

U.S. Travel and Tourism Satellite Accounts for 2007–2010

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 2010 after decreasing 9.3 percent in 2009, 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 2.9 percent in 2010 following a 2.6 percent decrease in 2009.¹ Tourism employment continued to decline in 2010, but at a slower rate, a 0.5 percent decrease, compared with an 8.1 percent decrease in 2009.

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

- Twenty-one of twenty-four commodities contributed to the turnaround in overall real tourism output in 2010, including both domestic and international passenger air transportation, traveler accommodations, and food and beverage services.
- Inbound tourism increased 11.4 percent in 2010, and outbound tourism increased 2.7 percent. As a result, the travel and tourism surplus increased to \$30.4 billion in 2010 from \$19.4 billion in 2009.
- Prices for tourism goods and services increased 3.5 percent in 2010 after decreasing 3.3 percent in 2009. Passenger air transportation contributed significantly to the upturn as airlines increased prices to align with demand.

This update of the travel and tourism accounts revises previously published statistics. These revised statistics primarily reflect the incorporation of detailed data from the annual input-output (I-O) accounts available through 2009 and summary statistics from the national income and product accounts (NIPAs) through 2010. 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 account tables follow the article.

Trends in Output and Prices

Real output

The contributors to the upturn in real direct travel and tourism output in 2010 were widespread. The largest contributors were traveler accommodations, international passenger air transportation, and food and beverage services. Traveler accommodations grew 6.0 percent in 2010 after decreasing 10.4 percent in 2009. International passenger air transportation grew 16.3 percent after decreasing 5.9 percent. Food and beverage services turned up, increasing 0.3 percent after decreasing 13.0 percent (tables A, B, and C).

The upturn in real output also was due to smaller declines in a number of commodities. Motion pictures and performing arts fell 4.6 percent in 2010

Table A. Annual Growth in Real Output by Tourism Commodity in 2005–2010

[Percentage change from preceding period]

Commodity	2005	2006	2007	2008	2009	2010
All tourism goods and services	2.9	2.9	2.2	-4.4	-9.3	3.1
Traveler accommodations	4.4	3.5	5.2	1.5	-10.4	6.0
Food and beverage services	5.6	3.0	1.6	-6.4	-13.0	0.3
Transportation	1.3	1.5	1.9	-5.3	-4.5	5.5
Passenger air transportation	-0.4	1.7	2.3	-3.4	-6.3	9.0
Domestic passenger air transportation services	-6.1	-1.7	0.5	-5.3	-6.5	4.1
International passenger air transportation services	11.4	7.9	5.2	-0.6	-5.9	16.3
All other transportation-related commodities	2.5	1.4	1.6	-6.5	-3.1	3.0
Passenger rail transportation services	-7.7	0.4	7.5	11.9	-8.5	10.9
Passenger water transportation services	-0.1	8.2	6.9	5.6	-3.1	-0.3
Intercity bus services	1.4	-2.1	-0.3	0.4	-7.3	4.0
Intercity charter bus services	-6.3	8.9	-10.5	-7.3	-19.1	-4.2
Local bus and other transportation services	12.0	4.4	0.7	-4.6	-7.3	0.3
Taxicab services	9.0	11.4	2.0	-5.3	-5.1	-0.4
Scenic and sightseeing transportation services	2.4	-0.9	5.2	-3.9	-9.6	6.2
Automotive rental and leasing	4.3	-1.6	1.4	-5.5	-6.0	3.4
Other vehicle rental and leasing	6.4	1.4	-2.1	-6.2	-11.1	-10.7
Automotive repair services	-5.7	-1.4	-5.9	-9.4	28.5	6.4
Parking	0.0	-7.8	0.2	-6.8	-12.5	-6.3
Highway tolls	-7.4	-11.2	-4.6	-8.3	5.6	-8.1
Travel arrangement and reservation services	4.9	-0.8	5.6	-0.1	0.5	9.8
Gasoline	2.4	2.8	0.5	-11.3	-7.7	-0.9
Recreation, entertainment, and shopping	2.6	4.4	1.1	-6.0	-13.1	-0.9
Recreation and entertainment	2.0	3.4	2.3	-4.7	-7.9	-1.6
Motion pictures and performing arts	-2.6	1.2	-0.9	-7.2	-10.9	-4.6
Spectator sports	1.9	4.7	4.8	-13.5	-18.0	-1.6
Participant sports	6.3	4.4	2.1	-4.0	-11.6	5.4
Gambling	2.3	6.0	3.6	-2.7	-2.0	-4.0
All other recreation and entertainment	2.5	-1.3	1.1	-4.0	-12.5	2.5
Nonurable PCE commodities other than gasoline	3.1	5.2	0.1	-7.0	-17.3	-0.3

PCE Personal consumption expenditures

1. All measures of travel and tourism activity not expressly identified as being in “real” terms are in current dollars.

after falling 10.9 percent in 2009, and spectator sports fell 1.6 percent after falling 18.0 percent (tables A, B, and C and chart 1).

Table B. Contributions to Growth in Real Tourism Output by Tourism Commodity in 2005–2010
[Percentage points]

Commodity	2005	2006	2007	2008	2009	2010
All tourism goods and services	2.90	2.90	2.23	-4.41	-9.34	3.09
Traveler accommodations	0.78	0.63	0.94	0.27	-1.98	1.10
Food and beverage services	0.90	0.48	0.26	-1.03	-2.11	0.05
Transportation	0.48	0.59	0.72	-2.04	-1.74	2.17
Passenger air transportation	-0.07	0.28	0.36	-0.55	-1.00	1.48
Domestic passenger air transportation services	-0.67	-0.17	0.04	-0.51	-0.63	0.40
International passenger air transportation services	0.59	0.45	0.31	-0.04	-0.38	1.08
All other transportation-related commodities	0.56	0.31	0.37	-1.48	-0.73	0.69
Passenger rail transportation services	-0.01	0.00	0.01	0.02	-0.02	0.02
Passenger water transportation services	0.00	0.12	0.10	0.08	-0.05	0.00
Intercity bus services	0.00	-0.01	0.00	0.00	-0.02	0.01
Intercity charter bus services	-0.02	0.02	-0.03	-0.02	-0.04	-0.01
Local bus and other transportation services	0.06	0.02	0.00	-0.02	-0.04	0.00
Taxicab services	0.05	0.06	0.01	-0.03	-0.03	0.00
Scenic and sightseeing transportation services	0.01	0.00	0.02	-0.02	-0.04	0.02
Automotive rental and leasing	0.17	-0.06	0.05	-0.21	-0.24	0.14
Other vehicle rental and leasing	0.01	0.00	0.00	-0.01	-0.01	-0.01
Automotive repair services	-0.10	-0.02	-0.09	-0.14	0.41	0.13
Parking	0.00	-0.02	0.00	-0.02	0.03	-0.02
Highway tolls	-0.01	-0.01	0.00	-0.01	0.00	-0.01
Travel arrangement and reservation services	0.22	-0.03	0.24	-0.01	0.02	0.48
Gasoline	0.19	0.24	0.05	-1.12	-0.65	-0.07
Recreation, entertainment, and shopping	0.74	1.20	0.30	-1.62	-3.51	-0.23
Recreation and entertainment	0.26	0.42	0.28	-0.57	-0.96	-0.19
Motion pictures and performing arts	-0.05	0.02	-0.02	-0.12	-0.18	-0.08
Spectator sports	0.02	0.05	0.05	-0.15	-0.18	-0.01
Participant sports	0.10	0.07	0.03	-0.06	-0.18	0.08
Gambling	0.12	0.31	0.19	-0.14	-0.11	-0.23
All other recreation and entertainment	0.07	-0.03	0.03	-0.10	-0.30	0.06
Nondurable PCE commodities other than gasoline	0.49	0.79	0.02	-1.05	-2.55	-0.04

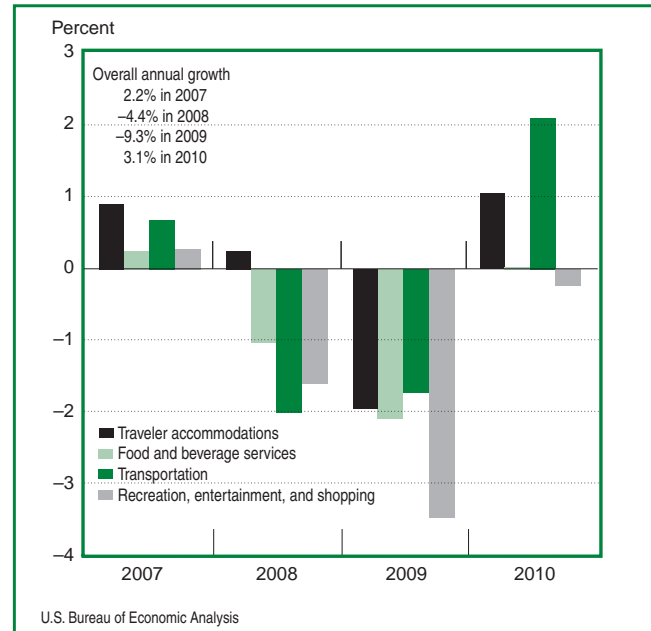
PCE Personal consumption expenditures

Table C. Real Output by Tourism Commodity in 2005–2010
[Millions of chained (2005) dollars]

