,852	14.3%
Netherlands	526,620	436,946	20.5%
Dominican Republic	434,916	371,929	16.9%
Ecuador	428,586	336,830	27.2%
Ireland	415,170	366,595	13.3%
Chile	384,669	381,025	1.0%
Switzerland	361,445	287,189	25.9%
Israel	354,716	327,358	8.4%
Taiwan	319,698	119,496	167.5%
Total	60,558,274	45,854,347	32.1%



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[VIEW ADIS/I-94 VISITOR ARRIVALS MONITOR \(COR\)](#)

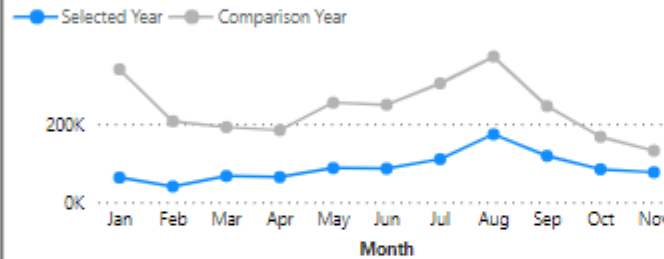
National Travel and Tourism Office - ADIS/I-94 Visitor Arrivals Monitor (COR)

VISITOR ARRIVALS BY WORLD REGION / COUNTRY TO THE UNITED STATES

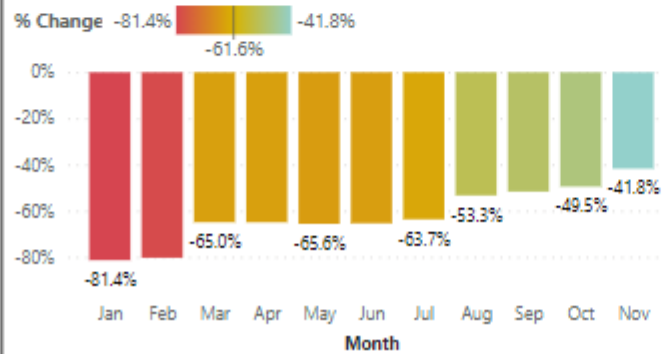


China, PRC November YTD - 2023 vs. 2019

Visitor Count for Selected and Comparison Years

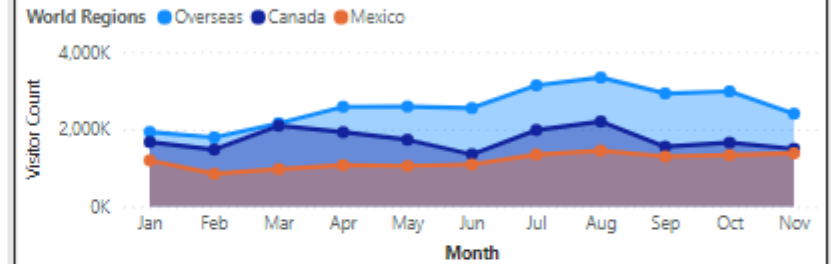


% Change for Selected and Comparison Year

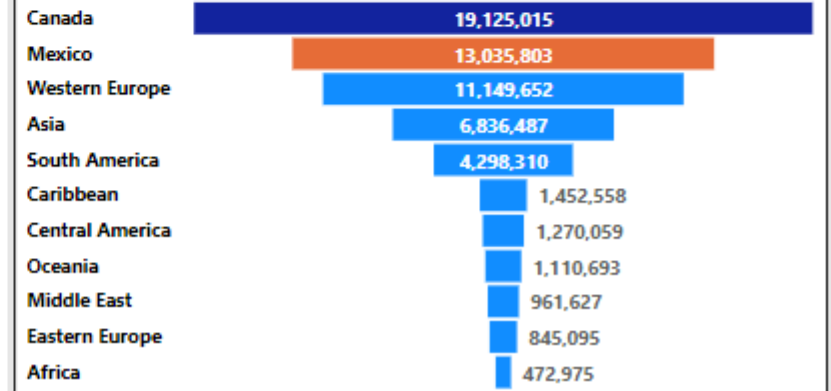


2023

Monthly International Visitation Counts for Selected Year



YTD Visitor Count for All International World Regions



NTTO Research I-92 International Air Travel Statistics Program

APIS/I-92 Monitor

APIS/I-92 Monitor is 'live'; please click on link below.

APIS/I-92 Monitor

APIS/I-92 Monitor, an On-Line Data Tool, enables Users to Interactively Analyze U.S.-International Air Travel Statistics Program Data.

VIEW APIS/I-92 MONITOR

Program Details

Monthly U.S. citizen departures are collected and reported in Tourism Industries U.S. International Air Travel Statistics (I-92 data) Program. Each month NTTO processes and reports outbound figures in the "U.S. International Air Passenger Statistics Report". To help the public better understand the international market we produce a monthly table online.

DETAILED PROGRAM DESCRIPTION	MONTHLY U.S. OUTBOUND DATA	PUBLICATIONS AND PRICES	DATA PRESENTED
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I-92 Air Travel Program
Monthly & Annual Outbound Visitor Volume (1996-present)

- 15 countries/regions

Monthly International Air Passenger Enplanement (2019-present)

- Country Level, City Level, Airport Level

Delivery Methods

Excel Tables
Data Visualization (Power BI)

