

U.S. Travel and Tourism Satellite Accounts for 2004–2009

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THE TRAVEL and tourism industry—as measured by the real output of goods and services sold directly to visitors—declined 4.7 percent in 2009 after declining 3.1 percent in 2008, 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 declined 2.6 percent in 2009 and showed no growth in 2008.¹

The updated statistics in the travel and tourism satellite accounts presented in this article replace the previously published statistics. These revised statistics primarily reflect the incorporation of the 2010 comprehensive revision of the annual industry accounts released on May 25, 2010.² This comprehensive revision incorporated two major types of revisions: (1) updated definitions and classifications and (2) statistical changes that included new and improved estimation methodologies and incorporated newly available and revised source data. Combined with new and revised source data for travel and tourism, these improvements allow the travel and tourism satellite accounts to more accurately capture the dynamics of travel and tourism.

Comprehensive revisions, which occur every 5 years, go beyond annual revisions by incorporating more detailed methodological changes. Major changes introduced with this latest revision include the following:

- The results of the 2002 benchmark input-output (I-O) accounts, including Census Bureau data on shipments, receipts, and business expenses from the 2002 Economic Census, Business Expenses Survey, and Service Annual Survey. This provides an improved breakout of business versus leisure consumption of commodities in the travel and tourism satellite accounts, updates the flow of commodities

from producer to consumers, and updates the relationship between travel agents and the airlines.

- The results of the 2009 comprehensive revision of the national income and product accounts, including the new classification system for personal consumption expenditures.
- New producer price indexes from the Bureau of Labor Statistics (BLS) used to deflate gross margin output of the retail trade sector.
- A new interpolation method to prepare time series of the annual industry accounts between the 1997 benchmark I-O tables and the 2002 benchmark I-O tables.
- An improved method to “reconcile” value added by industry within a balanced I-O framework.
- New employment multipliers from BEA’s Regional Input-Output Modeling System II (RIMS II) program, which are used to measure total tourism employment in the satellite accounts.
- New data on travel expenditures by government and private business from the BLS consumer expenditure survey on the breakout of spending specifically for travel.

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

- Real output slowed, turned down, or declined at a faster rate in 10 of 24 commodities in 2009, including both domestic and international passenger air transportation, gambling, and food and beverage services.
- Inbound tourism declined 13.9 percent in 2009, and outbound tourism declined 7.2 percent. As a result, the travel and tourism surplus fell to \$16.6 billion in 2009 from \$28.0 billion in 2008.
- Prices for tourism goods and services declined 4.3 percent in 2009 after increasing 5.6 percent in 2008. Traveler accommodations contributed significantly to the overall decline in prices in 2009 as hotels sought to replace lost business travelers with leisure travelers.

The remainder of this article consists of a discussion of trends in travel and tourism output and prices, the

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

2. See Matthew M. Donahoe, Edward T. Morgan, Kevin J. Muck, and Ricky L. Stewart, “Annual Industry Accounts: Revised Statistics for 1998–2008 and Comprehensive Revision,” *SURVEY OF CURRENT BUSINESS* 90 (June 2010): 14–29.

composition of tourism demand, and tourism value added and employment and is followed by the core travel and tourism account tables. The accounts for 1998–2009 have been revised, but this article focuses on the more recent period from 2004 through 2009. (See the box “Data Availability.”)

Trends in Output and Prices

Real output

The 4.7 percent decline in real direct travel and tourism output in 2009 was widespread (table A). The largest contributors to the faster decline were traveler accommodations, international passenger air transportation, and travel arrangement services (table B). Traveler accommodations fell 8.8 percent in 2009 after growing 2.2 percent in 2008. International passenger air transportation contracted 8.8 percent after growing 3.4 percent. Travel arrangement services fell 13.3 percent after decreasing 1.0 percent.

Data Availability

The detailed annual statistics on travel and tourism activity for 2008 are presented in eight tables at the end of this article. The complete set of detailed annual statistics for 1998–2008, statistics of output and employment for 2009, and quarterly statistics of output and employment for 1998–2009 are available on BEA's Web site at www.bea.gov under “Industry” and “Satellite Accounts.”

The widespread declines were partly offset by slower declines in food and beverage services, and domestic passenger air transportation, and a turnaround in motion pictures and performing arts. Food and beverage services decreased 3.4 percent in 2009 after decreasing 6.1 percent. Domestic passenger air transportation decreased 6.1 percent after decreasing 9.2 percent. Motion pictures and performing arts grew 5.4 percent after decreasing 6.4 percent (table C and chart 1).

Table B. Contributions to Growth in Real Tourism Output by Tourism Commodity in 2004–2009

[Percentage points]

Commodity	2004	2005	2006	2007	2008	2009
All tourism goods and services	6.08	2.90	2.90	1.20	-3.06	-4.65
Traveler accommodations.....	1.33	0.78	0.63	0.50	0.39	-1.61
Food and beverage services.....	0.91	0.90	0.48	-0.06	-0.95	-0.57
Transportation.....	1.75	0.48	0.59	0.68	-1.11	-1.87
Passenger air transportation.....	0.65	-0.07	0.28	0.44	-0.69	-1.13
Domestic passenger air transportation services.....	-0.16	-0.67	-0.17	0.09	-0.90	-0.55
International passenger air transportation services.....	0.81	0.59	0.45	0.35	0.21	-0.58
All other transportation-related commodities.....	1.09	0.56	0.31	0.24	-0.42	-0.73
Passenger rail transportation services.....	0.01	-0.01	0.00	0.02	0.01	-0.02
Passenger water transportation services.....	0.43	0.00	0.12	0.09	0.06	0.02
Intercity bus services.....	0.00	0.00	-0.01	0.00	-0.01	-0.05
Intercity charter bus services.....	-0.02	-0.02	0.02	-0.06	0.01	0.00
Local bus and other transportation services.....	-0.01	0.06	0.02	0.00	-0.03	-0.02
Taxicab services.....	-0.03	0.05	0.06	0.03	0.01	0.01
Scenic and sightseeing transportation services.....	0.02	0.01	0.00	0.01	-0.01	-0.04
Automotive rental and leasing.....	0.20	0.17	-0.06	0.00	-0.21	-0.15
Other vehicle rental and leasing.....	0.00	0.01	0.00	0.00	-0.01	0.01
Automotive repair services.....	-0.08	-0.10	-0.02	0.03	-0.14	-0.02
Parking.....	0.02	0.00	0.02	-0.01	-0.03	-0.01
Highway tolls.....	0.00	-0.01	-0.01	0.00	-0.01	0.01
Travel arrangement and reservation services.....	0.37	0.22	-0.03	0.14	-0.04	-0.59
Gasoline.....	0.18	0.19	0.24	0.01	-0.04	0.12
Recreation, entertainment, and shopping.....	2.09	0.74	1.20	0.08	-1.38	-0.61
Recreation and entertainment.....	0.66	0.26	0.42	0.18	-0.48	-0.27
Motion pictures and performing arts.....	0.07	-0.05	0.02	0.01	-0.11	0.10
Spectator sports.....	0.12	0.02	0.05	-0.02	-0.17	-0.04
Participant sports.....	0.03	0.10	0.07	0.01	-0.03	-0.08
Gambling.....	0.44	0.12	0.31	0.17	-0.03	-0.21
All other recreation and entertainment.....	0.00	0.07	-0.03	0.01	-0.14	-0.04
Nondurable PCE commodities other than gasoline.....	1.43	0.49	0.79	-0.09	-0.90	-0.34

PCE Personal consumption expenditures

Table C. Real Output by Tourism Commodity in 2004–2009

[Millions of chained (2005) dollars]