Commodity	2005	2006	2007	2008	2009	2010
All tourism goods and services	692,605	712,684	728,563	696,417	631,366	650,898
Traveler accommodations	123,831	128,211	134,915	136,922	122,717	130,084
Food and beverage services	112,962	116,309	118,200	110,637	96,272	96,563
Transportation	263,933	267,970	273,024	258,645	246,948	260,482
Passenger air transportation	107,976	109,834	112,377	108,535	101,692	110,830
Domestic passenger air transportation services	68,916	67,740	68,053	64,448	60,245	62,739
International passenger air transportation services	39,059	42,150	44,341	44,095	41,489	48,231
All other transportation-related commodities	155,957	158,082	160,601	150,195	145,511	149,878
Passenger rail transportation services	1,178	1,183	1,272	1,424	1,303	1,446
Passenger water transportation services	10,420	11,272	12,044	12,717	12,317	12,283
Intercity bus services	1,738	1,702	1,697	1,704	1,580	1,643
Intercity charter bus services	1,781	1,940	1,736	1,610	1,302	1,248
Local bus and other transportation services	3,631	3,791	3,816	3,642	3,375	3,385
Taxicab services	3,929	4,376	4,463	4,228	4,014	4,000
Scenic and sightseeing transportation services	2,873	2,848	2,997	2,881	2,605	2,767
Automotive rental and leasing	26,632	26,193	26,563	25,104	23,601	24,392
Other vehicle rental and leasing	634	643	629	590	525	469
Automotive repair services	11,561	11,396	10,728	9,721	12,491	13,291
Parking	2,099	1,935	1,939	1,806	1,581	1,482
Highway tolls	685	608	580	532	562	516
Travel arrangement and reservation services	30,987	30,747	32,470	32,431	32,592	35,787
Gasoline	57,808	59,420	59,746	53,017	48,942	48,498
Recreation, entertainment, and shopping	191,880	200,318	202,521	190,359	165,485	164,016
Recreation and entertainment	84,417	87,316	89,363	85,140	78,393	77,165
Motion pictures and performing arts	12,798	12,950	12,832	11,906	10,613	10,124
Spectator sports	7,128	7,466	7,822	6,764	5,545	5,458
Participant sports	11,004	11,489	11,727	11,261	9,951	10,492
Gambling	35,904	38,048	39,428	38,383	37,617	36,097
All other recreation and entertainment	17,583	17,361	17,550	16,842	14,733	15,106
Nondurable PCE commodities other than gasoline	107,463	113,008	113,135	105,172	86,994	86,755

PCE Personal consumption expenditures

Chart 1. Contributions to Annual Growth in Real Tourism Output in 2007–2010



U.S. Bureau of Economic Analysis

Prices

Travel and tourism prices also turned up in 2010, increasing 3.5 percent after decreasing 3.3 percent in 2009. The largest contributors to the turnaround in prices were gasoline, domestic and international passenger air transportation services, and traveler accommodations (table D and chart 2). Gasoline prices increased 18.6 percent in 2010 after decreasing 27.6 percent in 2009. Together, domestic and international passenger air transportation services prices grew 9.0 percent in 2010 after decreasing of 8.4 percent. Traveler accommodations turned up, increasing 1.1 percent after decreasing 3.2 percent. These upturns in prices were partly offset by a deceleration in prices for food and beverage services, which grew 1.3 percent after growing 3.8 percent (tables D, E, and F).

Data Availability

The detailed annual statistics on travel and tourism activity for 2009 are presented in eight tables at the end of this article. The complete set of detailed annual statistics for 1998–2009, statistics on output and employment for 2010, and quarterly statistics of output and employment for 1998–2010, are available on BEA's Web site at www.bea.gov under "Industry" and "Satellite Accounts."

Table D. Annual Growth in Prices for Tourism Commodities in 2005–2010
[Percentage change from preceding period]

Commodity	2005	2006	2007	2008	2009	2010
All tourism goods and services	4.9	4.5	3.7	5.7	-3.3	3.5
Traveler accommodations	5.1	3.6	4.4	1.9	-3.2	1.1
Food and beverage services	3.2	3.2	3.7	4.5	3.8	1.3
Transportation	7.7	7.0	4.1	9.6	-9.1	7.2
Passenger air transportation	6.8	6.7	2.8	10.3	-8.4	9.0
Domestic passenger air transportation services	6.9	7.3	1.3	10.2	-6.8	7.5
International passenger air transportation services	6.9	5.5	5.3	10.5	-10.9	11.0
All other transportation-related commodities	8.4	7.3	5.1	9.0	-9.7	5.9
Passenger rail transportation services	3.6	7.2	4.7	3.7	1.4	0.9
Passenger water transportation services	1.1	-0.4	-0.5	-1.6	-9.3	1.2
Intercity bus services	3.6	7.2	0.8	6.4	3.9	4.8
Intercity charter bus services	2.3	3.5	3.1	2.5	1.3	4.5
Local bus and other transportation services	4.6	3.9	2.3	3.1	2.9	3.8
Taxicab services	4.6	3.4	2.0	4.0	4.7	4.1
Scenic and sightseeing transportation services	2.3	3.5	3.1	2.5	1.3	0.3
Automotive rental and leasing	1.0	6.6	2.1	8.4	10.0	-3.7
Other vehicle rental and leasing	0.1	0.8	6.6	6.7	-2.8	7.4
Automotive repair services	3.4	4.2	3.4	4.9	4.0	1.9
Parking	7.1	2.9	3.3	6.5	7.8	3.3
Highway tolls	12.6	10.8	5.8	13.6	-7.6	5.9
Travel arrangement and reservation services	0.2	3.5	2.3	0.1	0.5	0.8
Gasoline	22.1	12.7	9.7	17.0	-27.6	18.6
Recreation, entertainment, and shopping	2.2	2.4	2.6	3.6	1.3	0.9
Recreation and entertainment	3.2	3.2	3.2	3.4	0.5	0.8
Motion pictures and performing arts	3.1	3.5	3.5	2.6	1.5	1.5
Spectator sports	6.1	3.7	5.0	5.3	2.5	2.2
Participant sports	0.6	2.1	1.8	1.1	-0.7	-3.0
Gambling	3.4	3.2	3.0	3.8	-0.3	1.7
All other recreation and entertainment	3.3	3.5	3.6	3.6	1.5	-0.2
Nondurable PCE commodities other than gasoline	1.5	1.7	2.1	3.8	2.0	1.1

PCE Personal consumption expenditures

Chart 2. Contributions to Annual Growth in the Chain-Type Price Index for Tourism Goods and Services in 2007–2010

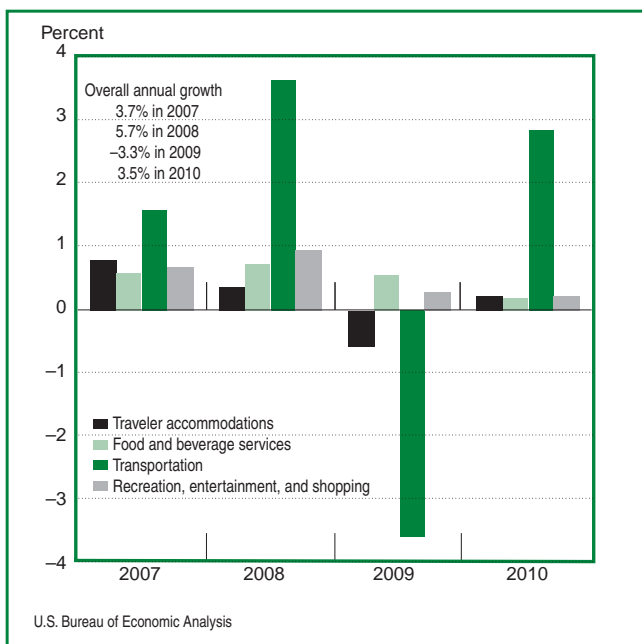


Table E. Contributions to Annual Growth in the Chain-Type Price Indexes for Tourism Commodities in 2005–2010
[Percentage points]