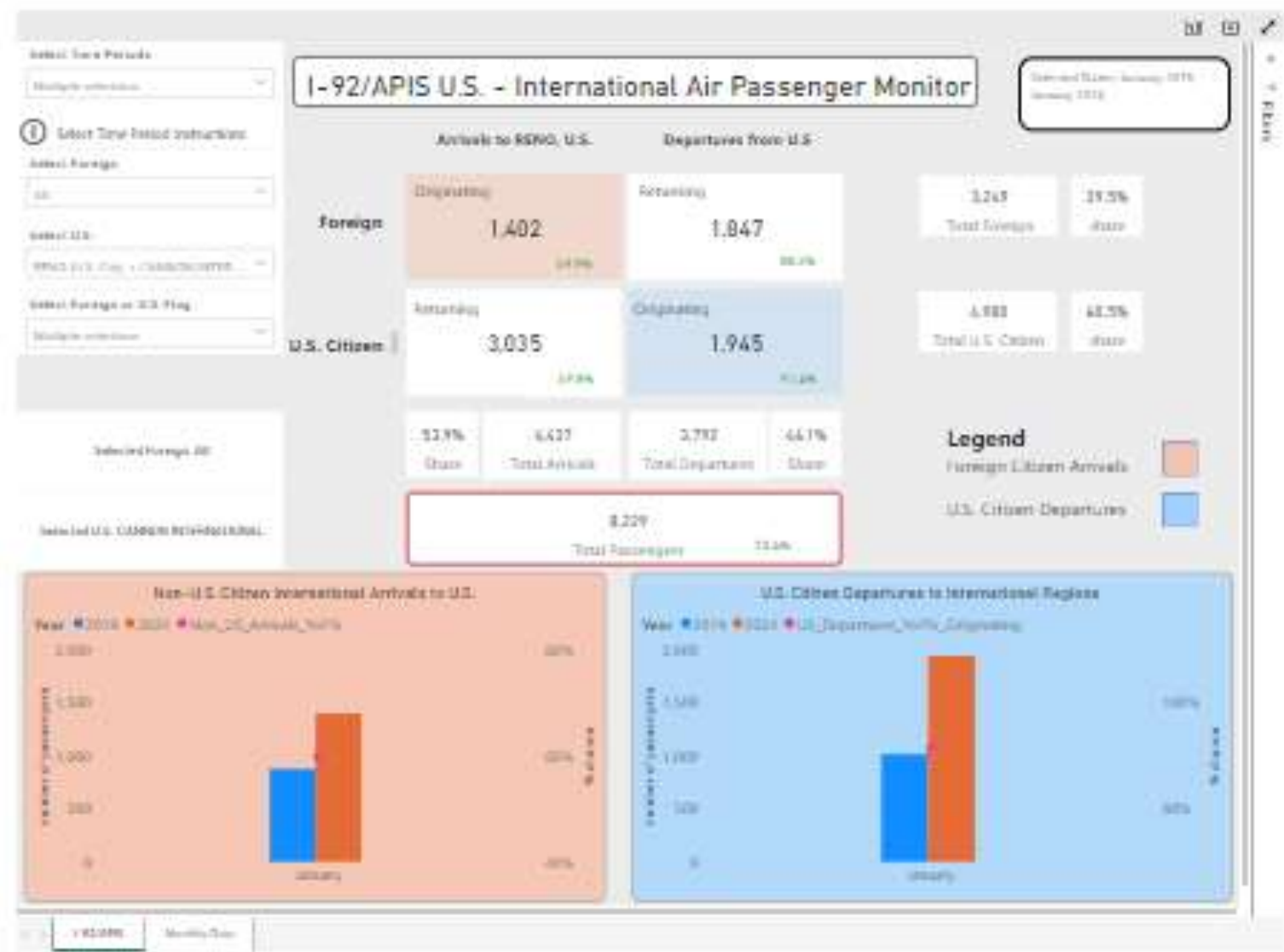


NTTO Research I-92 International Air Travel Statistics Program

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	U.S. CITIZEN TRAVEL TO INTERNATIONAL REGIONS															
2	Released: February 8, 2024															
3																
4	Regions	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% Change	Market
5	Europe	797,541	746,169	1,404,010	1,559,428	2,148,083	2,694,228	2,316,272	1,944,558	2,212,385	1,627,347	1,224,397		18,674,418	28.3%	21.0%
6	Caribbean	798,441	840,288	1,027,724	951,884	899,901	1,063,888	1,131,766	893,522	588,709	674,398	813,590		9,684,111	17.3%	10.9%
7	Asia	370,480	348,896	477,434	450,538	468,658	556,653	498,005	391,042	428,007	516,112	523,167		5,028,992	125.3%	5.6%
8	South America	219,734	233,687	266,361	209,311	221,604	287,919	289,152	250,967	208,007	221,099	274,849		2,682,690	22.5%	3.0%
9	Central America	339,842	341,604	413,050	329,146	330,378	440,847	450,867	336,105	242,895	260,949	352,237		3,837,920	15.9%	4.3%
10	Oceania	70,347	79,169	80,368	54,460	52,593	62,103	72,622	52,836	48,688	61,228	81,605		716,019	89.7%	0.8%
11	Middle East	283,818	263,395	291,796	282,941	329,027	378,539	330,075	308,148	305,985	268,067	257,599		3,299,390	17.8%	3.7%
12	Africa	55,937	45,732	55,218	54,540	68,040	89,283	83,287	62,966	56,386	61,080	59,866		692,335	24.3%	0.8%
13																
14	Total Overseas ⁽²⁾	2,936,140	2,898,940	4,015,961	3,892,248	4,518,284	5,573,460	5,172,046	4,240,144	4,091,062	3,690,280	3,587,310		44,615,875	30.1%	50.1%
15																
16	Mexico (Total) ^{(3)(P)}	2,979,422	2,696,107	3,112,147	2,792,446	2,862,530	3,173,421	3,505,557	2,896,502	2,641,245	2,856,925	3,059,179		32,575,482	9.2%	36.6%
17	Mexico (Air) ⁽²⁾	1,129,414	1,121,624	1,329,286	1,070,832	1,065,659	1,293,434	1,305,411	928,321	734,250	921,775	1,061,278		11,961,284	3.5%	⁽⁶⁾
18	Canada (Total) ⁽⁴⁾	478,041	574,324	668,044	779,099	1,055,319	1,631,111	1,956,492	1,734,475	1,272,584	977,929	713,433		11,840,851	42.9%	13.3%
19	Canada (Air) ⁽⁴⁾	191,209	213,117	267,445	280,161	383,489	619,145	657,409	545,795	453,479	370,049	277,811		4,259,109	38.2%	⁽⁶⁾
20	North America	3,457,463	3,270,431	3,780,191	3,571,545	3,917,849	4,804,532	5,462,049	4,630,977	3,913,829	3,834,854	3,772,612		44,416,333	16.5%	49.9%
21																
22	Grand Total	6,393,603	6,169,371	7,796,152	7,463,793	8,436,133	10,377,992	10,634,095	8,871,121	8,004,891	7,525,134	7,359,922		89,032,208	23.0%	100.0%
23	Monthly % Chg ⁽¹⁾	60.0%	45.9%	34.0%	24.6%	23.8%	20.2%	16.5%	17.2%	16.7%	11.3%	11.3%				



NTTO Research I-92 International Air Travel Statistics Program



Forecast Table: International arrivals to the U.S. (Thousands)

Origin Country	Actual			Forecast				
	2019	2022	2023	2024	2025	2026	2027	2028
Total International	79,442	50,870	67,320	77,679	85,199	91,147	94,621	96,799
Total Overseas	40,393	23,953	31,468	36,998	41,523	44,961	46,925	48,265
India	1,474	1,257	1,762	1,810	1,934	2,067	2,186	2,290
Canada	20,720	14,382	21,342	22,383	23,345	24,428	25,252	25,667
Italy	1,086	718	977	1,028	1,089	1,159	1,213	1,260
Germany	2,064	1,481	1,838	2,064	2,254	2,429	2,539	2,590
France	1,844	1,318	1,593	1,823	1,969	2,089	2,164	2,223
United Kingdom	4,780	3,466	3,898	4,509	4,898	5,204	5,359	5,448
Brazil	2,105	1,225	1,625	2,011	2,248	2,376	2,472	2,551
Mexico	18,328	12,535	14,510	18,298	20,332	21,758	22,444	22,867
Australia	1,319	642	954	1,180	1,350	1,503	1,580	1,611
South Korea	2,298	920	1,600	1,931	2,319	2,580	2,768	2,941
Japan	3,753	597	1,519	2,565	3,345	3,842	4,072	4,180
China	2,830	368	1,078	2,058	2,700	3,170	3,334	3,465

Percent of 2019 Arrivals

Origin Country	Actual			Forecast				
	2019	2022	2023	2024	2025	2026	2027	2028
Total International	100.0%	64.0%	84.7%	97.8%	107.2%	114.7%	119.1%	121.8%
Total Overseas	100.0%	59.3%	77.9%	91.6%	102.8%	111.3%	116.2%	119.5%
India	100.0%	85.3%	119.6%	122.9%	131.3%	140.3%	148.4%	155.4%
Canada	100.0%	69.4%	103.0%	108.0%	112.7%	117.9%	121.9%	123.9%
Italy	100.0%	66.1%	90.0%	94.6%	100.3%	106.7%	111.7%	116.0%
Germany	100.0%	71.8%	89.1%	100.0%	109.2%	117.7%	123.0%	125.5%
France	100.0%	71.5%	86.4%	98.9%	106.8%	113.3%	117.4%	120.6%
United Kingdom	100.0%	72.5%	81.5%	94.3%	102.5%	108.9%	112.1%	114.0%
Brazil	100.0%	58.2%	77.2%	95.5%	106.8%	112.9%	117.5%	121.2%
Mexico	100.0%	68.4%	79.2%	99.8%	110.9%	118.7%	122.5%	124.8%
Australia	100.0%	48.6%	72.4%	89.5%	102.3%	113.9%	119.7%	122.1%
South Korea	100.0%	40.0%	69.6%	84.0%	100.9%	112.3%	120.4%	128.0%
Japan	100.0%	15.9%	40.5%	68.4%	89.1%	102.4%	108.5%	111.4%
China	100.0%	13.0%	38.1%	72.7%	95.4%	112.0%	117.8%	122.4%