Commodity	2004	2005	2006	2007	2008	2009
All tourism goods and services	673,068	692,605	712,684	721,264	699,184	666,640
Traveler accommodations.....	118,616	123,831	128,211	131,726	134,571	122,727
Food and beverage services.....	107,019	112,962	116,309	115,877	108,864	105,179
Transportation.....	260,595	263,933	267,970	272,756	265,108	252,348
Passenger air transportation.....	108,436	107,976	109,834	112,914	108,103	100,223
Domestic passenger air transportation services.....	73,404	68,916	67,740	68,390	62,071	58,292
International passenger air transportation services.....	35,065	39,059	42,150	44,546	46,057	41,995
All other transportation-related commodities.....	152,172	155,957	158,082	159,795	156,922	152,279
Passenger rail transportation services.....	1,277	1,178	1,183	1,289	1,373	1,254
Passenger water transportation services.....	10,429	10,420	11,272	11,912	12,442	12,615
Intercity bus services.....	1,715	1,738	1,702	1,735	1,678	1,358
Intercity charter bus services.....	1,901	1,781	1,940	1,524	1,603	1,626
Local bus and other transportation services.....	3,242	3,631	3,791	3,767	3,544	3,400
Taxicab services.....	3,604	3,929	4,376	4,605	4,673	4,749
Scenic and sightseeing transportation services.....	2,806	2,873	2,848	2,950	2,883	2,585
Automotive rental and leasing.....	25,525	26,632	26,193	26,181	24,695	23,836
Other vehicle rental and leasing.....	596	634	643	611	561	625
Automotive repair services.....	12,254	11,561	11,396	11,598	10,567	10,421
Parking.....	2,099	2,099	1,935	1,854	1,663	1,584
Highway tolls.....	740	685	608	584	532	598
Travel arrangement and reservation services.....	29,540	30,987	30,747	31,738	31,427	27,254
Gasoline.....	56,465	57,808	59,420	59,545	59,217	60,128
Recreation, entertainment, and shopping.....	186,994	191,880	200,318	200,905	190,510	186,354
Recreation and entertainment.....	82,728	84,417	87,316	88,561	84,998	83,139
Motion pictures and performing arts.....	13,141	12,798	12,950	12,992	12,161	12,816
Spectator sports.....	6,995	7,128	7,466	7,356	6,128	5,856
Participant sports.....	10,353	11,004	11,489	11,542	11,308	10,751
Gambling.....	35,092	35,904	38,048	39,266	39,067	37,651
All other recreation and entertainment.....	17,152	17,583	17,361	17,406	16,367	16,078
Nondurable PCE commodities other than gasoline.....	104,273	107,463	113,008	112,323	105,466	103,167

PCE Personal consumption expenditures

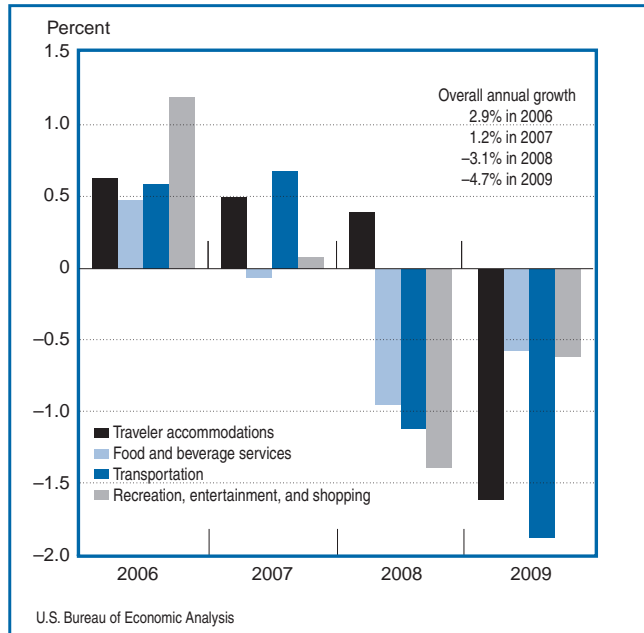
Table A. Annual Growth in Real Output by Tourism Commodity in 2004–2009

[Percentage change from preceding period]

Commodity	2004	2005	2006	2007	2008	2009
All tourism goods and services	6.1	2.9	2.9	1.2	-3.1	-4.7
Traveler accommodations.....	7.6	4.4	3.5	2.7	2.2	-8.8
Food and beverage services.....	5.6	5.6	3.0	-0.4	-6.1	-3.4
Transportation.....	4.6	1.3	1.5	1.8	-2.8	-4.8
Passenger air transportation.....	3.9	-0.4	1.7	2.8	-4.3	-7.3
Domestic passenger air transportation services.....	-1.4	-6.1	-1.7	1.0	-9.2	-6.1
International passenger air transportation services.....	17.5	11.4	7.9	5.7	3.4	-8.8
All other transportation-related commodities.....	5.0	2.5	1.4	1.1	-1.8	-3.0
Passenger rail transportation services.....	7.5	-7.7	0.4	9.0	6.5	-8.7
Passenger water transportation services.....	32.9	-0.1	8.2	5.7	4.4	1.4
Intercity bus services.....	-1.1	1.4	-2.1	1.9	-3.3	-19.1
Intercity charter bus services.....	-5.5	-6.3	8.9	-21.4	5.1	1.5
Local bus and other transportation services.....	-1.4	12.0	4.4	-0.6	-5.9	-4.0
Taxicab services.....	-4.9	9.0	11.4	5.2	1.5	1.6
Scenic and sightseeing transportation services.....	4.7	2.4	-0.9	3.6	-2.3	-10.3
Automotive rental and leasing.....	4.9	4.3	-1.6	0.0	-5.7	-3.5
Other vehicle rental and leasing.....	2.3	6.4	1.4	-4.9	-8.2	11.3
Automotive repair services.....	-4.1	-5.7	-1.4	1.8	-8.9	-1.4
Parking.....	6.8	0.0	-7.8	-4.2	-10.3	-4.7
Highway tolls.....	1.6	-7.4	-11.2	-3.9	-8.9	12.3
Travel arrangement and reservation services.....	8.0	4.9	-0.8	3.2	-1.0	-13.3
Gasoline.....	2.5	2.4	2.8	0.1	-0.4	1.5
Recreation, entertainment, and shopping.....	7.4	2.6	4.4	0.3	-5.2	-2.2
Recreation and entertainment.....	5.2	2.0	3.4	1.4	-4.0	-2.2
Motion pictures and performing arts.....	3.3	-2.6	1.2	0.3	-6.4	5.4
Spectator sports.....	12.6	1.9	4.7	-1.5	-16.7	-4.4
Participant sports.....	1.7	6.3	4.4	0.5	-2.0	-4.9
Gambling.....	8.6	2.3	6.0	3.2	-0.5	-3.6
All other recreation and entertainment.....	-0.1	2.5	-1.3	0.3	-6.0	-1.8
Nondurable PCE commodities other than gasoline.....	9.1	3.1	5.2	-0.6	-6.1	-2.2

PCE Personal consumption expenditures

Chart 1. Contributions to Annual Growth in Real Tourism Output in 2006–2009



Prices

Travel and tourism prices declined 4.3 percent in 2009, the first annual decline since 2002 (tables D, E, and F). The largest contributors to the decline in prices were gasoline, traveler accommodations, and domestic and international passenger air transportation services. Gasoline prices decreased 27.8 percent in 2009 after increasing 16.1 percent in 2008. Prices for traveler accommodations decreased 7.0 percent after increasing

1.9 percent. Together, international and domestic passenger air transportation services decreased 9.3 percent after growing 10.3 percent (chart 2).

The overall decline in price growth for the travel and tourism sector prices was partly offset by an acceleration in the prices for automotive rental and leasing, which increased 12.7 percent in 2009 after increasing 8.4 percent in 2008. By reducing their stock of automobiles, rental establishments have increased their ability to raise prices.