Commodity	2005	2006	2007	2008	2009	2010
All tourism goods and services	4.93	4.49	3.69	5.70	-3.31	3.54
Traveler accommodations	0.90	0.65	0.79	0.36	-0.58	0.22
Food and beverage services	0.52	0.52	0.59	0.72	0.55	0.21
Transportation	2.89	2.67	1.60	3.65	-3.60	2.87
Passenger air transportation	1.06	1.03	0.45	1.63	-1.38	1.50
Domestic passenger air transportation services	0.70	0.71	0.12	0.96	-0.65	0.73
International passenger air transportation services	0.36	0.32	0.32	0.67	-0.73	0.77
All other transportation-related commodities	1.82	1.64	1.15	2.02	-2.22	1.37
Passenger rail transportation services	0.01	0.01	0.01	0.01	0.00	0.00
Passenger water transportation services	0.02	-0.01	-0.01	-0.03	-0.14	0.02
Intercity bus services	0.01	0.02	0.00	0.02	0.01	0.01
Intercity charter bus services	0.01	0.01	0.01	0.01	0.00	0.01
Local bus and other transportation services	0.02	0.02	0.01	0.02	0.01	0.02
Taxicab services	0.03	0.02	0.01	0.02	0.03	0.03
Scenic and sightseeing transportation services	0.01	0.01	0.01	0.01	0.00	0.00
Automotive rental and leasing	0.04	0.25	0.08	0.31	0.37	-0.17
Other vehicle rental and leasing	0.00	0.00	0.01	0.01	0.00	0.01
Automotive repair services	0.06	0.07	0.05	0.07	0.07	0.04
Parking	0.02	0.01	0.01	0.02	0.02	0.01
Highway tolls	0.01	0.01	0.01	0.01	-0.01	0.01
Travel arrangement and reservation services	0.01	0.15	0.10	0.01	0.02	0.04
Gasoline	1.58	1.06	0.86	1.55	-2.60	1.34
Recreation, entertainment, and shopping	0.63	0.66	0.70	0.97	0.31	0.24
Recreation and entertainment	0.39	0.39	0.39	0.41	0.05	0.10
Motion pictures and performing arts	0.06	0.06	0.06	0.05	0.02	0.03
Spectator sports	0.06	0.04	0.05	0.06	0.02	0.02
Participant sports	0.01	0.03	0.03	0.02	-0.01	-0.05
Gambling	0.18	0.17	0.16	0.20	-0.02	0.10
All other recreation and entertainment	0.08	0.09	0.09	0.09	0.03	0.00
Nondurable PCE commodities other than gasoline	0.24	0.27	0.32	0.56	0.26	0.14

PCE Personal consumption expenditures

Table F. Chain-Type Price Indexes for Tourism Commodities in 2005–2010
[Index numbers, 2005=100]

Commodity	2005	2006	2007	2008	2009	2010
All tourism goods and services	100.0	104.5	108.3	114.5	110.7	114.6
Traveler accommodations	100.0	103.6	108.1	110.2	106.7	107.9
Food and beverage services	100.0	103.2	107.0	111.8	116.0	117.6
Transportation	100.0	107.0	111.5	122.1	111.0	119.0
Passenger air transportation	100.0	106.7	109.7	120.9	110.7	120.7
Domestic passenger air transportation services	100.0	107.3	108.7	119.7	111.6	120.0
International passenger air transportation services	100.0	105.5	111.1	122.7	109.4	121.4
All other transportation-related commodities	100.0	107.3	112.8	122.9	111.0	117.5
Passenger rail transportation services	100.0	107.2	112.3	116.5	118.1	119.2
Passenger water transportation services	100.0	99.6	99.1	97.4	88.4	89.5
Intercity bus services	100.0	107.2	108.1	115.0	119.5	125.2
Intercity charter bus services	100.0	103.5	106.7	109.4	110.8	115.8
Local bus and other transportation services	100.0	103.9	106.3	109.6	112.7	117.0
Taxicab services	100.0	103.4	105.5	109.7	114.9	119.6
Scenic and sightseeing transportation services	100.0	103.5	106.7	109.4	110.8	111.2
Automotive rental and leasing	100.0	106.6	108.9	118.0	129.8	124.9
Other vehicle rental and leasing	100.0	100.8	107.5	114.7	111.4	119.7
Automotive repair services	100.0	104.2	107.7	113.0	117.6	119.8
Parking	100.0	102.9	106.3	113.3	122.1	126.1
Highway tolls	100.0	110.8	117.1	133.1	123.0	130.3
Travel arrangement and reservation services	100.0	103.5	105.9	106.0	106.6	107.4
Gasoline	100.0	112.7	123.6	144.6	104.6	124.1
Recreation, entertainment, and shopping	100.0	102.4	105.0	108.8	110.2	111.2
Recreation and entertainment	100.0	103.2	106.5	110.1	110.6	111.5
Motion pictures and performing arts	100.0	103.5	107.1	109.9	111.5	113.2
Spectator sports	100.0	103.7	108.9	114.7	117.6	120.2
Participant sports	100.0	102.1	103.9	105.1	104.3	101.2
Gambling	100.0	103.2	106.3	110.3	110.0	111.9
All other recreation and entertainment	100.0	103.5	107.2	111.0	112.7	112.5
Nondurable PCE commodities other than gasoline	100.0	101.7	103.9	107.8	109.9	111.1

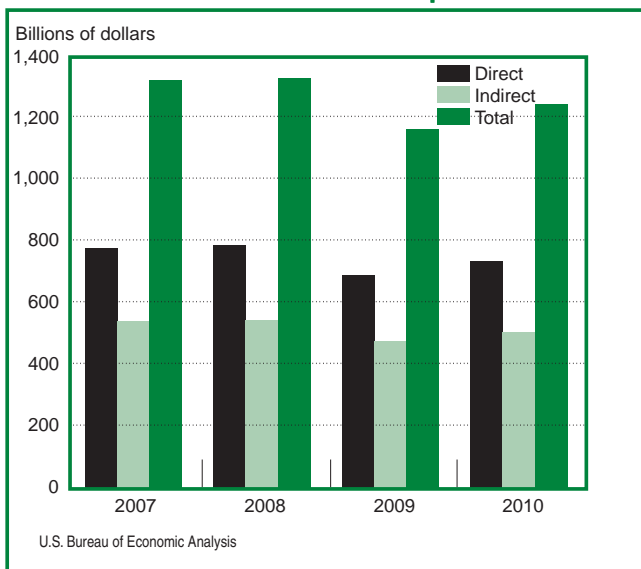
PCE Personal consumption expenditures

Total output

Total tourism-related output increased to \$1.26 trillion in 2010, up 6.7 percent from \$1.18 trillion in 2009. Total output consisted of \$746.2 billion in direct tourism output and \$512.8 billion in indirect tourism output in 2010. The 1.69 ratio of total output to direct output in 2010 means that every dollar of direct tourism output required an additional 69 cents of indirect tourism output (chart 3).

Direct tourism output includes goods and services sold directly to visitors, such as passenger air travel. Indirect tourism output includes 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.

Chart 3. Total Tourism-Related Output in 2007–2010



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. The balance 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).

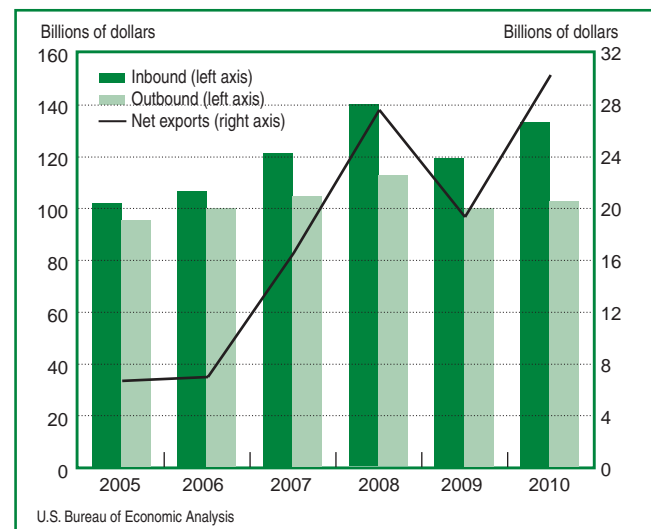
International travel and tourism

Current-dollar international travel (the sum of inbound and outbound travel) increased 7.4 percent in 2010 after decreasing 13.2 percent in 2009.

Inbound travel and tourism. This consists of travel-related expenditures and international transpor-

tation purchases from U.S. providers by nonresidents traveling in the United States. Inbound tourism grew 11.4 percent to \$133.2 billion in 2010 after falling almost 15 percent in 2009 (chart 4). The turnaround reflected an improved global economic climate; the number of tourists from countries with strong currencies that visited the United States increased.²

Chart 4. U.S. Trade in Tourism in 2005–2010



Outbound travel and tourism. This consists of travel-related expenditures and international transportation purchases from foreign providers by U.S. residents traveling abroad. In 2010, outbound activity increased 2.7 percent to \$102.8 billion. The increase in inbound activity was larger than the increase in outbound activity, which resulted in a robust increase in travel and tourism net exports (table G).