Percent Change from Prior Year

Origin Country	Actual			Forecast				
	2021	2022	2023	2024	2025	2026	2027	2028
Total International	16.0%	128.3%	32.3%	15.4%	9.7%	7.0%	3.8%	2.3%
Total Overseas	20.8%	161.1%	31.4%	17.6%	12.2%	8.3%	4.4%	2.9%
India	29.0%	190.1%	40.2%	2.7%	6.8%	6.9%	5.8%	4.7%
Canada	-47.4%	468.7%	48.4%	4.9%	4.3%	4.6%	3.4%	1.6%
Italy	-3.5%	429.1%	36.1%	5.2%	6.0%	6.4%	4.7%	3.8%
Germany	-15.2%	494.4%	24.1%	12.2%	9.2%	7.8%	4.5%	2.0%
France	-25.4%	493.5%	20.9%	14.4%	8.0%	6.1%	3.6%	2.7%
United Kingdom	-36.9%	652.3%	12.4%	15.7%	8.6%	6.2%	3.0%	1.7%
Brazil	-43.5%	411.8%	32.6%	23.8%	11.8%	5.7%	4.1%	3.2%
Mexico	55.3%	18.5%	15.8%	26.1%	11.1%	7.0%	3.2%	1.9%
Australia	-74.9%	1123.8%	48.7%	23.7%	14.3%	11.4%	5.1%	2.0%
South Korea	-53.9%	353.7%	74.0%	20.7%	20.1%	11.2%	7.3%	6.3%
Japan	-82.6%	391.6%	154.2%	68.9%	30.4%	14.8%	6.0%	2.6%
China	-49.3%	91.9%	192.9%	90.9%	31.2%	17.4%	5.2%	3.9%

NTTO Research



International Visitor Forecast National Travel and Tourism Office

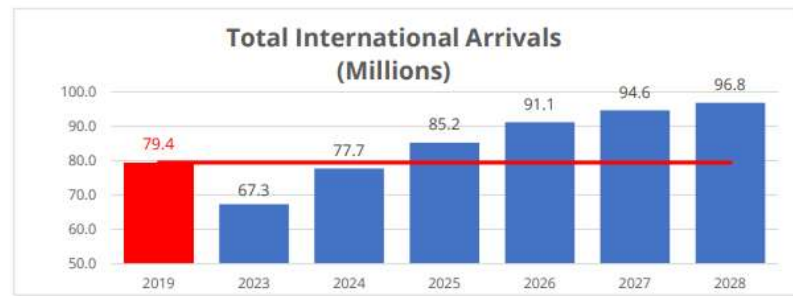
(Released February 1, 2024)

The National Travel and Tourism Office's (NTTO) International Visitor Forecast estimates total international arrivals to the United States for years 2024-2028 from the top 12 U.S. source markets, as well as overseas (which excludes Canada and Mexico) and all country totals. NTTO is part of the Industry and Analysis unit of the U.S. Department of Commerce's International Trade Administration.

Background: International visitors from all countries to the United States continued to increase dramatically in 2023. According to the preliminary data, total international visitation was up 32% from 2022 to 67.3 million arrivals. Of this total in 2023, overseas arrivals to the United States increased 31% to 31.5 million, while Canadian visitors climbed nearly 50% and visitors from Mexico rose 16%.

Compared to visitation in 2020 (the initial pandemic year), total international visitors increased 250% and overseas arrivals were up 314% in 2023. As of 2023, total international visitation to the United States has rebounded to 85% of the pre-pandemic 2019 level, while total overseas visitation has reached 78% of its pre-pandemic counterpart.

Forecast: Total international arrivals will continue to increase significantly over the next two years and will surpass pre-pandemic 2019 visitation in 2025, according to the forecast. Total international arrivals will increase 15.4% to 77.7 million in 2024, increase 9.7% to 85.2 million in 2025, increase 7.0% to 91.1 million in 2026, increase 3.8% to 94.6 million in 2027, and increase 2.3% to 96.8 million in 2028, according to the forecast.



Forecast Program



International Visitor Forecast National Travel and Tourism Office

(Released February 1, 2024)

Visitation to the United States from all 12 countries included in the forecast has increased dramatically from 2020 to 2023. However, due to myriad socioeconomic factors, the pace of recovery has separated these countries into four groups.

Group 1 – Fully Recovered Countries (India and Canada): Both countries surpassed their pre-pandemic levels in 2023. Helped by a strong economy and international air transportation services, visitation from India has increased 425% since the pandemic in 2020 to 1.76 million in 2023, surpassing the 1.47 million in 2019. Canadian visitors, including air and land arrivals to the United States, increased 344% from 2020 to 21.3 million in 2023, 3% higher than in 2019. This strongest recovery group will continue to grow in 2024, but the growth rate in 2024 will be more moderate than other major countries, according to the forecast.

Group 2 – European Countries (including the United Kingdom, France, Germany, and Italy): The United States has received a fast and solid growth in visitations from these traditional markets, with visitation achieving 80%-90% of their pre-pandemic levels in 2023. This strong recovery of travel basically reflected pent up demand driven by a vigorous desire to travel to the United States following the disruption in travel caused by the pandemic. Arrivals from these countries are expected to reach or surpass 2019 levels in 2025.

Group 3 – Countries 70%-80% Recovered (including Mexico, Brazil, Australia, and South Korea): The higher propensity of spending driven by the stable economies and incomes of each of these countries largely stimulated their outbound travel to the United States. Arrivals from these countries are expected to continue growing significantly in the next two years (increasing more than 20% in 2024 and more than 10% in 2025). Full recoveries will be seen in 2025 for these countries.

Group 4 – Japan and China: Although visitation from these two countries increased considerably in the past two years, the pace of growth was much lower than other top countries. In 2023, arrivals from these two countries were only back to around 40% of the 2019 level. Possibly due to a decrease or stagnation in household income, as well as higher costs in travel, a slower recovery in Japanese travel to the United States has taken place. China had the slowest recovery among the U.S. top 12 international inbound markets until 2023. The resumption of air transportation services between China and the United States will certainly improve the situation. According to the forecast, both Japan and China will reach and exceed 2019 levels of visitation to the United States in 2026.



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NTTO Research Survey of International Air Travelers (SIAT)

- The Survey of International Air Travelers (SIAT) is an on-going (since 1983) primary research program which gathers statistical data about air passenger travelers in international markets. Survey data provides information on passenger trip planning, travel patterns, demographics and spending.
- 120,000 surveys annually at 28 gateway airports (U.S. residents and nonresidents)
- Trip Planning, Purpose of Trip, Travel Party Size, Length of Stay, Destinations Visited, Inclusive Tour Package, Country of Residence, Spending, Leisure Activities, Transportation Used, Airport/Entry Experience, Demographics (Age/Sex/Income), etc..
- Delivery Methods: Excel Reports, Data Visualization (Power BI)



NTTO Research Survey of International Air Travelers (SIAT)

Survey of International Air Travelers (SIAT)



The *Survey of International Air Travelers (SIAT)* is an on-going primary research program which gathers statistical data about air passenger travelers in U.S. - overseas and U.S. - Mexican markets. Survey data provides information on passenger trip planning, travel patterns, demographics and spending for two separate populations - non-U.S. residents traveling to the U.S. and U.S. residents traveling from the U.S.

The Survey has been conducted on a monthly basis continuously since January 1983. Survey data, which can be used to analyze specific visitor segments, is a source of information for planners, marketers and policy-makers. For details, including methodology and how this program is differentiated from other surveys, please see 'Detailed Program Description' below.

SIAT Inbound Survey Monitor

The SIAT Inbound Survey Monitor, an Interactive Data Tool, based on the Survey of International Air Travelers, enables Users to Interactively Analyze the Characteristics of Overseas Visitors from World Regions and Countries to the United States at the national, state, and MSA level.

[VIEW SIAT INBOUND SURVEY MONITOR](#)

SIAT Outbound Survey Monitor

The SIAT Outbound Survey Monitor, an Interactive Data Tool, based on the Survey of International Air Travelers, enables Users to Interactively Analyze the Characteristics of U.S. Residents from the United States visiting World Regions and Overseas Countries.