Table E. Contributions to Annual Growth in the Chain-Type Price Indexes for Tourism Commodities in 2004–2009
[Percentage points]

Commodity	2004	2005	2006	2007	2008	2009
All tourism goods and services	2.93	4.93	4.49	3.48	5.64	-4.29
Traveler accommodations	0.46	0.90	0.65	0.78	0.35	-1.35
Food and beverage services	0.51	0.52	0.52	0.59	0.71	0.17
Transportation	1.36	2.89	2.67	1.43	3.62	-3.16
Passenger air transportation	0.10	1.06	1.03	0.38	1.62	-1.35
Domestic passenger air transportation services	-0.01	0.70	0.71	0.11	0.93	-0.67
International passenger air transportation services	0.11	0.36	0.32	0.27	0.69	-0.67
All other transportation-related commodities	1.26	1.82	1.64	1.05	2.00	-1.82
Passenger rail transportation services	-0.01	0.01	0.01	0.01	0.01	0.00
Passenger water transportation services	-0.02	0.02	-0.01	-0.01	-0.03	-0.08
Intercity bus services	0.01	0.01	0.02	0.00	0.02	-0.01
Intercity charter bus services	0.01	0.01	0.01	0.01	0.01	0.01
Local bus and other transportation services	0.03	0.02	0.02	0.01	0.02	0.01
Taxicab services	0.03	0.03	0.02	0.01	0.03	0.02
Scenic and sightseeing transportation services	0.01	0.01	0.01	0.01	0.01	-0.01
Automotive rental and leasing	0.06	0.04	0.25	0.08	0.30	0.25
Other vehicle rental and leasing	0.00	0.00	0.00	0.01	0.01	0.00
Automotive repair services	0.05	0.06	0.07	0.05	0.08	0.03
Parking	0.01	0.02	0.01	0.01	0.02	0.01
Highway tolls	0.01	0.01	0.01	0.01	0.01	0.00
Travel arrangement and reservation services	-0.08	0.01	0.15	0.10	0.01	-0.18
Gasoline	1.14	1.58	1.06	0.75	1.52	-1.86
Recreation, entertainment, and shopping	0.61	0.63	0.66	0.69	0.96	0.05
Recreation and entertainment	0.32	0.39	0.39	0.38	0.40	-0.03
Motion pictures and performing arts	0.06	0.06	0.06	0.06	0.05	0.05
Spectator sports	0.04	0.06	0.04	0.05	0.05	0.00
Participant sports	0.01	0.01	0.03	0.03	0.02	-0.02
Gambling	0.14	0.18	0.17	0.15	0.20	-0.08
All other recreation and entertainment	0.07	0.08	0.09	0.09	0.08	0.01
Nonurable PCE commodities other than gasoline	0.28	0.24	0.27	0.31	0.56	0.09

PCE Personal consumption expenditures

Table D. Annual Growth in Prices for Tourism Commodities in 2004–2009
[Percentage change form preceding period]

Commodity	2004	2005	2006	2007	2008	2009
All tourism goods and services	2.9	4.9	4.5	3.5	5.6	-4.3
Traveler accommodations	2.6	5.1	3.6	4.4	1.9	-7.0
Food and beverage services	3.1	3.2	3.2	3.7	4.6	3.5
Transportation	3.6	7.7	7.0	3.7	9.3	-9.9
Passenger air transportation	0.7	6.8	6.7	2.4	10.3	-9.3
Domestic passenger air transportation services	-0.1	6.9	7.3	1.1	10.1	-8.3
International passenger air transportation services	2.2	6.9	5.5	4.5	10.6	-10.8
All other transportation-related commodities	5.9	8.4	7.3	4.6	8.6	-10.4
Passenger rail transportation services	-3.5	3.6	7.2	4.7	3.8	1.4
Passenger water transportation services	-1.3	1.1	-0.4	-0.5	-1.7	-9.1
Intercity bus services	3.8	3.6	7.2	0.8	6.4	4.0
Intercity charter bus services	2.5	2.3	3.5	3.2	2.6	2.9
Local bus and other transportation services	5.2	4.6	3.9	2.7	4.2	4.8
Taxicab services	6.0	4.6	3.4	2.1	4.0	4.7
Scenic and sightseeing transportation services	2.5	2.3	3.5	3.1	2.5	1.2
Automotive rental and leasing	1.6	1.0	6.6	2.1	8.4	12.7
Other vehicle rental and leasing	3.3	0.1	0.8	6.6	6.6	-3.1
Automotive repair services	2.3	3.4	4.2	3.4	4.8	4.1
Parking	4.9	7.1	2.9	3.3	6.6	7.8
Highway tolls	8.4	12.6	10.8	5.8	13.6	-7.3
Travel arrangement and reservation services	-1.7	0.2	3.5	2.3	0.1	0.2
Gasoline	17.9	22.1	12.7	8.5	16.1	-27.8
Recreation, entertainment, and shopping	2.1	2.2	2.4	2.5	3.6	1.5
Recreation and entertainment	2.6	3.2	3.2	3.1	3.4	0.7
Motion pictures and performing arts	3.0	3.1	3.5	3.5	2.7	1.6
Spectator sports	4.6	6.1	3.7	4.9	5.4	2.5
Participant sports	0.5	0.6	2.1	1.8	1.1	1.0
Gambling	2.7	3.4	3.2	2.9	3.8	-0.3
All other recreation and entertainment	2.7	3.3	3.5	3.6	3.6	1.6
Nonurable PCE commodities other than gasoline	1.8	1.5	1.7	2.0	3.8	2.1

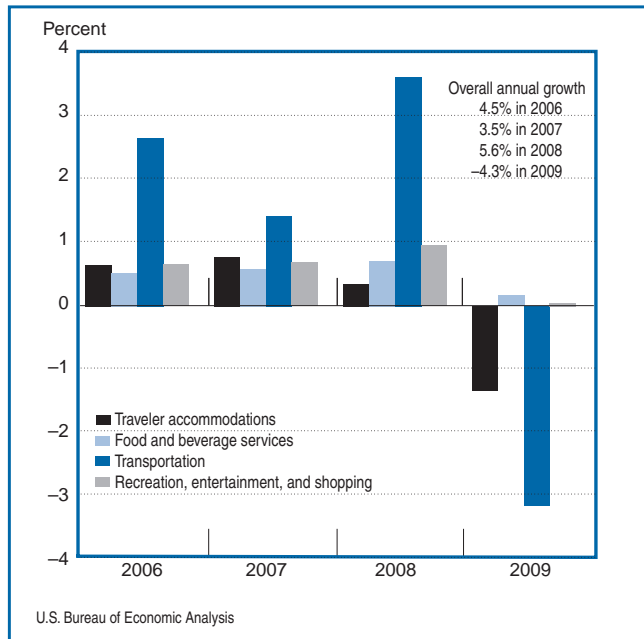
PCE Personal consumption expenditures

Table F. Chain-Type Price Indexes for Tourism Commodities in 2004–2009
[Index numbers, 2005=100]

Commodity	2004	2005	2006	2007	2008	2009
All tourism goods and services	95.3	100.0	104.5	108.1	114.2	109.3
Traveler accommodations	95.1	100.0	103.6	108.1	110.2	102.4
Food and beverage services	96.9	100.0	103.2	107.0	111.9	115.8
Transportation	92.8	100.0	107.0	111.0	121.3	109.3
Passenger air transportation	93.6	100.0	106.7	109.2	120.5	109.3
Domestic passenger air transportation services	93.6	100.0	107.3	108.5	119.5	109.6
International passenger air transportation services	93.6	100.0	105.5	110.2	121.9	108.8
All other transportation-related commodities	92.3	100.0	107.3	112.3	121.9	109.2
Passenger rail transportation services	96.5	100.0	107.2	112.3	116.5	118.2
Passenger water transportation services	98.9	100.0	99.6	99.1	97.5	88.6
Intercity bus services	96.5	100.0	107.2	108.1	115.0	119.5
Intercity charter bus services	97.7	100.0	103.5	106.8	109.5	112.7
Local bus and other transportation services	95.6	100.0	103.9	106.7	111.2	116.6
Taxicab services	95.6	100.0	103.4	105.5	109.7	114.9
Scenic and sightseeing transportation services	97.7	100.0	103.5	106.8	109.4	110.8
Automotive rental and leasing	99.0	100.0	106.6	108.8	117.9	133.0
Other vehicle rental and leasing	99.9	100.0	100.8	107.5	114.5	111.0
Automotive repair services	96.7	100.0	104.2	107.7	113.0	117.5
Parking	93.4	100.0	102.9	106.3	113.3	122.1
Highway tolls	88.8	100.0	110.8	117.1	133.1	123.4
Travel arrangement and reservation services	99.8	100.0	103.5	105.9	106.1	106.3
Gasoline	81.9	100.0	112.7	122.2	142.0	102.5
Recreation, entertainment, and shopping	97.8	100.0	102.4	104.9	108.7	110.3
Recreation and entertainment	96.9	100.0	103.2	106.4	110.0	110.8
Motion pictures and performing arts	97.0	100.0	103.5	107.1	109.9	111.7
Spectator sports	94.3	100.0	103.7	108.8	114.6	117.5
Participant sports	99.4	100.0	102.1	103.9	105.1	106.1
Gambling	96.7	100.0	103.2	106.2	110.2	109.8
All other recreation and entertainment	96.8	100.0	103.5	107.2	111.0	112.8
Nonurable PCE commodities other than gasoline	98.5	100.0	101.7	103.8	107.7	110.0