Table G. U.S. International Travel and Tourism in 2005–2010

	[Billions of dollars]					
	2005	2006	2007	2008	2009	2010
Total international travel and tourism	197.3	207.0	226.4	253.0	219.7	236.0
Inbound travel and tourism	102.0	107.0	121.5	140.4	119.6	133.2
Outbound travel and tourism.....	95.3	100.0	104.9	112.6	100.1	102.8
Net exports of travel and tourism	6.7	7.0	16.6	27.7	19.4	30.4

Internal travel and tourism. This consists of travel and tourism within the borders of the United States—the sum of domestic activity and inbound activity.³ Inbound travel and tourism's share of internal tourism in 2009 (the most recent year for which data

2. See Sarah P. Scott and Alexis N. Chaves, "U.S. International Transactions," *SURVEY OF CURRENT BUSINESS* 91 (April 2011): 12–21.

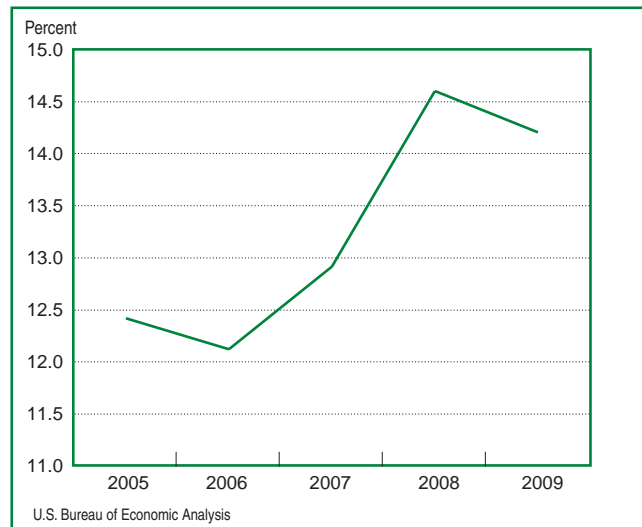
3. As a component of internal tourism, the calculation of inbound tourism is modified to exclude all expenditures on international transportation, whether purchased from foreign or U.S. providers so that expenditures by U.S. residents traveling within the United States (domestic tourism) can be compared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

are available) accounted for 14.2 percent of the total, 2.8 percentage points higher than its low of 11.4 percent in 2003 (table H and chart 5).

Table H. Internal Travel and Tourism in the United States by Residents and Nonresidents in 2003–2009

Year	Millions of dollars			Share	
	Residents	Nonresidents (inbound)	Total	Residents	Nonresidents (inbound)
2003	502,293	64,391	566,683	88.6	11.4
2004	539,519	74,621	614,140	87.8	12.2
2005	579,495	81,867	661,361	87.6	12.4
2006	623,009	85,846	708,855	87.9	12.1
2007	655,179	96,935	752,113	87.1	12.9
2008	645,055	110,063	755,119	85.4	14.6
2009	567,783	93,998	661,781	85.8	14.2

Chart 5. Inbound Tourism’s Share of Internal Travel and Tourism in 2005–2009



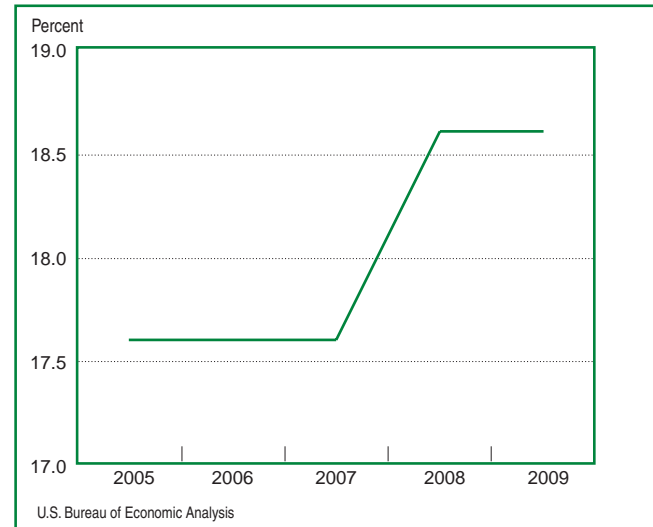
National tourism. This consists of travel and tourism by U.S. residents, both within the United States and abroad—the sum of domestic tourism and outbound tourism. The calculation of outbound tourism includes all expenditures on international transportation, *whether purchased from foreign or U.S. providers*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

Table I. National Travel and Tourism in the United States and Abroad in 2003–2009

Year	Millions of dollars			Percent	
	In the United States	Abroad (outbound)	Total	In the United States	Abroad (outbound)
2003	502,293	97,371	599,663	83.8	16.2
2004	539,519	114,681	654,201	82.5	17.5
2005	579,495	123,650	703,145	82.4	17.6
2006	623,009	133,410	756,419	82.4	17.6
2007	655,179	140,373	795,552	82.4	17.6
2008	645,055	147,605	792,660	81.4	18.6
2009	567,783	129,637	697,421	81.4	18.6

(outbound tourism). Outbound tourism’s share of national tourism remained at its peak of 18.6 percent in 2009 (the most recent year for which data are available) (table I and chart 6).

Chart 6. Outbound Tourism’s Share of National Travel and Tourism in 2005–2009



Domestic travel and tourism

Domestic tourism includes travel and tourism undertaken by U.S. residents within the borders of the United States. 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 expenditures on domestic travel and tourism by type of visitor: resident households, business, and government. Business’ share of domestic travel and tourism decreased slightly to 32.5 percent in 2009 (the most recent year

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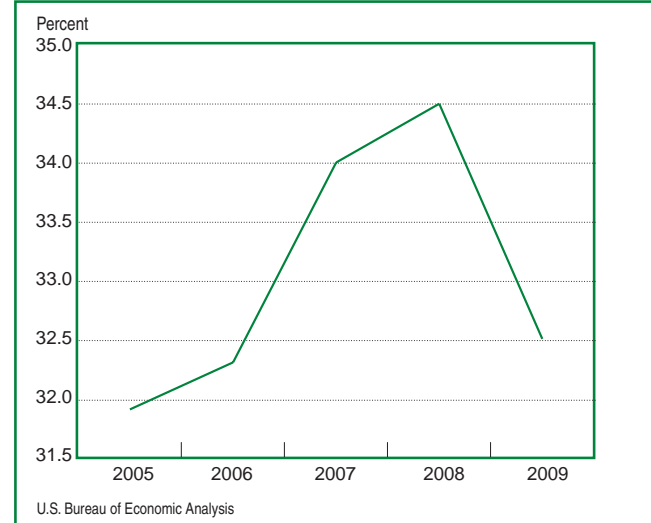
The Office of Travel and Tourism Industries of the International Trade Administration provided funding for the preparation of the travel and tourism satellite accounts.

for which data are available). Government expenditures accounted for 4.0 percent of domestic travel and tourism in 2009, a slight increase from its low of 3.7 percent in 2008. In general, government travel is more stable than business or leisure travel, and as a result, its share tends to increase during downturns in travel and tourism (table J and chart 7).

Table J. Domestic Travel and Tourism by Type of Visitor in 2003–2009

Year	Millions of dollars				Percent		
	Resident households	Business	Government	Total	Resident households	Business	Government
2003	325,240	154,396	29,608	509,245	63.9	30.3	5.8
2004	350,045	168,219	30,592	548,856	63.8	30.6	5.6
2005	371,445	187,775	30,131	589,352	63.0	31.9	5.1
2006	397,486	204,677	31,339	633,502	62.7	32.3	4.9
2007	413,843	226,442	25,912	666,196	62.1	34.0	3.9
2008	405,924	226,591	23,973	656,488	61.8	34.5	3.7
2009	366,682	188,061	23,071	577,813	63.5	32.5	4.0

Chart 7. Business Travel's Share of Domestic Travel and Tourism in 2005–2009



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 non-residents 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

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 Organization for Economic Co-operation and Development, and from various surveys of U.S. visitors.

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).

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

Tourism Value Added and Employment Value added

A sector's value added measures its contribution to gross domestic product (GDP). In 2009 (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 continues to account for a larger share of GDP than industries such as utilities, computer and electronic products manufacturing, and broadcasting and telecommunications.

Table K. Travel and Tourism as a Share of Gross Domestic Product in 2003–2009

Year	Billions of dollars		Percent
	Gross domestic product (GDP)	Tourism value added	
2003	11,142	326	2.93
2004	11,868	352	2.97
2005	12,638	371	2.94
2006	13,399	396	2.96
2007	14,062	417	2.97
2008	14,369	399	2.78
2009	14,119	379	2.68

Direct employment

Direct tourism employment includes jobs that involve producing goods and services that are sold directly to visitors. Airline pilots, hotel clerks, and travel agents are examples of such employees.

Total direct employment decreased 0.5 percent in 2010. The largest contributor to the decrease reflected a decrease in food services and drinking places, which contributed 0.3 percentage point to the overall decline. Air transportation also contributed to the decrease in total employment, 0.2 percentage point (table L and chart 8). Traveler accommodations added employees in 2010, while employment in most other industries held constant or decreased slightly (tables L and M).