[VIEW SIAT OUTBOUND SURVEY MONITOR](#)

SIAT National Reports and Results

These (excel) reports provide myriad public survey data on air passenger travel to (and from) the United States, including information on trip planning, travel patterns, demographics, spending, and more. NTTO publishes these national reports on a quarterly (and annual) basis.

[SIAT NATIONAL REPORTS \(QUARTERLY & ANNUAL\)](#)



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NTTO Research Survey of International Air Travelers (SIAT)

Survey of International Air Travelers Results—INBOUND

Q3 (2023)	+
Q2 (2023)	+
Q1 (2023)	+
ANNUAL (2022)	-

Permalink

Annual (2022) International visitors from:

OVERSEAS	CANADA	MEXICO
Banner 1: All Overseas	2022 Canada - Air	2022 Mexico - Air
Banner 2: European Countries/Regions	2022 Canada - Land	
Banner 3: Asian Countries/Regions		
Banner 4: Latin Countries/Regions		
VIEW DATA VISUALIZATIONS		



NTTO Research Survey of International Air Travelers (SIAT)

[Return to Table of Contents](#)

OVERSEAS TRAVELERS TO THE UNITED STATES JULY - SEPTEMBER 2023

Cross Tab 1	All Overseas	Frequency of Visit		Purpose(s) of Trip				Hotel/ Motel	Transportation Used		Use of Package	
		First	Repeat	Business	Conven- tion	Vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
Kauai	0.13%	0.08%	0.16%	-	0.58%	0.16%	0.17%	0.21%	0.41%	0.28%	0.39%	0.11%
Maui	0.28%	0.14%	0.33%	-	-	0.33%	0.37%	0.43%	0.64%	0.79%	0.55%	0.26%
Oahu	4.71%	6.62%	4.75%	0.72%	2.51%	5.16%	6.04%	7.09%	4.95%	5.74%	14.05%	3.87%
U.S. Trust Territories	-	-	-	-	-	0.06%	0.06%	0.07%	0.11%	-	0.25%	-
ATLANTIC ISLANDS	0.35%	0.46%	0.33%	0.43%	0.07%	0.35%	0.34%	0.35%	0.24%	0.29%	0.48%	0.35%
Puerto Rico	0.35%	0.46%	0.33%	0.43%	0.07%	0.35%	0.34%	0.35%	0.24%	0.29%	0.48%	0.35%
San Juan	0.26%	0.33%	0.24%	0.34%	0.07%	0.29%	0.28%	0.30%	0.15%	0.23%	0.48%	0.24%
U.S. Virgin Islands	-	-	-	-	-	-	-	-	-	-	-	-
Destinations Served by Regional Marketing Organizations****												
Capital Region USA, Inc.	7.76%	11.99%	7.39%	5.77%	7.36%	8.12%	7.74%	9.37%	12.60%	10.67%	4.08%	8.05%
Discover New England	6.36%	5.80%	6.76%	8.01%	8.02%	6.30%	5.69%	6.81%	8.28%	5.94%	2.94%	6.85%
Go West Summit	38.49%	41.78%	38.93%	39.09%	50.51%	37.84%	38.59%	43.27%	53.20%	50.66%	49.26%	37.66%
Grand Central USA	1.12%	1.04%	1.12%	1.96%	0.52%	1.01%	0.90%	0.99%	1.98%	0.90%	0.41%	1.23%
Great Lakes of North America	12.14%	11.80%	12.88%	21.22%	20.66%	11.22%	9.14%	12.65%	21.37%	12.42%	9.14%	12.54%
Mississippi River Country	9.16%	7.46%	9.95%	17.71%	15.65%	8.40%	7.20%	9.35%	17.87%	8.79%	9.88%	9.18%
Rocky Mountain International	1.25%	2.40%	1.12%	0.71%	0.22%	1.37%	1.61%	1.20%	2.05%	3.01%	1.38%	1.29%
Southeast Tourism Society	29.48%	22.21%	31.09%	26.56%	16.60%	31.07%	32.64%	28.37%	35.91%	35.98%	25.77%	29.78%
Travel South USA	9.28%	7.80%	9.68%	15.00%	7.74%	9.01%	8.00%	9.27%	19.58%	9.68%	3.42%	10.02%

* Denotes small sample.

** Multiple response. City names correspond to U.S. Bureau of Census, Metropolitan Statistical Area (MSA) or Metropolitan Division (MD).

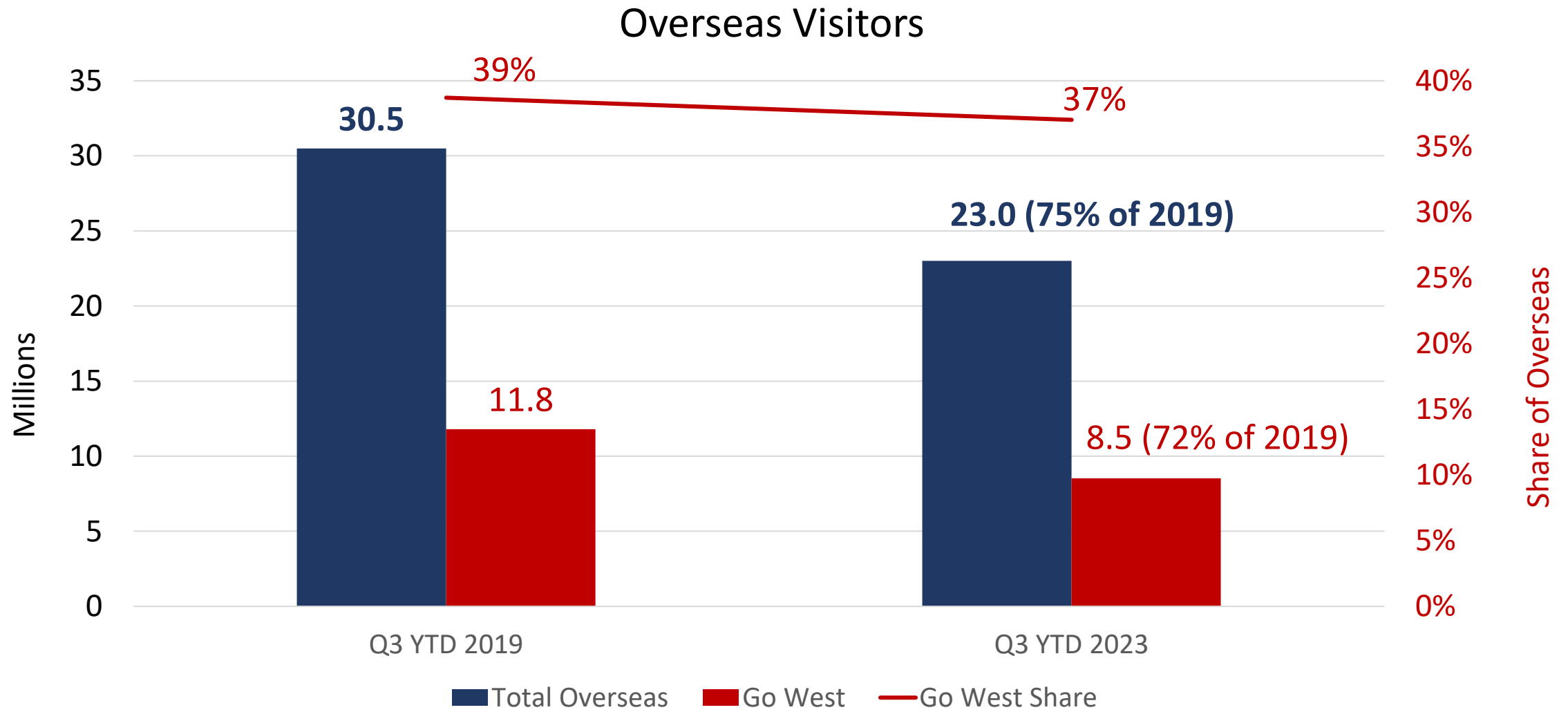


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NTTO Research Survey of International Air Travelers (SIAT)



NTTO Research Survey of International Air Travelers (SIAT)

Total Visitor Estimate to Destination 1,697,000	2023 Q1 - 2023 Q3 Overseas Visitors to Nevada	SIAT Respondent Count to Destination 1,665	Navigation the Monitor Filters <input type="button" value="GO"/>
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Survey of International Air Travelers (SIAT) Non-Residents to USA Monitor

This monitor displays data from the Non-Resident Survey of International Air Travelers (SIAT) to the USA. There are three slicers/filters available:

- 1) Calendar Year / Quarter of Survey (hold control key and click for multiple selections)
- 2) Source of Travel: Overseas Region/Country of Residence, including Mexico (AIR ONLY) and starting with 2022 Canada (AIR ONLY)
- 3) Destination of Travel*: a) U.S. State or b) MSA (Metropolitan Statistical Area)

* Only ONE state or MSA destination may be selected. If more than one destination is selected, unexpected counts, expanded estimates, and other figures will occur.