PCE Personal consumption expenditures

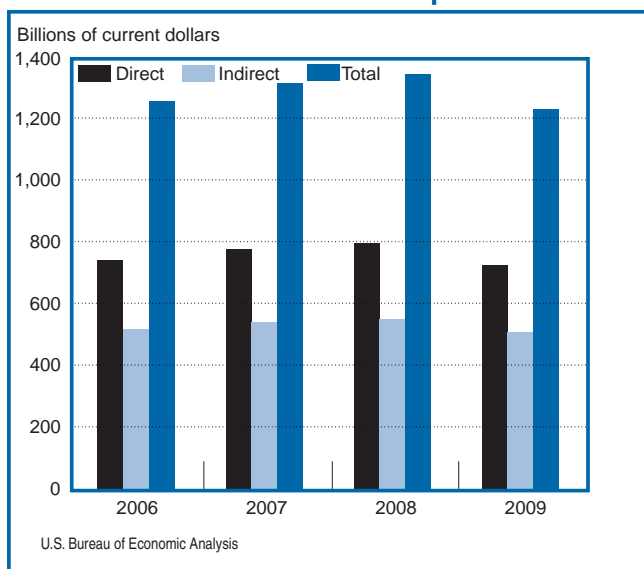
Chart 2. Contributions to Annual Growth in the Chain-Type Price Index for Tourism Goods and Services in 2006–2009



Total output

Total tourism-related output decreased to \$1.24 trillion in 2009, or 8.5 percent, from \$1.35 trillion in 2008. Total output consisted of \$728.8 billion in direct tourism output and \$508.5 billion in indirect tourism output in 2009. The 1.70 ratio of total output to direct output in 2009 means that every dollar of direct tourism output required an additional 70 cents of *indirect* tourism output (chart 3).

Chart 3. Total Tourism-Related Output in 2006–2009



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 international flights.

The Composition of Tourism Demand

The travel and tourism accounts include estimates of the composition of tourism demand by type of visitor. They distinguish expenditures of U.S. residents traveling abroad from those of U.S. residents and nonresidents traveling within the United States for leisure, business, or government purposes. 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) declined 10.9 percent in 2009 after growing 11.6 percent in 2008.

Inbound travel and tourism. This consists of travel-related expenditures and international transportation purchases from U.S. providers by nonresidents traveling in the United States. This activity declined 13.9 percent to \$121.3 billion (chart 4). In recent years, inbound activity had been increasing steadily as relatively strong currencies in Europe and Canada made the U.S. a more attractive destination.³ However, in

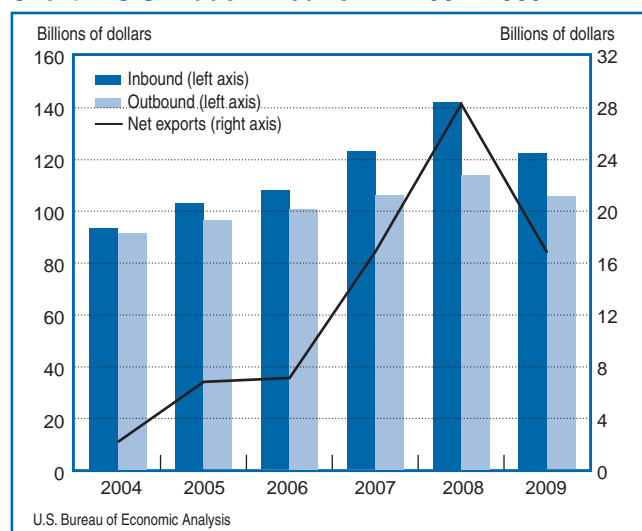
3. See Douglas B. Weinberg and Erin M. Whitaker, “U.S. International Transactions,” SURVEY 90 (April 2010): 26–61.

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Chart 4. U.S. Trade in Tourism in 2004–2009

2009, the global economic decline had a strong negative effect as net exports declined 40.6 percent from \$28.0 billion in 2008 to \$16.6 billion in 2009.

Outbound travel and tourism. This consists of travel-related expenditures and international transportation purchases from foreign providers by U.S. residents traveling abroad. In 2009, outbound activity declined 7.2 percent to \$104.7 billion. As a result, net exports of travel and tourism decreased (table G).

Table G. U.S. International Travel and Tourism in 2004–2009

[Billions of dollars]

	2004	2005	2006	2007	2008	2009
Total international travel and tourism	182.9	197.3	207.0	227.2	253.6	225.9
Inbound travel and tourism	92.5	102.0	107.0	121.9	140.8	121.3
Outbound travel and tourism	90.4	95.3	100.0	105.3	112.8	104.7
Net exports of travel and tourism.....	2.1	6.7	7.0	16.7	28.0	16.6

Key Terms

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

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

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

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 Organisation 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.

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.⁴ Inbound travel and tourism’s share of internal tourism in 2008 (the most recent year for which data are available) accounted for 14.7 percent of the total. After declining to 11.4 percent in 2003, inbound tourism’s share rebounded, accounting for 12.4 percent of internal tourism in 2005 and 12.9 percent in 2007 (table H and chart 5).

Table H. Internal Travel and Tourism in the United States by Residents and Nonresidents in 2002–2008

Year	Millions of dollars			Share	
	Residents	Nonresidents (inbound)	Total	Residents	Nonresidents (inbound)
2002	461,147	66,647	527,793	87.4	12.6
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	655,458	97,143	752,601	87.1	12.9
2008	638,401	110,167	748,568	85.3	14.7

bound tourism. The calculation of outbound tourism includes all expenditures on international transportation, whether purchased from foreign or U.S. providers in order to create consistency between expenditures by U.S. residents traveling within the United States (domestic tourism) and expenditures by U.S. residents traveling abroad (outbound tourism). Outbound tourism’s share of national tourism peaked at 18.8 percent in 2008 (the most recent year for which data are available) (table I and chart 6).

Table I. National Travel and Tourism in the United States and Abroad in 2002–2008

Year	Millions of dollars			Percent	
	In the United States	Abroad (outbound)	Total	In the United States	Abroad (outbound)
2002	461,147	95,742	556,889	82.8	17.2
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	655,458	140,852	796,310	82.3	17.7
2008	638,401	147,389	785,790	81.2	18.8

Chart 5. Inbound Tourism’s Share of Internal Travel and Tourism in 2004–2008

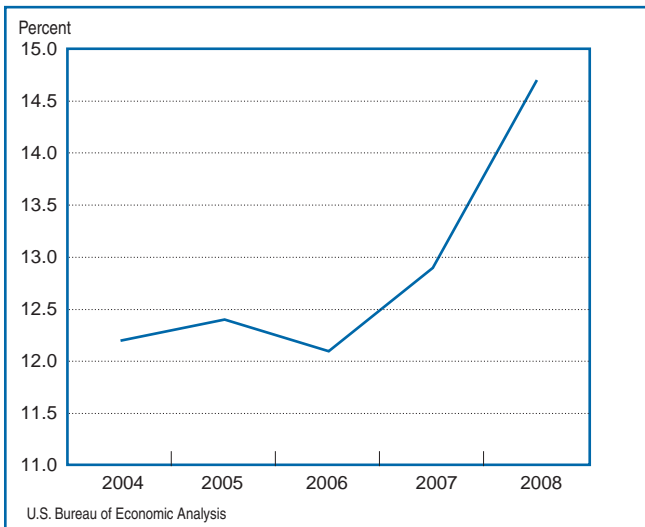
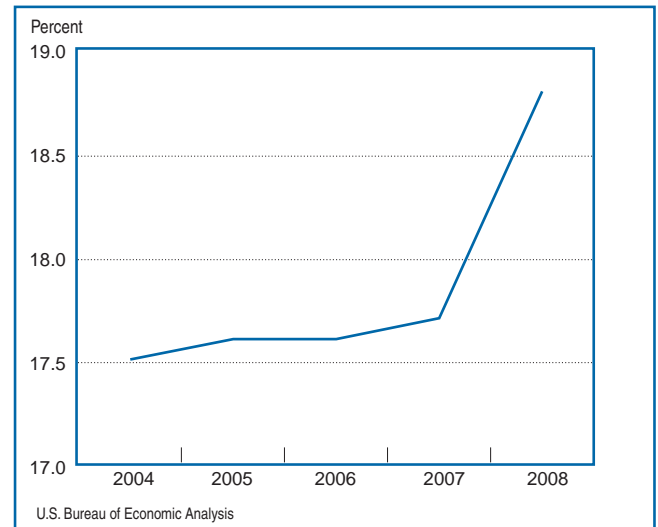