Table L. Contributions to Growth in Employment by Tourism in 2005–2010
[Percentage Points]

Industry	2005	2006	2007	2008	2009	2010
All tourism industries	2.05	1.49	2.22	-3.46	-8.14	-0.45
Traveler accommodations	0.36	0.15	0.41	-0.22	-1.78	0.24
Nonfarm residential tenant occupied permanent site	0.00	0.00	0.01	0.01	-0.01	0.00
Food services and drinking places	1.71	0.99	1.44	-1.39	-3.77	-0.33
Transportation	-0.11	0.02	0.11	-0.32	-3.01	-0.27
Air transportation services	-0.16	-0.10	0.08	-0.08	-0.48	-0.17
All other transportation-related industries	0.04	0.12	0.03	-0.24	-0.53	-0.10
Rail transportation services	-0.01	0.00	0.01	0.00	0.00	0.00
Water transportation services	0.04	0.06	-0.02	-0.04	-0.01	0.00
Interurban bus transportation	-0.01	-0.01	-0.01	0.00	-0.01	-0.01
Interurban charter bus transportation	-0.01	-0.01	0.00	0.01	-0.02	-0.01
Urban transit systems and other transportation	0.11	0.05	0.02	-0.03	-0.01	0.00
Taxi service	0.06	0.06	0.05	0.00	-0.03	0.00
Scenic and sightseeing transportation services	0.01	0.00	0.01	0.00	-0.02	0.02
Automotive equipment rental and leasing	0.01	-0.06	-0.02	-0.02	-0.12	-0.05
Automotive repair services	-0.08	-0.01	-0.03	-0.06	0.22	0.04
Parking lots and garages	0.01	0.00	0.00	0.00	-0.01	0.00
Toll highways	0.00	-0.01	0.00	0.00	0.00	0.00
Travel arrangement and reservation services	-0.06	-0.01	0.02	-0.04	-0.44	-0.06
Petroleum refineries	0.00	0.01	0.00	-0.01	-0.01	-0.01
Gasoline service stations	-0.01	0.05	0.00	-0.06	-0.07	-0.01
Recreation, entertainment, and shopping	0.11	0.16	0.21	-1.19	-1.42	-0.01
Recreation and entertainment	0.33	-0.02	0.19	-0.38	-0.88	0.13
Motion pictures and performing arts	-0.03	-0.02	-0.01	-0.04	-0.04	-0.01
Spectator sports	0.08	0.00	0.04	-0.13	-0.15	0.00
Participant sports	0.15	0.11	0.05	-0.17	-0.42	0.07
Gambling	0.08	-0.07	0.08	0.07	-0.06	-0.02
All other recreation and entertainment	0.05	-0.05	0.02	-0.11	-0.21	0.08
Shopping	-0.21	0.18	0.02	-0.81	-0.54	-0.13
Industries producing nondurable PCE commodities, excluding petroleum refineries	-0.19	-0.03	-0.16	-0.28	-0.23	-0.05
Retail trade services, excluding gasoline service stations	-0.03	0.21	0.19	-0.53	-0.31	-0.08
All other industries, excluding wholesale trade and transportation services	-0.02	0.18	0.03	-0.34	-0.16	-0.08
Wholesale trade and transportation services	0.00	0.15	0.01	-0.31	-0.05	-0.02

PCE Personal consumption expenditures

Chart 8. Contributions to Annual Growth in Direct Tourism Employment in 2007–2010

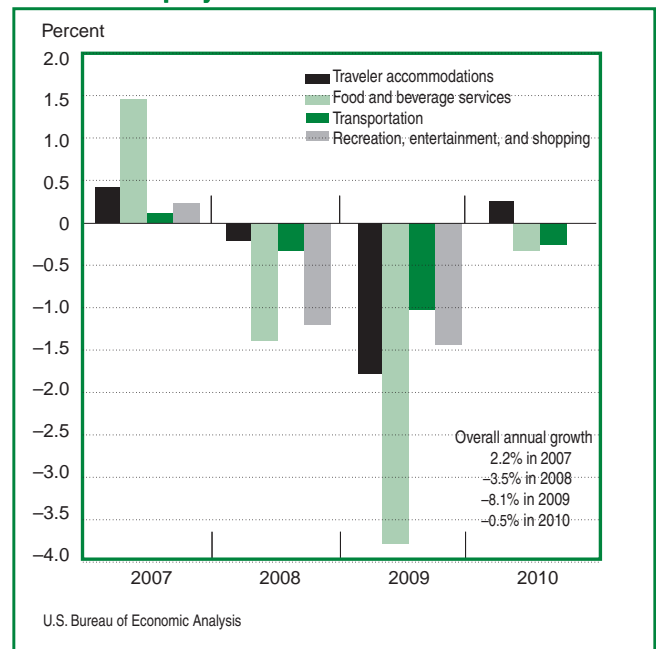


Table M. Direct Employment by Tourism Industry in 2005–2010
[Thousands]

Industry	2005	2006	2007	2008	2009	2010
All tourism industries	5,876	5,963	6,096	5,885	5,406	5,382
Traveler accommodations.....	1,324	1,333	1,358	1,344	1,240	1,253
Nonfarm residential tenant occupied permanent site.....	10	10	10	11	10	10
Food services and drinking places.....	1,878	1,936	2,022	1,937	1,716	1,698
Transportation.....	1,158	1,160	1,166	1,147	1,087	1,073
Air transportation services.....	487	481	486	481	453	443
All other transportation-related industries.....	672	679	681	666	635	629
Rail transportation services.....	8	9	9	9	9	9
Water transportation services.....	44	48	47	45	44	44
Interurban bus transportation.....	21	20	20	20	19	19
Interurban charter bus transportation.....	22	21	21	22	21	20
Urban transit systems and other transportation.....	53	56	57	56	55	55
Taxi service.....	46	50	53	53	51	51
Scenic and sightseeing transportation services.....	15	15	16	16	15	16
Automotive equipment rental and leasing.....	103	100	99	98	90	88
Automotive repair services.....	47	47	45	42	54	56
Parking lots and garages.....	14	14	14	14	14	14
Toll highways.....	4	4	4	4	4	4
Travel arrangement and reservation services.....	204	204	205	202	176	173
Petroleum refineries.....	7	7	8	7	7	6
Gasoline service stations.....	81	83	83	80	76	75
Recreation, entertainment, and shopping.....	1,254	1,263	1,276	1,203	1,120	1,120
Recreation and entertainment.....	651	649	660	637	586	592
Motion pictures and performing arts.....	29	27	27	24	22	21
Spectator sports.....	75	75	78	70	62	62
Participant sports.....	236	243	246	235	211	214
Gambling.....	178	174	179	183	179	179
All other recreation and entertainment.....	133	130	131	124	112	116
Shopping.....	603	614	615	566	534	527
Industries producing nondurable PCE commodities, excluding petroleum refineries.....						
Retail trade services, excluding gasoline service stations.....	170	168	158	141	128	125
All other industries.....	434	446	457	425	406	402
All other industries, excluding wholesale trade and transportation services.....	251	262	264	243	233	229
Wholesale trade and transportation services.....	73	75	76	74	68	65
Wholesale trade and transportation services.....	178	187	188	169	166	165

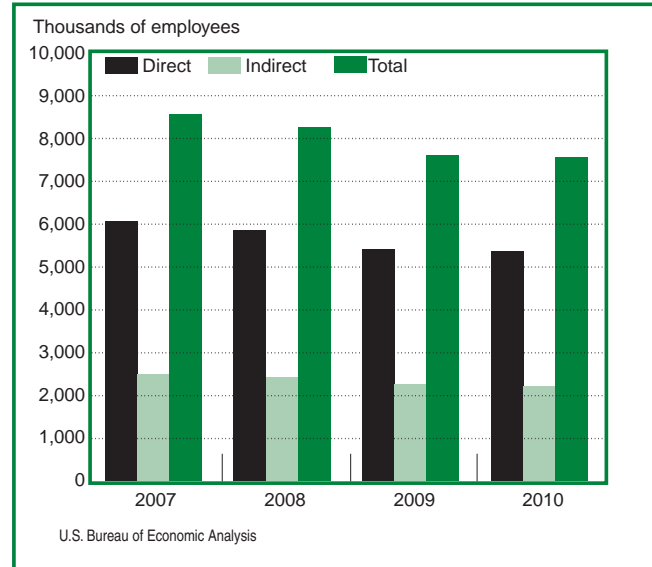
PCE Personal consumption expenditures

Total employment

Total tourism-related employment (the sum of direct and indirect jobs) remained almost unchanged at 7.6 million jobs in 2010. The 7.6 million jobs consisted of 5.4 million direct tourism jobs and 2.2 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 4.1 jobs are indirectly generated.

Chart 9. Total Tourism-Related Employment in 2007–2010



Tables 1 through 8 follow.