First select year(s)/quarter(s), then use the additional lists to select optional filters for Source of Travel (overseas region/country) and/or Destination of Travel (State or MSA). If no selections are made, Source of Travel will default to **All International Visitors** and Destination of Travel will default to **All U.S.**

Use the tool in the upper-right to navigate the monitor. Make a selection in the dropdown and then click the "GO" button.

Last Quarter Imported: 2023 Q3

1) Select Calendar Year Quarter of Survey

- ☐ 2023
- ☒ Q1
- ☒ Q2
- ☒ Q3
- ☐ Q4
- ☐ 2022
- ☐ Q1
- ☐ --

2) Select Source of Travel (Overseas Region/Country)

- ☐ Canada (AIR ONLY)
- ☐ Mexico (AIR ONLY)
- ☒ Overseas

3a) Select U.S. State Visited

- ☒ Nevada
- ☐ New Hampshire
- ☐ New Jersey
- ☐ New Mexico
- ☐ New York
- ☐ North Carolina
- ☐ North Dakota
- ☐ Northern Mariana Isl...
- ☐ Ohio
- ☐ Oklahoma

3b) Select MSA (City Area) Visited

- ☐ ☒ All U.S. Destinations
- ☒ Carson City, NV MSA
- ☒ Las Vegas-Paradise, NV MSA
- ☒ Reno-Sparks, NV MSA



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NTTO Research Survey of International Air Travelers (SIAT)

Total Visitor Estimate to Destination
1,697,000

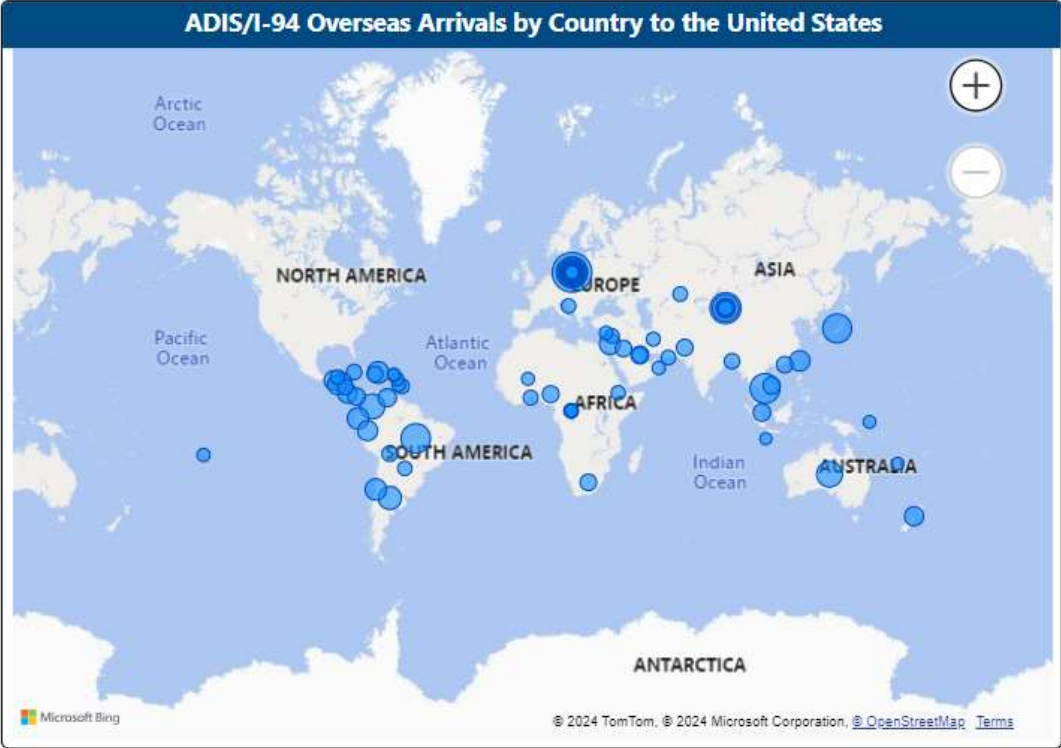
2023 Q1 - 2023 Q3
Overseas Visitors to Nevada

SIAT Respondent Count to Destination
1,665

Navigation the Monitor

Country of Residence

GO



Q3a. Overseas Region Estimates and Counts			
Overseas Region	ADIS/I-94 Total Volume Est (Rounded)	SIAT Respondent Count	Destination Volume Estimate (Rounded)
Europe	9,651,000	829	952,000
Asia	5,602,000	409	387,000
South America	3,461,000	176	113,000
Oceania	913,000	129	105,000
Middle East	818,000	43	81,000
Total	23,011,000	1,665	1,697,000

Q3a. Overseas Country Estimates and Counts			
Overseas Country	ADIS/I-94 Total Volume Est (Rounded)	SIAT Respondent Count	Destination Volume Estimate (Rounded)
United Kingdom	2,854,000	288	276,000
Germany	1,360,000	104	153,000
France	1,172,000	92	141,000
India	1,356,000	36	99,000
Korea, South	1,179,000	61	96,000
Total	23,011,000	1,665	1,697,000

*Destination Volume Estimate (Rounded) is less than 1,000.

Source: CIC Research, Inc., NTTO Survey of International Air Travelers (SIAT), DHS/CBP I-94 COR Record.

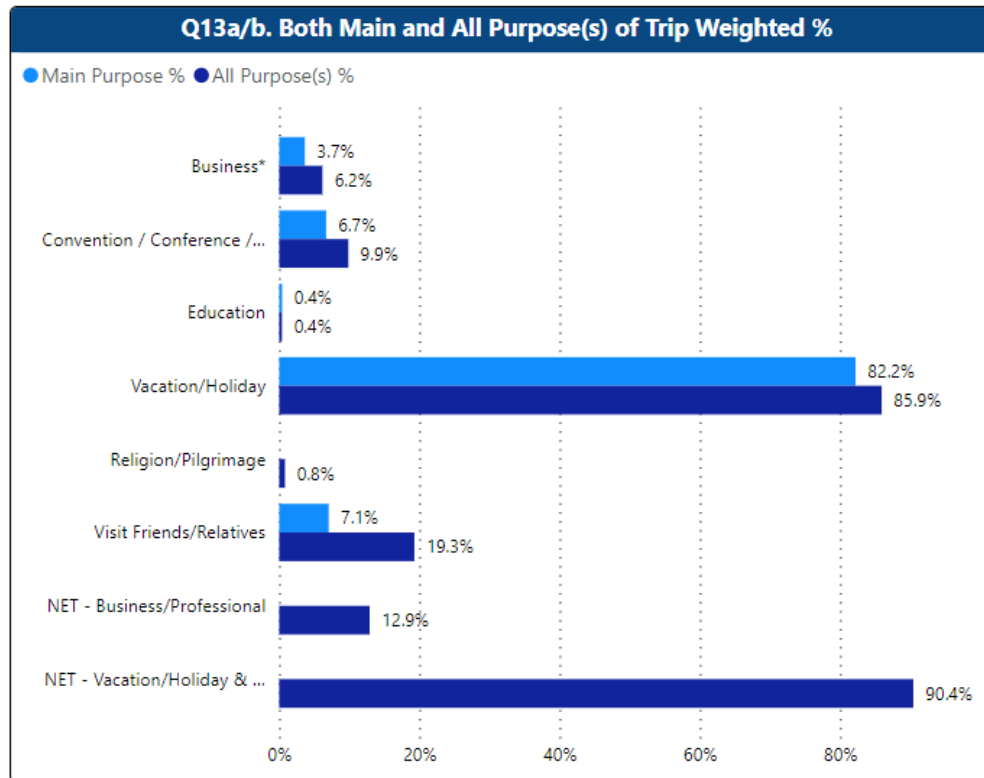
NTTO Research Survey of International Air Travelers (SIAT)