Chart 6. Outbound Tourism’s Share of National Travel and Tourism in 2004–2008



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 out-

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 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:

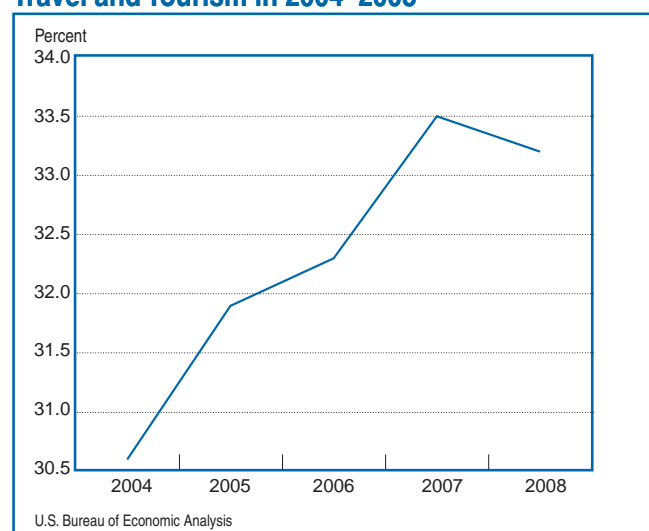
4. As a component of internal tourism, the calculation of inbound tourism is modified to exclude all expenditures on international transportation, whether purchased from foreign or U.S. providers. This makes possible an equally defined comparison between expenditures by U.S. residents traveling within the U.S. (domestic tourism) and expenditures by nonresidents traveling within the U.S. (inbound tourism).

resident households, business, and government (table 3). Business's share of domestic travel and tourism decreased slightly to 33.2 percent in 2008, the most recent year for which data are available. Government expenditures made up 3.7 percent of domestic travel and tourism in 2008, declining steadily from its peak of 5.8 percent in 2003. In general, government travel is more stable than business or leisure travel, and as a result, its share tends to increase during downturns in overall travel and tourism (table J and chart 7).

Table J. Domestic Travel and Tourism by Type of Visitor in 2002–2008

Year	Millions of dollars				Percent		
	Resident households	Business	Government	Total	Resident households	Business	Government
2002	299,588	143,440	24,348	467,376	64.1	30.7	5.2
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	410,896	219,449	25,702	656,047	62.6	33.5	3.9
2008	413,236	217,957	24,531	655,724	63.0	33.2	3.7

Chart 7. Business Travel's Share of Domestic Travel and Tourism in 2004–2008



Tourism Value Added and Employment

Value added

A sector's value added measures its contribution to gross domestic product (GDP). In 2008 (the most recent year for which data are available), the travel and tourism industry's share of GDP was 2.8 percent (table K). Travel and tourism's share of GDP continues to account for a larger share of GDP than industries such as

utilities, computer and electronic products manufacturing, or broadcasting and telecommunications.

Table K. Travel and Tourism as a Share of Gross Domestic Product in 2002–2008

Year	Billions of dollars		Percent
	Gross domestic product (GDP)	Tourism value added	Tourism value added as a share of GDP
2002	10,642	312	2.93
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	414	2.94
2008	14,369	402	2.80

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. Overall, direct employment decreased 5.1 percent in 2009. The largest contributor to the decline was traveler accommodations, contributing 26.7 percent to the decline. Air transportation also contributed a large portion of the total decline in employment, 10.0 percent (table L and

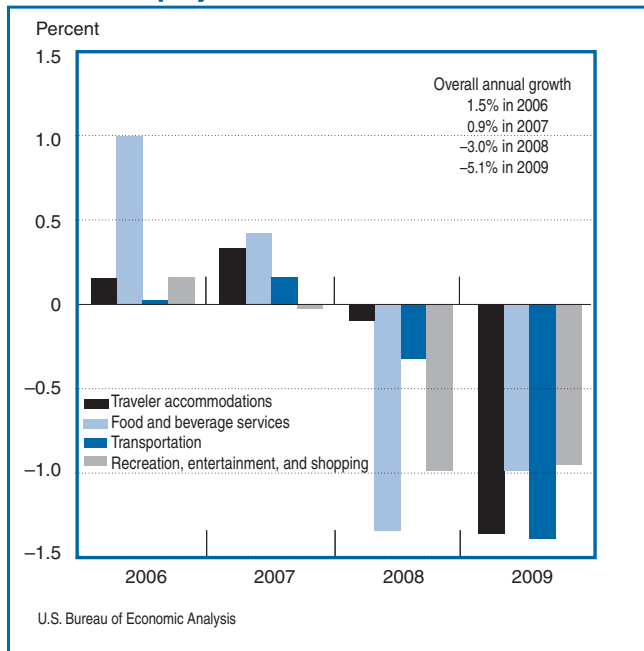
Table L. Contributions to Growth in Employment by Tourism in 2004–2009
[Percentage points]

Industry	2004	2005	2006	2007	2008	2009
All tourism industries	2.45	2.05	1.49	0.92	-3.01	-5.09
Traveler accommodations	0.38	0.36	0.15	0.33	-0.10	-1.36
Nonfarm Residential Tenant Occupied Permanent Site	0.00	0.00	0.00	0.01	0.01	0.00
Food services and drinking places	1.60	1.71	0.99	0.42	-1.34	-0.99
Transportation	-0.28	-0.11	0.02	0.16	-0.32	-1.39
Air transportation services	-0.10	-0.16	-0.10	0.08	-0.09	-0.50
All other transportation-related industries	-0.18	0.04	0.12	0.08	-0.22	-0.88
Rail transportation services	0.00	-0.01	0.00	0.01	-0.01	-0.02
Water transportation services	0.11	0.04	0.06	0.04	-0.04	-0.06
Interurban bus transportation	-0.01	-0.01	-0.01	-0.01	0.00	0.00
Interurban charter bus transportation	0.01	-0.01	-0.01	0.00	0.01	-0.02
Urban transit systems and other transportation	0.02	0.11	0.05	0.02	-0.04	-0.02
Taxi service	-0.03	0.06	0.06	0.05	0.00	-0.02
Scenic and sightseeing transportation services	0.00	0.01	0.00	0.01	0.00	-0.02
Automotive equipment rental and leasing	-0.07	0.01	-0.06	-0.05	0.01	-0.21
Automotive repair services	-0.05	-0.08	-0.01	0.03	-0.04	-0.05
Parking lots and garages	0.01	0.01	0.00	0.00	0.00	-0.01
Toll highways	0.00	0.00	-0.01	0.00	0.00	0.00
Travel arrangement and reservation services	-0.14	-0.06	-0.01	0.00	-0.05	-0.43
Petroleum refineries	-0.01	0.00	0.01	0.00	0.00	0.00
Gasoline service stations	-0.02	-0.01	0.05	-0.01	-0.07	-0.04
Recreation, entertainment, and shopping	0.64	0.11	0.16	-0.03	-0.99	-0.95
Recreation and entertainment	0.40	0.33	-0.02	0.08	-0.41	-0.36
Motion pictures and performing arts	0.02	-0.03	-0.02	-0.01	-0.04	-0.02
Spectator sports	0.11	0.08	0.00	0.00	-0.15	-0.02
Participant sports	0.17	0.15	0.11	0.02	-0.16	-0.10
Gambling	0.13	0.08	-0.07	0.07	0.04	-0.15
All other recreation and entertainment	-0.02	0.05	-0.05	-0.01	-0.11	-0.06
Shopping	0.23	-0.21	0.18	-0.11	-0.58	-0.59
Industries producing nondurable PCE commodities, excluding petroleum refineries	-0.02	-0.19	-0.03	-0.11	-0.23	-0.18
Retail trade services, excluding gasoline service stations	0.25	-0.03	0.21	-0.01	-0.34	-0.41
All other industries	0.11	-0.02	0.18	0.03	-0.27	-0.40
All other industries, excluding Wholesale trade and transportation services	0.03	-0.02	0.03	-0.03	-0.01	-0.14
Wholesale trade and transportation services	0.08	0.00	0.15	0.06	-0.26	-0.26

PCE Personal consumption expenditures

chart 8). No travel and tourism industries added employees in 2009, while most reduced employment (table M).