Table 1. Production of Commodities by Industry, 2009—Continues
[Millions of dollars]

Commodity	Industry														
	Traveler accommodations	Nonfarm residential tenant occupied permanent site	Food services and drinking places	Air transportation	Rail transportation	Water transportation	Interurban bus transportation	Interurban charter bus transportation	Urban transit systems and other transportation	Taxi service	Scenic and sightseeing transportation	Automotive equipment rental and leasing	Automotive repair services	Parking lots and garages	Toll highways
Traveler accommodations.....	111,585	17,367	771												
Food services and drinking places.....	29,383		518,750		99										
Domestic passenger air transportation services.....				67,184							2				
International passenger air transportation services.....				45,404											
Passenger rail transportation services.....					1,540										
Passenger water transportation services.....						11,383					3				
Interurban bus transportation.....							1,857	20	8						
Interurban charter bus transportation.....							51	1,289	46		16				
Urban transit systems and other transportation services.....				3			28	65	22,779	65	13	27			
Taxi service.....				1					20	13,627					
Scenic and sightseeing transportation services.....				8		17		80	8		2,750				
Automotive rental.....												32,356	63		
Other vehicle rental.....												438			
Automotive repair services.....								6	113	2			80,912		
Parking lots and garages.....														11,113	
Highway tolls.....															10,316
Travel arrangement and reservation services.....															
Motion pictures and performing arts.....															
Spectator sports.....															
Participant sports.....															
Gambling.....	38,568		716												
All other recreation and entertainment.....			2,262			2					2				
Gasoline.....															
Wholesale trade and transportation margins on gasoline.....				7	390	745									
Retail trade margins on gasoline.....															
Nondurable PCE commodities other than gasoline.....				4,109											
Wholesale trade and transportation margins on nondurable PCE commodities other than gasoline.....				4,589	30,585	2,960									
Retail trade margins on nondurable PCE commodities other than gasoline.....	737		2,023					3		1	5		143		
All other commodities, except all other trade and transportation margins.....	10,692	308,293	150	23,848	14,299	28,554	40	65	3,986	14	4	17,557	10,111	21	235
All other wholesale trade and transportation margins.....				4,384	18,273	-101				1					
All other retail trade margins.....	1,308			60								213	544		
Travel by U.S. residents abroad.....															
Industry output.....	192,272	325,661	524,672	149,596	65,186	43,560	1,979	1,525	26,962	13,708	2,794	50,592	91,773	11,134	10,551
Intermediate inputs.....	84,427	79,603	247,570	77,974	32,774	19,534	513	386	14,743	5,643	1,135	23,046	26,185	2,931	2,830
Value added.....	107,845	246,057	277,102	71,621	32,412	24,026	1,466	1,139	12,219	8,065	1,660	27,546	65,588	8,203	7,722
Compensation of employees.....	58,590	13,477	183,718	44,856	19,945	13,597	1,136	837	23,704	1,702	879	9,035	44,338	5,210	4,223
Taxes on production and imports, less subsidies.....	18,133	52,510	35,698	13,313	-1,008	1,031	132	67	-223	342	427	5,974	6,516	911	
Gross operating surplus.....	31,122	180,070	57,686	13,453	13,474	9,398	197	235	-11,261	6,021	354	12,537	14,734	2,082	3,499

PCE Personal consumption expenditures

Table 1. Production of Commodities by Industry, 2009—Table Ends
[Millions of dollars]

Commodity	Industry												
	Travel arrangement and reservation services	Motion pictures and performing arts	Spectator sports	Participant sports	Gambling	All other recreation and entertainment	Petroleum refineries	Industries producing nondurable PCE commodities, excluding petroleum refineries	Wholesale trade and transportation services	Gasoline service stations	Retail trade services, excluding gasoline service stations	All other industries	Domestic production at producers' prices
Traveler accommodations				221		79						892	130,915
Food services and drinking places		29	12	5,577	1,851	4,813				7,437	19,226	33,736	620,914
Domestic passenger air transportation services												23	67,210
International passenger air transportation services													45,404
Passenger rail transportation services													1,540
Passenger water transportation services													11,386
Interurban bus transportation												3	1,888
Interurban charter bus transportation												40	1,443
Urban transit systems and other transportation services												185	23,165
Taxi service												1	13,649
Scenic and sightseeing transportation services									6			17	2,887
Automotive rental												738	33,517
Other vehicle rental												179	623
Automotive repair services								7	6,273	3,875	80,508	134	171,830
Parking lots and garages												1,128	12,241
Highway tolls													10,316
Travel arrangement and reservation services	36,572												36,572
Motion pictures and performing arts		22,588	16,395			372						562	39,918
Spectator sports			18,938										18,938
Participant sports				36,306		2,482						54	38,843
Gambling			12	51	39,721	2,061							81,129
All other recreation and entertainment		134	4,048	233	78	46,301		1,381			559	9,257	64,256
Gasoline							190,466						190,466
Wholesale trade and transportation margins on gasoline									81,680				82,822
Retail trade margins on gasoline										41,126		6,072	47,393
Nondurable PCE commodities other than gasoline				11			196,404	1,426,983	9,856		19,783	57,465	1,714,610
Wholesale trade and transportation margins on nondurable PCE commodities other than gasoline									478,435				516,569
Retail trade margins on nondurable PCE commodities other than gasoline		215	472	818	84	1,916		187		17,382	571,470	26,447	621,903
All other commodities, except all other trade and transportation margins	142	33,565	13,095	2,184	19	2,089	54,767	777,670	203,864	3,207	27,531	17,667,608	19,203,612
All other wholesale trade and transportation margins							796	28,193	516,478			29,411	597,434
All other retail trade margins						106		293		1,192	393,128	3,922	400,765
Travel by U.S. residents abroad													
Industry output	36,715	56,532	52,974	45,402	41,752	60,220	442,432	2,234,714	1,296,592	74,226	1,119,193	17,831,441	24,804,157
Intermediate inputs	16,795	20,380	21,311	17,318	7,968	27,182	342,718	1,406,016	373,267	22,911	350,859	7,459,097	10,685,116
Value added	19,920	36,152	31,663	28,084	33,784	33,038	99,714	828,697	923,325	51,314	768,334	10,372,344	14,119,040
Compensation of employees	12,940	14,132	21,998	22,819	25,511	18,772	12,920	378,442	497,147	16,888	463,529	5,909,173	7,819,518
Taxes on production and imports, less subsidies	143	3,707	3,437	2,641	2,545	5,206	2,878	45,237	169,992	13,505	154,833	426,409	964,359
Gross operating surplus	6,836	18,313	6,229	2,624	5,728	9,060	83,916	405,018	256,186	20,921	149,971	4,036,762	5,335,163

PCE Personal consumption expenditures

Table 2. Supply and Consumption of Commodities, 2009
[Millions of dollars]

Commodity	Supply						Consumption						
	Domestic production at producers' prices	Imports	Change in private inventories	Wholesale trade margins and transportation costs	Retail trade margins	Total supply at purchasers' prices	Intermediate		Personal consumption expenditures	Gross private fixed investment	Government final expenditures	Exports of goods and services	Total consumption
							Private expenditures	Government expenditures					
Traveler accommodations.....	130,915					130,915	43,631	5,893	81,392				130,915
Food services and drinking places.....	620,914					620,914	92,302	20,740	507,320			551	620,914
Domestic passenger air transportation services.....	67,210					67,210	16,811	5,842	44,557				67,210
International passenger air transportation services.....	45,404	24,167				69,571	11,072	893	32,398			25,207	69,571
Passenger rail transportation services.....	1,540					1,540	492	291	756				1,540
Passenger water transportation services.....	11,386	725				12,111	1,545		10,150			416	12,111
Interurban bus transportation.....	1,888					1,888	304	494	1,091				1,888
Interurban charter bus transportation.....	1,443					1,443			1,443				1,443
Urban transit systems and other transportation services.....	23,165					23,165	2,545	894	19,726				23,165
Taxi service.....	13,649					13,649	7,841	1,345	4,463				13,649
Scenic and sightseeing transportation services.....	2,887					2,887			2,887				2,887
Automotive rental.....	33,517					33,517	21,006	1,419	11,092				33,517
Other vehicle rental.....	623					623	353	2	269				623
Automotive repair services.....	171,830					171,830	25,697	3,400	142,723			10	171,830
Parking lots and garages.....	12,241					12,241	2,813	1,800	7,628				12,241
Highway tolls.....	10,316					10,316	1,731		7,960				10,316
Travel arrangement and reservation services.....	36,572					36,572	21,837	588	12,648			1,499	36,572
Motion pictures and performing arts.....	39,918	201				40,118	7,739	5	32,261			114	40,118
Spectator sports.....	18,938	94				19,032	12,250	47	6,682			54	19,032
Participant sports.....	38,843					38,843	5,638	130	33,075				38,843
Gambling.....	81,129					81,129	1	21	81,107				81,129
All other recreation and entertainment.....	64,256	7				64,263	3,887	2,404	57,968			4	64,263
Gasoline.....	190,466	10,195	400	82,822	47,393	330,476	55,725	8,357	265,814			581	330,476
Wholesale trade and transportation margins on gasoline.....	82,822					82,822							
Retail trade margins on gasoline.....	47,393					47,393							
Nondurable PCE commodities other than gasoline.....	1,714,610	459,333	-22,247	516,569	621,903	3,334,662	838,530	167,983	2,047,057	37,076	2,585	241,431	3,334,662
Wholesale trade and transportation margins on nondurable PCE commodities other than gasoline.....	516,569					516,569							
Retail trade margins on nondurable PCE commodities other than gasoline.....	621,903					621,903							
All other commodities, except all other trade and transportation margins.....	19,203,612	1,238,127	-105,376	597,434	400,765	21,545,314	8,254,982	1,013,370	6,533,462	1,679,349	2,912,320	1,151,830	21,545,313
All other wholesale trade and transportation margins.....	597,434					597,434							
All other retail trade margins.....	400,765					400,765							
Travel by U.S. residents abroad.....		75,244				75,244	19,845		55,399				75,244
Total.....	24,804,157	1,808,093	-127,222	1,196,825	1,070,060	29,006,357	9,448,575	1,236,542	10,001,329	1,716,426	2,914,905	1,421,696	26,739,471