Total Visitor Estimate to
Destination
276,000

2023 Q1 - 2023 Q3
United Kingdom Visitors to Nevada

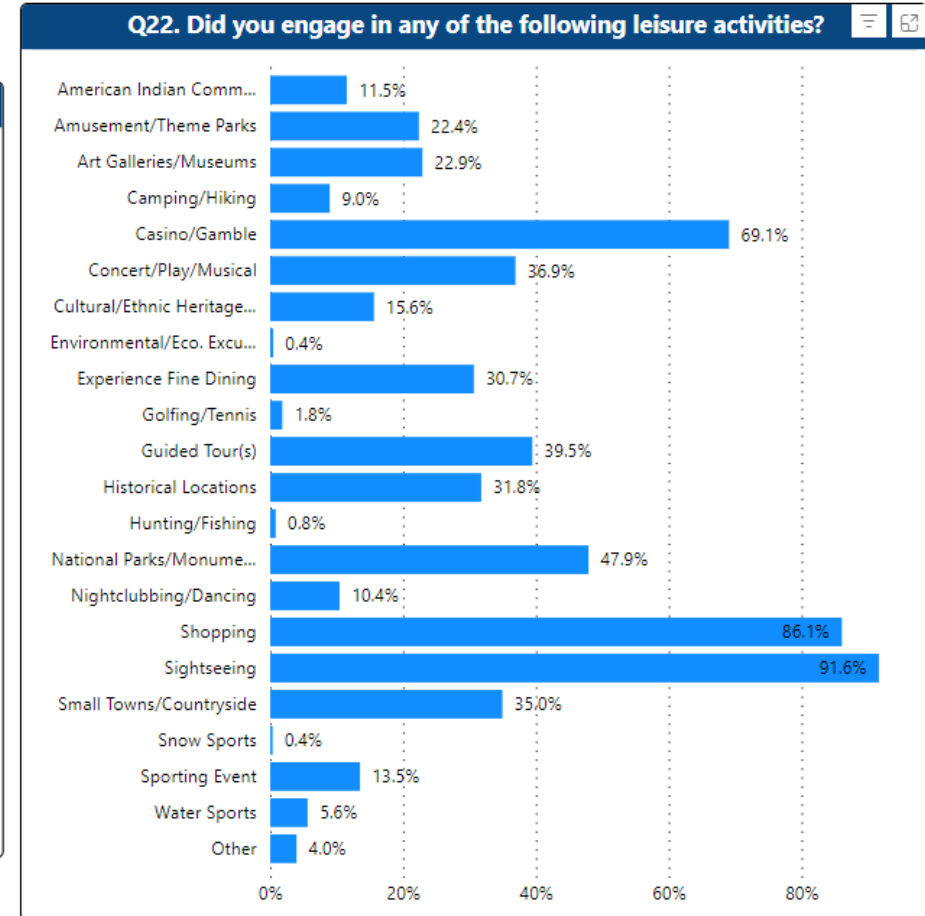
SIAT Respondent Count to
Destination
288

Navigate the Monitor
Destinations



* Includes: Visit customer, Visit supplier, Sales/marketing, and/or Internal company meeting.

Source: CIC Research, Inc., NTTO Survey of International Air Travelers (SIAT), DHS/CBP I-94 COR Record.



NTTO Research Survey of International Air Travelers (SIAT)

Total Visitor Estimate to
Destination

276,000

2023 Q1 - 2023 Q3
United Kingdom Visitors to Nevada

SIAT Respondent Count to
Destination

288

Navigate the Monitor

Spending

GO

Go to
CHARTS

Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?

U.S. States Visited	Respondent Count	Weighted %	Expanded Estimates
Nevada	288	100.00%	276,000
California	118	42.09%	116,000
Arizona	37	13.62%	38,000
Utah	13	5.77%	16,000
New York	28	5.57%	15,000
Florida	8	2.17%	6,000
Oregon	2	1.38%	4,000
Wyoming	2	1.58%	4,000
Hawaii	6	0.96%	3,000
Texas	7	1.20%	3,000
District of Columbia	4	0.88%	2,000
Georgia	2	0.66%	2,000
Illinois	4	0.64%	2,000
Maryland	1	0.79%	2,000
Pennsylvania	3	0.73%	2,000
Tennessee	3	0.70%	2,000
Total	288	100.00%	276,000

Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?

U.S. MSAs Visited	Respondent Count	Weighted %	Expanded Estimates
Las Vegas-Paradise, NV MSA	279	97.14%	268,000
Los Angeles-Long Beach-Glendale, CA MSA	75	25.22%	70,000
San Francisco-San Mateo-Redwood City, CA MSA	64	24.55%	68,000
Other California	33	15.43%	43,000
Flagstaff, AZ MSA	31	10.98%	30,000
Salinas, CA MSA	14	7.29%	20,000
New York-White Plains-Wayne, NY-NJ MSA	28	5.57%	15,000
Other Utah	9	4.10%	11,000
Riverside-San Bernardino-Ontario, CA MSA	9	3.60%	10,000
St. George, UT MSA	6	3.24%	9,000
Anaheim-Santa Ana, CA MSA	6	2.81%	8,000
Sacramento-Arden-Arcade-Roseville, CA MSA	6	2.84%	8,000
Other Nevada	10	2.70%	7,000
Santa Barbara-Santa Maria-Goleta, CA MSA	8	2.46%	7,000
Other Arizona	5	2.22%	6,000
Phoenix, AZ MSA	6	2.06%	6,000
San Jose-Sunnyvale-Santa Clara, CA MSA	6	2.33%	6,000
Total	288	100.00%	276,000

Source: CIC Research, Inc., NTTO Survey of International Air Travelers (SIAT), DHS/CBP I-94 COR Record.