Chart 8. Contributions to Annual Growth in Direct Tourism Employment in 2006–2009



Total employment

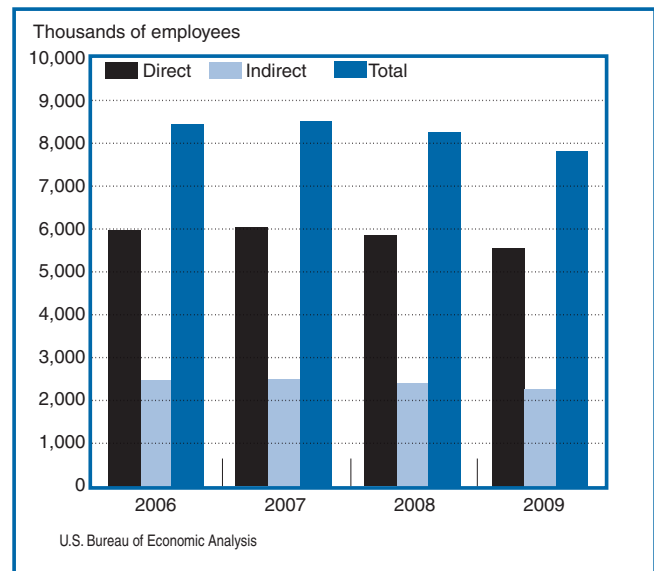
Total tourism-related employment (the sum of direct and indirect jobs) decreased to 7.8 million jobs in 2009, down from 8.2 million jobs in 2008. The 7.8 million jobs consisted of 5.5 million direct tourism jobs and 2.3 million indirect tourism jobs (chart 9). Indirect tourism employment consists of jobs that produce indirect tourism output, such as refinery workers producing jet fuel. The most recent data indicate that for every direct tourism job generated an additional 41 percent of a job is indirectly generated.

Table M. Direct Employment by Tourism Industry in 2004–2009
[Thousands]

Industry	2004	2005	2006	2007	2008	2009
All tourism industries	5,758	5,876	5,963	6,018	5,837	5,540
Traveler accommodations	1,304	1,324	1,333	1,353	1,347	1,267
Nonfarm Residential Tenant Occupied Permanent Site	10	10	10	10	11	11
Food services and drinking places	1,780	1,878	1,936	1,961	1,881	1,823
Transportation.....	1,165	1,158	1,160	1,169	1,150	1,069
Air transportation services.....	496	487	481	485	480	450
All other transportation-related industries.....	669	672	679	684	670	619
Rail transportation services.....	9	8	9	9	8	8
Water transportation services.....	42	44	48	50	48	44
Interurban bus transportation	21	21	20	20	20	20
Interurban charter bus transportation	22	22	21	21	22	21
Urban transit systems and other transportation	47	53	56	57	55	54
Taxi service.....	43	46	50	53	53	52
Scenic and sightseeing transportation services	15	15	15	16	16	15
Automotive equipment rental and leasing.....	103	103	100	97	98	85
Automotive repair services	52	47	47	49	46	43
Parking lots and garages.....	14	14	14	14	14	14
Toll highways	5	4	4	4	4	4
Travel arrangement and reservation services.....	207	204	204	203	201	176
Petroleum refineries	7	7	7	7	7	8
Gasoline service stations	81	81	83	83	78	76
Recreation, entertainment, and shopping	1,247	1,254	1,263	1,261	1,202	1,146
Recreation and entertainment	632	651	649	654	629	608
Motion pictures and performing arts.....	30	29	27	27	25	23
Spectator sports	71	75	75	76	67	65
Participant sports	227	236	243	244	234	228
Gambling	174	178	174	178	181	172
All other recreation and entertainment	130	133	130	129	123	119
Shopping	616	603	614	607	573	538
Industries producing nondurable PCE commodities, excluding petroleum refineries	180	170	168	162	148	137
Retail trade services, excluding gasoline service stations	435	434	446	446	425	401
All other industries.....	252	251	262	264	248	224
All other industries, excluding Wholesale trade and transportation services	74	73	75	73	72	64
Wholesale trade and transportation services	178	178	187	191	175	160

PCE Personal consumption expenditures

Chart 9. Total Tourism-Related Employment in 2006–2009



Tables 1 through 8 follow.

Table 1. Production of Commodities by Industry, 2008—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.....	128,951	17,366	802												
Food services and drinking places.....	33,218		526,579		99										
Domestic passenger air transportation services.....				74,123							2				
International passenger air transportation services.....				56,076											
Passenger rail transportation services.....					1,600										
Passenger water transportation services.....						12,617					3				
Interurban bus transportation.....							1,898	20	8						
Interurban charter bus transportation.....							53	1,586	49		19				
Urban transit systems and other transportation services.....				4											
Taxi service.....				1			29	66	22,322	70	14	30			
Scenic and sightseeing transportation services.....				10		19		81	21	14,752	0				
Automotive rental.....									8	0	3,013				
Other vehicle rental.....												30,789	68		
Automotive repair services.....								6	136	2	0	474	88,347		
Parking lots and garages.....														10,680	
Highway tolls.....															9,439
Travel arrangement and reservation services.....															
Motion pictures and performing arts.....															
Spectator sports.....															
Participant sports.....															
Gambling.....	41,035		750												
All other recreation and entertainment.....			2,339			2					2				
Gasoline.....															
Wholesale trade and transportation margins on gasoline.....				10	743	532									
Retail trade margins on gasoline.....															
Nondurable PCE commodities other than gasoline.....				4,070											
Wholesale trade and transportation margins on nondurable PCE commodities other than gasoline.....				6,849	32,514	2,582									
Retail trade margins on nondurable PCE commodities other than gasoline.....	806		2,039				3		1		4		148		
All other commodities, except all other trade and transportation margins.....	10,357	293,711	173	25,295	16,107	32,188	41	67	4,820	15	4	19,538	9,968	19	215
All other wholesale trade and transportation margins.....				7,558	29,743	-372			0	1					
All other retail trade margins.....	1,448		0	65						0		231	592		
Travel by U.S. residents abroad.....															
Industry output.....	215,815	311,077	532,681	174,061	80,807	47,567	2,023	1,825	27,365	14,839	3,062	51,061	99,123	10,699	9,654
Intermediate inputs.....	97,416	88,917	244,342	107,256	46,970	24,342	798	305	12,295	7,838	1,495	23,172	27,086	2,837	2,875
Value added.....	118,399	222,160	288,339	66,805	33,836	23,225	1,225	1,520	15,070	7,001	1,566	27,889	72,037	7,862	6,779
Compensation of employees.....	64,756	14,513	188,158	46,344	20,559	12,871	889	1,264	25,812	1,097	905	8,734	45,499	4,849	3,329
Taxes on production and imports, less subsidies.....	17,702	44,749	34,574	11,408	-1,278	962	124	51	-89	279	333	5,917	6,585	732	
Gross operating surplus.....	35,941	162,898	65,607	9,052	14,556	9,392	212	205	-10,652	5,625	328	13,238	19,953	2,280	3,451