PCE Personal consumption expenditures

Table 3. Demand for Commodities by Type of Visitor, 2009
[Millions of dollars]

Commodity	Total consumption	Resident households	Business	Government	Nonresidents	Total tourism demand	Nontourism demand	Tourism commodity ratio
Traveler accommodations.....	130,915	55,754	43,631	5,893	25,638	130,915		1.00
Food services and drinking places.....	620,914	54,451	31,376	4,899	20,980	111,706	509,208	0.18
Domestic passenger air transportation services.....	67,210	37,909	16,811	5,842	6,648	67,210		1.00
International passenger air transportation services.....	69,571	32,398	11,072	893	25,207	69,571		1.00
Passenger rail transportation services.....	1,540	643	492	291	113	1,540		1.00
Passenger water transportation services.....	12,111	11,168			416	11,583	527	0.96
Interurban bus transportation.....	1,888	928	304	494	163	1,888		1.00
Interurban charter bus transportation.....	1,443	1,228			215	1,443		1.00
Urban transit systems and other transportation services.....	23,165	3,046	397	140	222	3,805	19,360	0.16
Taxi service.....	13,649	1,436	2,599	446	130	4,611	9,038	0.34
Scenic and sightseeing transportation services.....	2,887	2,456			431	2,887		1.00
Automotive rental.....	33,517	7,720	21,005	1,419	481	30,626	2,891	0.91
Other vehicle rental.....	623	146	353	2	85	585	38	0.94
Automotive repair services.....	171,830	9,281	3,801	212	1,398	14,692	157,137	0.09
Parking lots and garages.....	12,241	1,128	422	270	109	1,929	10,312	0.16
Highway tolls.....	10,316	472	104	37	78	691	9,625	0.07
Travel arrangement and reservation services.....	36,572	11,984	20,692	557	1,499	34,733	1,840	0.95
Motion pictures and performing arts.....	40,118	7,784	3,095		1,015	11,893	28,225	0.30
Spectator sports.....	19,032	1,388	4,836		331	6,554	12,478	0.34
Participant sports.....	38,843	7,479	2,274		630	10,383	28,459	0.27
Gambling.....	81,129	33,519			7,846	41,365	39,765	0.51
All other recreation and entertainment.....	64,263	13,975	1,562		1,073	16,610	47,653	0.26
Gasoline.....	330,476	35,031	14,346	800	2,605	52,782	277,694	0.16
Nondurable PCE commodities other than gasoline.....	3,334,662	67,754	19,963	1,770	22,268	111,754	3,222,907	0.03
All other commodities.....	21,545,313						21,545,313	
Total demand less travel by U.S. residents abroad.....	26,664,228	399,080	199,133	23,964	119,578	741,755	25,922,473	
Travel by U.S. residents abroad.....	75,244	55,399	19,845			75,244		1.00
Total demand.....	26,739,471	454,478	218,978	23,964	119,578	816,999	25,922,473	

PCE Personal consumption expenditures

Table 3a. Demand for Commodities by Type of Visitor (Unadjusted for Travel Arrangement Commissions), 2009

[Millions of dollars]

Commodity	Total consumption	Resident households	Business	Government	Nonresidents	Total tourism demand	Nontourism demand	Tourism commodity ratio
Traveler accommodations.....	131,631	56,059	43,869	5,925	25,778	131,631		1.00
Food services and drinking places.....	620,914	54,451	31,376	4,899	20,980	111,706	509,208	0.18
Domestic passenger air transportation services.....	67,964	38,335	17,000	5,907	6,722	67,964		1.00
International passenger air transportation services.....	70,457	32,811	11,213	905	25,528	70,457		1.00
Passenger rail transportation services.....	1,904	795	609	360	139	1,904		1.00
Passenger water transportation services.....	12,283	11,334			422	11,756	527	0.96
Interurban bus transportation.....	1,888	928	304	494	163	1,888		1.00
Interurban charter bus transportation.....	1,451	1,234			216	1,451		1.00
Urban transit systems and other transportation services.....	23,165	3,046	397	140	222	3,805	19,360	0.16
Taxi service.....	13,667	1,442	2,609	448	130	4,629	9,038	0.34
Scenic and sightseeing transportation services.....	2,912	2,478			435	2,912		1.00
Automotive rental.....	33,528	7,723	21,013	1,419	482	30,637	2,891	0.91
Other vehicle rental.....	623	146	353	2	85	585	38	0.94
Automotive repair services.....	171,830	9,281	3,801	212	1,398	14,692	157,137	0.09
Parking lots and garages.....	12,241	1,128	422	270	109	1,929	10,312	0.16
Highway tolls.....	10,316	472	104	37	78	691	9,625	0.07
Travel arrangement and reservation services.....	33,476	10,057	19,703	377	1,499	31,636	1,840	0.95
Motion pictures and performing arts.....	40,269	7,882	3,134		1,027	12,044	28,225	0.30
Spectator sports.....	19,255	1,435	5,000		342	6,777	12,478	0.35
Participant sports.....	38,843	7,479	2,274		630	10,383	28,459	0.27
Gambling.....	81,129	33,519			7,846	41,365	39,765	0.51
All other recreation and entertainment.....	64,355	14,053	1,570		1,079	16,702	47,653	0.26
Gasoline.....	330,476	35,031	14,346	800	2,605	52,782	277,694	0.16
Nondurable PCE commodities other than gasoline.....	3,334,662	67,754	19,963	1,770	22,268	111,754	3,222,907	0.03
All other commodities.....	21,545,313						21,545,313	
Total demand less travel by U.S. residents abroad.....	26,664,553	398,874	199,059	23,964	120,183	742,080	25,922,473	
Travel by U.S. residents abroad.....	75,523	55,604	19,919			75,523		1.00
Total demand.....	26,740,076	454,478	218,978	23,964	120,183	817,604	25,922,473	

PCE Personal consumption expenditures

Table 4. Output and Value Added by Industry, 2009

[Millions of dollars]

Industry	Industry output	Intermediate consumption	Value added	Tourism industry ratio	Tourism output	Tourism intermediate consumption	Tourism value added
Traveler accommodations.....	192,272	84,427	107,845	0.71	136,560	59,963	76,596
Nonfarm residential tenant occupied permanent site real estate.....	325,661	79,603	246,057	0.05	17,367	4,245	13,122
Food services and drinking places.....	524,672	247,570	277,102	0.18	95,115	44,881	50,234
Air transportation services.....	149,596	77,974	71,621	0.75	112,889	58,841	54,048
Rail transportation services.....	65,186	32,774	32,412	0.04	2,645	1,330	1,315
Water transportation services.....	43,560	19,534	24,026	0.26	11,123	4,988	6,135
Interurban bus transportation.....	1,979	513	1,466	0.97	1,913	496	1,417
Interurban charter bus transportation.....	1,525	386	1,139	0.92	1,400	354	1,046
Urban transit systems and other transportation.....	26,962	14,743	12,219	0.14	3,820	2,089	1,731
Taxi service.....	13,708	5,643	8,065	0.34	4,614	1,899	2,715
Scenic and sightseeing transportation.....	2,794	1,135	1,660	0.99	2,774	1,126	1,647
Automotive equipment rental and leasing.....	50,592	23,046	27,546	0.59	29,981	13,657	16,324
Automotive repair services.....	91,773	26,185	65,588	0.08	6,981	1,992	4,989
Parking.....	11,134	2,931	8,203	0.16	1,752	461	1,291
Toll highways.....	10,551	2,830	7,722	0.07	691	185	506
Travel arrangement and reservation services.....	36,715	16,795	19,920	0.95	34,733	15,888	18,844
Motion pictures and performing arts.....	56,532	20,380	36,152	0.12	6,743	2,431	4,312
Spectator sports.....	52,974	21,311	31,663	0.24	12,453	5,010	7,443
Participant sports.....	45,402	17,318	28,084	0.24	11,044	4,213	6,831
Gambling.....	41,752	7,968	33,784	0.49	20,608	3,933	16,675
All other recreation and entertainment.....	60,220	27,182	33,038	0.25	14,801	6,681	8,120
Petroleum refineries.....	442,432	342,718	99,714	0.08	37,002	28,663	8,339
Industries producing nondurable PCE commodities, excluding petroleum refineries.....	2,234,714	1,406,016	828,697	0.02	48,186	30,317	17,869
Wholesale trade and transportation services.....	1,296,592	373,267	923,325	0.02	29,952	8,623	21,330
Gasoline service stations.....	74,226	22,911	51,314	0.12	8,826	2,724	6,102
Retail trade services, excluding gasoline service stations.....	1,119,193	350,859	768,334	0.03	32,113	10,067	22,046
All other industries.....	17,831,441	7,459,097	10,372,344	0.00	13,011	5,443	7,568
Total.....	24,804,157	10,685,116	14,119,040		699,098	320,501	378,597