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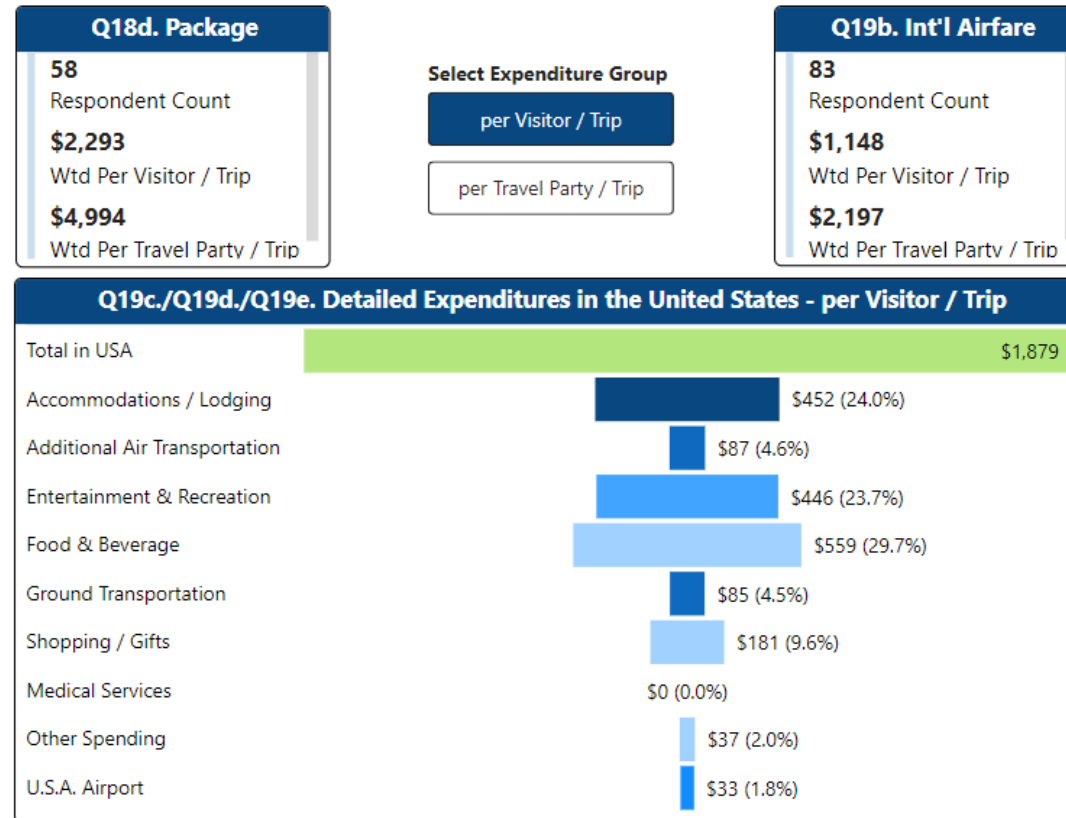
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NTTO Research Survey of International Air Travelers (SIAT)

Total Visitor Estimate to Destination 276,000	2023 Q1 - 2023 Q3 United Kingdom Visitors to Nevada	SIAT Respondent Count to Destination 288	Navigate the Monitor Purposes / Activities GO
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Tables 26 & 27 - Weighted Average Trip Expenditures



Source: CIC Research, Inc., NTTO Survey of International Air Travelers (SIAT), DHS/CBP I-94 COR Record.



NTTO Research International Travel Receipts & Payments Program

Monthly Travel Trade Monitor

Monthly Travel Trade Monitor

Visual summary of monthly U.S. travel and tourism-related exports, imports, and the balance of trade; more simply, what international visitors spend in the United States (or, conversely, what U.S. residents spend abroad) on travel and tourism-related goods and services.

[VIEW THE MONTHLY TRAVEL TRADE MONITOR](#)

Program Details

[MONTHLY AND ANNUAL SPENDING DATA](#)

[NEW INTERNATIONAL GUIDELINES UNDER BPM6](#)

[DEFINITIONS](#)

Permalink

Monthly Data:

[Monthly Travel and Tourism Exports \[168KB\]](#)

Annual Data (Aggregate):

[Annual Visitor Spending 1960-2022 \[92KB\]](#)

Annual Data (Country-Specific):

[Travel and Tourism Country Spending Timelines \[1,884KB\]](#)

International Travel Receipts & Payments Program

- **Monthly & Annual Travel Trade Statistics (1960 to Present)**
- **Annual Country Level Travel Trade Statistics**
 - **80 Countries and World Regions**
 - **By Category: Total Travel, Education, Passenger Fares, Health-Medical, Business, Personal, Border/Seasonal Short-Term Worker**
 - **Growth (\$ or %), Record Year, Top 10, Surplus-Deficit**

Delivery Methods

Excel Tables

Data Visualization (Power BI)



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• NTTO Research International Travel Receipts & Payments Program

Exports (Receipts)	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23		Jan-Dec 2022	Jan-Dec 2023	YTD Change
Total Travel and Tourism-Related Exports ¹	\$15,920	\$16,197	\$16,394	\$17,037	\$17,274	\$16,949	\$17,739	\$18,543	\$18,889	\$18,783	\$19,020	\$19,466		\$165,462	\$212,211	28.3%
Travel Receipts (for all purposes including education) ²	\$13,105	\$13,343	\$13,238	\$14,048	\$14,197	\$14,077	\$14,704	\$15,433	\$15,700	\$15,445	\$15,741	\$16,105		\$136,870	\$175,136	28.0%
Travel Spending ³	\$8,752	\$8,979	\$8,854	\$9,639	\$9,697	\$9,420	\$9,826	\$10,442	\$10,706	\$10,557	\$10,905	\$11,269		\$85,907	\$119,046	38.6%
Medical/Education/Workers Spending ⁴	\$4,353	\$4,364	\$4,384	\$4,409	\$4,500	\$4,657	\$4,878	\$4,991	\$4,994	\$4,888	\$4,836	\$4,836		\$50,963	\$56,090	10.1%
Passenger Fare Receipts ⁵	\$2,815	\$2,854	\$3,156	\$2,989	\$3,077	\$2,872	\$3,035	\$3,110	\$3,189	\$3,338	\$3,279	\$3,361		\$28,592	\$37,075	29.7%
Month/Month Change of Total Exports (%)	0.2%	1.7%	1.2%	3.9%	1.4%	-1.9%	4.7%	4.5%	1.9%	-0.6%	1.3%	2.3%				
Year/Year Change of Total Exports (%)	60.8%	50.5%	39.1%	23.9%	24.1%	21.8%	22.2%	25.4%	24.3%	22.0%	21.7%	22.5%				
Imports (Payments)	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23		Jan-Dec 2022	Jan-Dec 2023	YTD Change
Total Travel and Tourism-Related Imports ¹	\$17,242	\$17,962	\$17,839	\$17,523	\$17,784	\$18,033	\$17,215	\$16,888	\$18,349	\$18,324	\$18,589	\$18,922		\$161,941	\$214,670	32.6%
Travel Payments (for all purposes including education) ²	\$12,235	\$12,806	\$12,469	\$12,307	\$12,195	\$12,075	\$11,875	\$11,836	\$12,746	\$12,865	\$13,254	\$13,114		\$115,312	\$149,777	29.9%
Travel Spending ³	\$11,495	\$12,050	\$11,698	\$11,520	\$11,397	\$11,270	\$11,070	\$11,025	\$11,924	\$12,026	\$12,402	\$12,252		\$107,352	\$140,129	30.5%
Medical/Education/Workers Spending ⁴	\$740	\$756	\$771	\$787	\$798	\$805	\$805	\$811	\$822	\$839	\$852	\$862		\$7,960	\$9,648	21.2%
Passenger Fare Payments ⁵	\$5,007	\$5,156	\$5,370	\$5,216	\$5,589	\$5,958	\$5,340	\$5,052	\$5,603	\$5,459	\$5,335	\$5,808		\$46,629	\$64,893	39.2%
Month/Month Change of Total Imports (%)	5.0%	4.2%	-0.7%	-1.8%	1.5%	1.4%	-4.5%	-1.9%	8.7%	-0.1%	1.4%	1.8%				
Year/Year Change of Total Imports (%)	101.0%	82.9%	62.1%	40.8%	33.1%	27.6%	18.2%	17.5%	18.4%	16.8%	15.8%	15.2%				
Balance of Trade	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23		Jan-Dec 2022	Jan-Dec 2023	YTD Change
Balance of Trade (Surplus/Deficit)	-\$1,322	-\$1,765	-\$1,445	-\$486	-\$510	-\$1,084	\$524	\$1,655	\$540	\$459	\$431	\$544		\$3,521	-\$2,459	-169.8%



• NTTO Research International Travel Receipts & Payments Program

[millions of U.S. dollars]	
Country/Region	2022
Total "Other Personal Travel" (All Countries)	\$70,415
Canada	\$10,110
United Kingdom	\$7,188
Mexico	\$4,967
Brazil	\$3,723
Germany	\$3,370
France	\$2,844
Australia	\$2,797
India	\$2,304
South Korea	\$1,980
Argentina	\$1,539