PCE Personal consumption expenditures

Table 1. Production of Commodities by Industry, 2008—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				244		86						814	148,261
Food services and drinking places		28	13	6,029	2,062	5,128				7,448	18,903	32,424	631,930
Domestic passenger air transportation services												28	74,153
International passenger air transportation services													56,076
Passenger rail transportation services													1,600
Passenger water transportation services													12,620
Interurban bus transportation												3	1,930
Interurban charter bus transportation												48	1,755
Urban transit systems and other transportation services												206	22,739
Taxi service												2	14,775
Scenic and sightseeing transportation services									8			17	3,155
Automotive rental												728	32,012
Other vehicle rental										7		206	687
Automotive repair services								9	6,509	4,063	82,694	145	181,910
Parking lots and garages												1,027	11,707
Highway tolls													9,439
Travel arrangement and reservation services	35,001												35,001
Motion pictures and performing arts		22,404	18,965			371							42,253
Spectator sports			17,073										17,073
Participant sports				37,859		2,722							40,631
Gambling			13	54	40,475	2,126							84,453
All other recreation and entertainment		102	4,497	248	91	47,169		1,846			577	8,874	65,749
Gasoline							339,823						339,823
Wholesale trade and transportation margins on gasoline									98,618				99,904
Retail trade margins on gasoline										54,483		8,104	62,858
Nondurable PCE commodities other than gasoline				11			282,044	1,494,634	9,614		20,629	71,391	1,882,393
Wholesale trade and transportation margins on nondurable PCE commodities other than gasoline									527,624				569,570
Retail trade margins on nondurable PCE commodities other than gasoline		223	476	896	95	2,054		216		23,858	592,127	26,001	648,947
All other commodities, except all other trade and transportation margins	132	33,317	15,429	2,177	24	2,307	69,523	848,673	236,780	4,164	30,421	18,557,253	20,212,716
All other wholesale trade and transportation margins							880	27,490	731,965			27,280	824,545
All other retail trade margins			0			111		326		1,617	435,425	3,886	443,701
Travel by U.S. residents abroad													
Industry output	35,134	56,074	56,466	47,517	42,747	62,074	692,270	2,373,194	1,611,119	95,639	1,189,814	18,730,658	26,574,365
Intermediate inputs	14,456	17,172	23,929	17,392	9,723	25,367	564,858	1,504,304	631,296	28,365	391,126	8,217,016	12,132,950
Value added	20,678	38,902	32,538	30,125	33,023	36,707	127,412	868,890	979,822	67,273	798,688	10,513,642	14,441,415
Compensation of employees	13,005	14,831	22,082	22,479	23,368	18,970	13,182	398,319	530,871	20,019	483,896	6,044,148	8,044,750
Taxes on production and imports, less subsidies	140	3,974	3,110	3,168	3,214	5,473	2,758	35,801	181,620	20,690	167,320	444,442	993,761
Gross operating surplus	7,532	20,097	7,346	4,478	6,441	12,264	111,472	434,770	267,332	26,564	147,472	4,025,052	5,402,904

PCE Personal consumption expenditures

Table 2. Supply and Consumption of Commodities, 2008

[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.....	148,261					148,261	50,441	6,328	91,492				148,261
Food services and drinking places.....	631,930					631,930	103,996	20,590	506,411			933	631,930
Domestic passenger air transportation services.....	74,153					74,153	16,935	5,551	51,667				74,153
International passenger air transportation services.....	56,076	30,744				86,820	14,811	1,187	40,609			30,213	86,820
Passenger rail transportation services.....	1,600					1,600	534	268	798				1,600
Passenger water transportation services.....	12,620	637				13,257	1,442		11,372			443	13,257
Interurban bus transportation.....	1,930					1,930	231	396	1,302				1,930
Interurban charter bus transportation.....	1,755					1,755	0		1,755				1,755
Urban transit systems and other transportation services.....	22,739					22,739	2,270	133	20,336				22,739
Taxi service.....	14,775					14,775	8,863	1,328	4,583				14,775
Scenic and sightseeing transportation services.....	3,155					3,155	0		3,155				3,155
Automotive rental.....	32,012					32,012	19,908	1,438	10,666				32,012
Other vehicle rental.....	687					687	351	1	335				687
Automotive repair services.....	181,910					181,910	31,395	3,326	147,179			10	181,910
Parking lots and garages.....	11,707					11,707	2,706	1,314	7,688				11,707
Highway tolls.....	9,439					9,439	1,899	391	7,149				9,439
Travel arrangement and reservation services.....	35,001					35,001	19,755	576	12,087			2,583	35,001
Motion pictures and performing arts.....	42,253	183				42,436	8,730	5	33,488			213	42,436
Spectator sports.....	17,073	86				17,159	11,252	28	5,778			100	17,159
Participant sports.....	40,631					40,631	6,225	177	34,229				40,631
Gambling.....	84,453					84,453	1	23	84,429				84,453
All other recreation and entertainment.....	65,749	6				65,755	4,242	2,974	58,532			7	65,755
Gasoline.....	339,823	14,372	-934	99,904	62,858	517,890	169,028	12,550	335,252			1,061	517,890
Wholesale trade and transportation margins on gasoline.....	99,904					99,904							
Retail trade margins on gasoline.....	62,858					62,858							
Nondurable PCE commodities other than gasoline.....	1,882,393	537,716	-18,646	569,570	648,947	3,657,272	1,063,166	179,990	2,095,197	34,617	2,354	281,948	3,657,272
Wholesale trade and transportation margins on nondurable PCE commodities other than gasoline.....	569,570					569,570							
Retail trade margins on nondurable PCE commodities other than gasoline.....	648,947					648,947							
All other commodities, except all other trade and transportation margins.....	20,212,716	1,703,886	-15,172	824,545	443,701	23,200,021	9,320,003	1,014,767	6,504,430	2,121,553	2,880,854	1,343,779	23,185,386
All other wholesale trade and transportation margins.....	824,545					824,545							
All other retail trade margins.....	443,701					443,701							
Travel by U.S. residents abroad.....		81,424				81,424	21,424		60,000				81,424
Total.....	26,574,365	2,369,056	-34,752	1,494,018	1,155,506	31,627,697	10,879,608	1,253,343	10,129,919	2,156,170	2,883,208	1,661,291	28,963,538

PCE Personal consumption expenditures

Table 3. Demand for Commodities by Type of Visitor, 2008

[Millions of dollars]

Commodity	Total consumption	Resident households	Business	Government	Nonresidents	Total tourism demand	Nontourism demand	Tourism commodity ratio
Traveler accommodations.....	148,261	60,192	50,441	6,328	31,300	148,261		1.00
Food services and drinking places.....	631,930	54,223	38,683	5,382	23,480	121,769	510,161	0.19
Domestic passenger air transportation services.....	74,153	43,166	16,935	5,551	8,501	74,153		1.00
International passenger air transportation services.....	86,820	40,609	14,811	1,187	30,213	86,820		1.00
Passenger rail transportation services.....	1,600	666	534	268	131	1,600		1.00
Passenger water transportation services.....	13,257	12,296			443	12,739	518	0.96
Interurban bus transportation.....	1,930	1,088	231	396	214	1,930		1.00
Interurban charter bus transportation.....	1,755	1,466	0		289	1,755		1.00
Urban transit systems and other transportation services.....	22,739	3,295	372	22	252	3,941	18,798	0.17
Taxi service.....	14,775	1,510	3,018	452	148	5,128	9,647	0.35
Scenic and sightseeing transportation services.....	3,155	2,636	0		519	3,155		1.00
Automotive rental.....	32,012	7,247	19,904	1,438	538	29,128	2,885	0.91
Other vehicle rental.....	687	181	351	1	110	643	44	0.94
Automotive repair services.....	181,910	7,339	3,179	201	1,218	11,936	169,974	0.07
Parking lots and garages.....	11,707	1,152	412	200	120	1,883	9,824	0.16
Highway tolls.....	9,439	470	126	26	86	708	8,731	0.08
Travel arrangement and reservation services.....	35,001	11,464	18,736	546	2,583	33,329	1,672	0.95
Motion pictures and performing arts.....	42,436	7,985	4,313		1,125	13,423	29,013	0.32
Spectator sports.....	17,159	1,146	5,541		372	7,059	10,100	0.41
Participant sports.....	40,631	8,046	3,095		745	11,887	28,744	0.29
Gambling.....	84,453	33,877			9,182	43,059	41,394	0.51
All other recreation and entertainment.....	65,755	14,788	2,106		1,282	18,176	47,579	0.28
Gasoline.....	517,890	57,420	24,869	1,569	2,774	86,632	431,258	0.17
Nondurable PCE commodities other than gasoline.....	3,657,272	81,580	25,109	2,150	25,160	133,999	3,523,274	0.04
All other commodities.....	23,185,386						23,185,386	
Total demand less travel by U.S. residents abroad.....	28,882,114	453,845	232,769	25,718	140,783	853,115	28,029,000	
Travel by U.S. residents abroad.....	81,424	60,000	21,424			81,424		1.00
Total demand.....	28,963,538	513,845	254,193	25,718	140,783	934,539	28,029,000	