PCE Personal consumption expenditures

Table 5. Output by Commodity, 2009
[Millions of dollars]

Commodity	Domestic production at purchasers' prices	Tourism commodity ratio	Direct tourism output	Total commodity output multiplier	Total tourism-related output
Traveler accommodations.....	130,915	1.00	130,915	1.58	206,641
Food services and drinking places.....	620,914	0.18	111,706	1.74	194,336
Domestic passenger air transportation services.....	67,210	1.00	67,210	1.66	111,278
International passenger air transportation services.....	45,404	1.00	45,404	1.66	75,175
Passenger rail transportation services.....	1,540	1.00	1,540	1.78	2,737
Passenger water transportation services.....	11,386	0.96	10,890	1.94	21,137
Interurban bus transportation.....	1,888	1.00	1,888	1.56	2,943
Interurban charter bus transportation.....	1,443	1.00	1,443	1.56	2,249
Urban transit systems and other transportation services.....	23,165	0.16	3,805	1.56	5,931
Taxi service.....	13,649	0.34	4,611	1.56	7,187
Scenic and sightseeing transportation services.....	2,887	1.00	2,887	1.54	4,434
Automotive rental.....	33,517	0.91	30,626	1.42	43,497
Other vehicle rental.....	623	0.94	585	1.42	831
Automotive repair services.....	171,830	0.09	14,692	1.61	23,596
Parking lots and garages.....	12,241	0.16	1,929	1.61	3,099
Highway tolls.....	10,316	0.07	691	1.83	1,263
Travel arrangement and reservation services.....	36,572	0.95	34,733	1.52	52,933
Motion pictures and performing arts.....	39,918	0.30	11,834	1.63	19,260
Spectator sports.....	18,938	0.34	6,522	1.64	10,706
Participant sports.....	38,843	0.27	10,383	1.61	16,741
Gambling.....	81,129	0.51	41,365	1.61	66,692
All other recreation and entertainment.....	64,256	0.26	16,608	1.63	27,106
Gasoline.....	320,681	0.16	51,217	1.65	84,614
Nondurable PCE commodities other than gasoline.....	2,853,082	0.03	95,615	2.04	195,159
Total.....	4,602,346	0.15	699,098	1.69	1,179,544

PCE Personal consumption expenditures

Table 6. Employment and Compensation of Employees by Industry, 2009

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
Traveler accommodations.....	1,745	58,590	0.71	1,240	41,613	33,571
Nonfarm residential tenant occupied permanent site.....	190	13,477	0.05	10	719	70,925
Food services and drinking places.....	9,464	183,718	0.18	1,716	33,305	19,412
Air transportation services.....	600	44,856	0.75	453	33,850	74,797
Rail transportation services.....	217	19,945	0.04	9	809	91,846
Water transportation services.....	173	13,597	0.26	44	3,472	78,772
Interurban bus transportation.....	20	1,136	0.97	19	1,098	57,225
Interurban charter bus transportation.....	22	837	0.92	21	769	37,369
Urban transit systems and other transportation.....	391	23,704	0.14	55	3,358	60,590
Taxi service.....	152	1,702	0.34	51	573	11,214
Scenic and sightseeing transportation services.....	15	879	0.99	15	872	59,628
Automotive equipment rental and leasing.....	152	9,035	0.59	90	5,354	59,253
Automotive repair services.....	715	44,338	0.08	54	3,373	62,053
Parking lots and garages.....	87	5,210	0.16	14	820	59,746
Toll highways.....	59	4,223	0.07	4	277	71,603
Travel arrangement and reservation services.....	187	12,940	0.95	176	12,242	69,372
Motion pictures and performing arts.....	184	14,132	0.12	22	1,686	76,881
Spectator sports.....	262	21,998	0.24	62	5,171	83,816
Participant sports.....	866	22,819	0.24	211	5,551	26,364
Gambling.....	364	25,511	0.49	179	12,592	70,159
All other recreation and entertainment.....	455	18,772	0.25	112	4,614	41,228
Petroleum refineries.....	78	12,920	0.08	7	1,081	164,855
Industries producing nondurable PCE commodities, excluding petroleum refineries.....	5,930	378,442	0.02	128	8,160	63,813
Wholesale trade and transportation services.....	7,174	497,147	0.02	166	11,484	69,300
Gasoline service stations.....	637	16,888	0.12	76	2,008	26,518
Retail trade services, excluding gasoline service stations.....	14,164	463,529	0.03	406	13,300	32,726
All other industries.....	92,710	5,909,173	0.00	68	4,312	63,738
Total.....	137,013	7,819,518		5,406	212,462	

PCE Personal consumption expenditures

Table 7. Employment by Industry, 2009
[Thousands of employees]

Industry	Direct tourism employment	Total industry employment multiplier	Total tourism-related employment
Traveler accommodations.....	1,240	1.31	1,627
Nonfarm residential tenant occupied permanent site.....	10	2.02	20
Food services and drinking places.....	1,716	1.18	2,027
Air transportation services.....	453	1.70	768
Rail transportation services.....	9	2.40	21
Water transportation services.....	44	3.32	146
Interurban bus transportation.....	19	1.45	28
Interurban charter bus transportation.....	21	1.45	30
Urban transit systems and other transportation.....	55	1.51	84
Taxi service.....	51	1.45	74
Scenic and sightseeing transportation services.....	15	1.75	26
Automotive equipment rental and leasing.....	90	1.92	173
Automotive repair services.....	54	1.47	80
Parking lots and garages.....	14	1.96	27
Toll highways.....	4	1.92	7
Travel arrangement and reservation services.....	176	1.41	248
Motion pictures and performing arts.....	22	1.94	43
Spectator sports.....	62	1.93	119
Participant sports.....	211	1.19	252
Gambling.....	179	1.59	285
All other recreation and entertainment.....	112	1.41	158
Petroleum refineries.....	7	4.20	28
Industries producing nondurable PCE commodities, excluding petroleum refineries.....	128	2.86	366
Wholesale trade and transportation services.....	166	1.67	277
Gasoline service stations.....	76	1.23	93
Retail trade services, excluding gasoline service stations.....	406	1.23	499
All other industries.....	68	1.91	129
Total.....	5,406		7,633

PCE Personal consumption expenditures

Table 8. Real Tourism Output, 2009

Commodity	Direct output (Millions of dollars)	Chain-type price index	Real output (Millions of chained (2005) dollars)
Traveler accommodations.....	130,915	106.7	122,717
Food services and drinking places.....	111,706	116.0	96,272
Domestic passenger air transportation services.....	67,210	111.6	60,245
International passenger air transportation services.....	45,404	109.4	41,489
Passenger rail transportation services.....	1,540	118.1	1,303
Passenger water transportation services.....	10,890	88.4	12,317
Interurban bus transportation.....	1,888	119.5	1,580
Interurban charter bus transportation.....	1,443	110.8	1,302
Urban transit systems and other transportation services.....	3,805	112.7	3,375
Taxi service.....	4,611	114.9	4,014
Scenic and sightseeing transportation services.....	2,887	110.8	2,605
Automotive rental.....	30,626	129.8	23,601
Other vehicle rental.....	585	111.4	525
Automotive repair services.....	14,692	117.6	12,491
Parking lots and garages.....	1,929	122.1	1,581
Highway tolls.....	691	123.0	562
Travel arrangement and reservation services.....	34,733	106.6	32,592
Motion pictures and performing arts.....	11,834	111.5	10,613
Spectator sports.....	6,522	117.6	5,545
Participant sports.....	10,383	104.3	9,951
Gambling.....	41,365	110.0	37,617
All other recreation and entertainment.....	16,608	112.7	14,733
Gasoline.....	51,217	104.6	48,942
Nondurable PCE commodities other than gasoline.....	95,615	109.9	86,994
Total.....	699,098	110.7	631,366

PCE Personal consumption expenditures