[millions of U.S. dollars]	
Country/Region	2022
Total "Other Business Travel" (All Countries)	\$15,491
Canada	\$1,762
India	\$1,637
United Kingdom	\$1,574
Mexico	\$755
Germany	\$745
Japan	\$688
France	\$686
Italy	\$586
Brazil	\$516
Australia	\$448

[millions of U.S. dollars]	
Country/Region	2022
Total Spending on U.S. Education (All Countries)	\$37,974
China	\$12,274
India	\$7,137
South Korea	\$1,797
Canada	\$1,280
Taiwan	\$844
Saudi Arabia	\$761
Brazil	\$748
Japan	\$538
Mexico	\$518

Country Balance of Trade (\$ Millions)	2022
China	\$13,501
India	\$10,785
Canada	\$8,618
Brazil	\$5,503
Korea, Republic of	\$2,897

Country Balance of Trade (\$ Millions)	2022
Mexico	-\$9,936
Dominican Republic	-\$3,837
Italy	-\$2,751
France	-\$2,433
Greece	-\$2,284

• NTTO Research International Travel Receipts & Payments Program



NTTO Research Travel and Tourism Satellite Account (TTSA)

Travel and Tourism Satellite Account (TTSA) Program

Travel and Tourism Satellite Accounts form an indispensable statistical instrument for the travel and tourism industry, along with its contribution to gross domestic product. U.N. Statistical Commission, TTSA's have become the international standard by which the world have embraced travel and tourism satellite accounting.

Expiration date
Mon, 06/08/2026-14:31

TTSA Program Details

ANNUAL TRAVEL AND TOURISM DATA	PROGRAM DETAILS	DESCRIPTION OF DATA
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2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013
2003 | 2002 | 2001 | 2000 | 1999 | 1998

Travel and Tourism Satellite Account (TTSA) Program

- **U.S. Government's Official Estimate of the Economic Impact of Travel & Tourism (1998 to Present)**
- **National Level**
- **Demand, Output (Direct+Indirect), Value Added, Employment (Direct+Indirect), Wages, Inflation, Real Output)**

Demand Delivery Methods

Excel Tables



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NTTO Research Travel and Tourism Satellite Account (TTSA)

Table 3. Demand for Commodities by Type of Visitor, 2021
[Millions of dollars]

Commodity	Total consumption	Resident households	Business	Government	Nonresidents	Total tourism demand	Nontourism demand	Tourism commodity ratio
Total demand	44,464,982	759,390	282,097	21,986	51,330	1,114,803	43,350,179	0.00
Traveler accommodations	195,909	142,412	41,240	3,112	9,146	195,909	0	1.00
Food and beverage services	1,182,340	120,219	45,502	2,609	9,021	177,351	1,004,989	0.15
Shopping	5,270,839	119,096	40,477	910	7,407	167,890	5,102,949	0.03
Domestic passenger air transportation services	121,309	92,481	24,173	4,647	8	121,309	0	1.00
Gasoline	508,219	72,043	18,473	613	7,063	98,192	410,027	0.19
Travel arrangement and reservation services	66,748	24,424	31,195	5,980	477	62,075	4,672	0.93
Travel by U.S. residents abroad	52,298	48,722	3,576	0	0	52,298	0	1.00
International passenger air transportation services	49,601	22,990	13,730	835	12,046	49,601	0	1.00
Automotive rental and leasing	55,995	13,349	28,869	1,038	313	43,568	12,427	0.78
Gambling	118,743	24,919	0	0	17	24,936	93,807	0.21
Motion pictures and performing arts	76,506	13,924	1,808	0	936	16,668	59,838	0.22
Participant sports	60,990	10,101	1,812	0	1,603	13,516	47,474	0.22
All other recreation and entertainment	103,995	150	12,400	0	39	12,589	91,405	0.12
Automotive repair services	249,317	7,527	1,930	64	1	9,521	239,796	0.04
Local bus and other transportation services	32,132	4,983	3,269	755	145	9,152	22,980	0.28



NTTO Research Travel and Tourism Satellite Account (TTSA)

Table 6. Employment and Compensation of Employees by Industry, 2021

Industry	Total employment (thousands of employees)	Compensation (millions of dollars)	Tourism industry ratio	Tourism employment (thousands of employees)	Tourism compensation (millions of dollars)	Average compensation per tourism employee
Total	152,132	12,549,140		4,807	265,249	55,180
Food services and drinking places	10,732	341,147	0.15	1,607	51,080	31,788
Traveler accommodations	1,494	77,847	0.72	1,083	56,434	52,089
Air transportation services	670	70,030	0.71	474	49,494	104,474
Retail trade services, excluding gasoline service stations	14,537	715,253	0.02	333	16,362	49,202
Participant sports	1,202	28,898	0.19	229	5,494	24,041
Gasoline service stations	944	30,230	0.15	146	4,662	32,030
Travel arrangement and reservation services	144	11,960	0.92	133	11,063	83,036
Wholesale trade and transportation services	7,554	757,926	0.02	126	12,616	100,339
Industries producing nondurable PCE commodities, excluding petroleum refineries	6,201	465,852	0.02	125	9,366	75,123
Automotive equipment rental and leasing	184	12,609	0.51	93	6,397	68,469
Urban transit systems and other transportation	457	42,083	0.15	69	6,327	92,071



NTTO Research Fact Sheets and Data Visualization

FACT SHEETS AND REPORTS	NTTO VISUAL DATA TOOLS	NON-U.S. INBOUND TRAVEL (VOLUME DATA)	F C V
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Fact Sheets:

-  [Fast Facts](#)
-  [International Visitation to the U.S.](#)
-  [Balance of Trade](#)
-  [Travel and Tourism Exports](#)
-  [Travel Trade by Category](#)
-  [TTSA Fact Sheet](#)

FACT SHEETS AND REPORTS	NTTO VISUAL DATA TOOLS	NON-U.S. INBOUND TRAVEL (VOLUME DATA)	FORECAST OF INT'L VISITORS	U.S. OUTBOUND TRAVEL (VOLUME DATA)
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[NTTO TRAVEL INDUSTRY MONITOR](#)

[I-94 VISITOR ARRIVALS MONITOR \(COR\)](#)

[I-94 VISITOR ARRIVALS MONITOR \(COC\)](#)

[U.S. STATES & CITIES VISITED MONITOR](#)

[I-92 INTERNATIONAL AIR PASSENGER TRAFFIC MONITOR](#)

[MONTHLY TRAVEL TRADE MONITOR](#)

[SIAT INBOUND SURVEY MONITOR](#)

[SIAT OUTBOUND SURVEY MONITOR](#)



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NTTO Research Survey of International Air Travelers (SIAT)

- 45 Data Announcements in 2023 Through TI News
- *[please subscribe to trade.gov/ti-news](https://trade.gov/ti-news)*

2023

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December 20, 2023: Alex Lasry Joins ITA as Deputy Assistant Secretary for Travel & Tourism

December 15, 2023: November 2023 Air Passenger Travel

December 13, 2023: September 2023 Total International Travel Volume

December 12, 2023: America's Travel Comeback: Five Ways We're Supporting Our Travel & Tourism Industry

December 7, 2023: October 2023 International Inbound Visitor Spending

November 20, 2023: October 2023 Air Passenger Travel

November 15, 2023: August 2023 Total International Travel Volume

November 11, 2023: NTTO Publishes 2022 Annual (and 2023 YTD) Survey of International Air Travelers (SIAT) Outbound Results



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- **New Profile: Mexico Land Visitors to the United States (2024 results released in 2025) Xborder Canada**
- **Congressional Report on the Impact of COVID-19 on the travel industry (due mid-year)**
- **Country-Level Dashboard**
- **New Visitor Competitiveness Report**



Thank You!

David Huether, Deputy Director of Research
National Travel and Tourism Office

Go West Summit 2024



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