PCE Personal consumption expenditures

Table 3a. Demand for Commodities by Type of Visitor (Unadjusted for Travel Arrangement Commissions), 2008

[Millions of dollars]

Commodity	Total consumption	Resident households	Business	Government	Nonresidents	Total tourism demand	Nontourism demand	Tourism commodity ratio
Traveler accommodations	148,932	60,464	50,669	6,357	31,442	148,932		1.00
Food services and drinking places	631,930	54,223	38,683	5,382	23,480	121,769	510,161	0.19
Domestic passenger air transportation services	74,933	43,620	17,114	5,609	8,591	74,933		1.00
International passenger air transportation services	87,851	41,091	14,987	1,201	30,571	87,851		1.00
Passenger rail transportation services	2,030	846	678	340	167	2,030		1.00
Passenger water transportation services	13,379	12,414			447	12,861	518	0.96
Interurban bus transportation	1,930	1,088	231	396	214	1,930		1.00
Interurban charter bus transportation	1,757	1,468	0		289	1,757		1.00
Urban transit systems and other transportation services	22,739	3,295	372	22	252	3,941	18,798	0.17
Taxi service	14,783	1,513	3,023	453	148	5,136	9,647	0.35
Scenic and sightseeing transportation services	3,171	2,649	0		522	3,171		1.00
Automotive rental	32,072	7,262	19,945	1,441	539	29,188	2,885	0.91
Other vehicle rental	687	181	351	1	110	643	44	0.94
Automotive repair services	181,910	7,339	3,179	201	1,218	11,936	169,974	0.07
Parking lots and garages	11,707	1,152	412	200	120	1,883	9,824	0.16
Highway tolls	9,439	470	126	26	86	708	8,731	0.08
Travel arrangement and reservation services	31,995	9,612	17,760	369	2,583	30,323	1,672	0.95
Motion pictures and performing arts	42,564	8,062	4,354		1,136	13,552	29,013	0.32
Spectator sports	17,278	1,165	5,634		378	7,178	10,100	0.42
Participant sports	40,631	8,046	3,095		745	11,887	28,744	0.29
Gambling	84,453	33,877			9,182	43,059	41,394	0.51
All other recreation and entertainment	65,797	14,822	2,111		1,285	18,218	47,579	0.28
Gasoline	517,890	57,420	24,869	1,569	2,774	86,632	431,258	0.17
Nondurable PCE commodities other than gasoline	3,657,272	81,580	25,109	2,150	25,160	133,999	3,523,274	0.04
All other commodities	23,185,386						23,185,386	
Total demand less travel by U.S. residents abroad	28,882,517	453,660	232,703	25,718	141,437	853,518	28,029,000	
Travel by U.S. residents abroad	81,675	60,185	21,490			81,675		1.00
Total demand	28,964,192	513,845	254,193	25,718	141,437	935,192	28,029,000	

PCE Personal consumption expenditures

Table 4. Output and Value Added by Industry, 2008

[Millions of dollars]

Industry	Industry output	Intermediate consumption	Value added	Tourism industry ratio	Tourism output	Tourism intermediate consumption	Tourism value added
Traveler accommodations	215,815	97,416	118,399	0.72	156,303	70,553	85,750
Nonfarm residential tenant occupied permanent site real estate	311,077	88,917	222,160	0.06	17,366	4,964	12,402
Food services and drinking places	532,681	244,342	288,339	0.19	103,374	47,418	55,956
Air transportation services	174,061	107,256	66,805	0.75	130,612	80,483	50,129
Rail transportation services	80,807	46,970	33,836	0.04	2,935	1,706	1,229
Water transportation services	47,567	24,342	23,225	0.26	12,327	6,308	6,019
Interurban bus transportation	2,023	798	1,225	0.97	1,956	771	1,184
Interurban charter bus transportation	1,825	305	1,520	0.93	1,698	284	1,415
Urban transit systems and other transportation	27,365	12,295	15,070	0.14	3,950	1,775	2,175
Taxi service	14,839	7,838	7,001	0.35	5,132	2,711	2,421
Scenic and sightseeing transportation	3,062	1,495	1,566	0.99	3,040	1,485	1,555
Automotive equipment rental and leasing	51,061	23,172	27,889	0.56	28,463	12,917	15,546
Automotive repair services	99,123	27,086	72,037	0.06	5,865	1,603	4,262
Parking	10,699	2,837	7,862	0.16	1,718	456	1,263
Toll highways	9,654	2,875	6,779	0.07	708	211	497
Travel arrangement and reservation services	35,134	14,456	20,678	0.95	33,329	13,714	19,616
Motion pictures and performing arts	56,074	17,172	38,902	0.13	7,129	2,183	4,945
Spectator sports	56,466	23,929	32,538	0.25	14,293	6,057	8,236
Participant sports	47,517	17,392	30,125	0.27	12,610	4,616	7,995
Gambling	42,747	9,723	33,023	0.49	21,063	4,791	16,272
All other recreation and entertainment	62,074	25,367	36,707	0.26	16,186	6,614	9,571
Petroleum refineries	692,270	564,858	127,412	0.10	67,179	54,815	12,364
Industries producing nondurable PCE commodities, excluding petroleum refineries	2,373,194	1,504,304	868,890	0.02	55,281	35,041	20,240
Wholesale trade and transportation services	1,611,119	631,296	979,822	0.02	36,615	14,347	22,268
Gasoline service stations	95,639	28,365	67,273	0.12	11,696	3,469	8,227
Retail trade services, excluding gasoline service stations	1,189,814	391,126	798,688	0.03	33,890	11,141	22,749
All other industries	18,730,658	8,217,016	10,513,642	0.00	14,001	6,142	7,859
Total	26,574,365	12,132,950	14,441,415		798,718	396,572	402,146

PCE Personal consumption expenditures

Table 5. Output by Commodity, 2008
[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	148,261	1.00	148,261	1.58	234,021
Food services and drinking places	631,930	0.19	121,769	1.74	211,844
Domestic passenger air transportation services	74,153	1.00	74,153	1.66	122,775
International passenger air transportation services	56,076	1.00	56,076	1.66	92,844
Passenger rail transportation services	1,600	1.00	1,600	1.78	2,844
Passenger water transportation services	12,620	0.96	12,126	1.94	23,537
Interurban bus transportation	1,930	1.00	1,930	1.56	3,008
Interurban charter bus transportation	1,755	1.00	1,755	1.56	2,735
Urban transit systems and other transportation services	22,739	0.17	3,941	1.56	6,144
Taxi service	14,775	0.35	5,128	1.56	7,994
Scenic and sightseeing transportation services	3,155	1.00	3,155	1.54	4,847
Automotive rental	32,012	0.91	29,128	1.42	41,369
Other vehicle rental	687	0.94	643	1.42	913
Automotive repair services	181,910	0.07	11,936	1.61	19,170
Parking lots and garages	11,707	0.16	1,883	1.61	3,025
Highway tolls	9,439	0.08	708	1.83	1,294
Travel arrangement and reservation services	35,001	0.95	33,329	1.52	50,794
Motion pictures and performing arts	42,253	0.32	13,366	1.63	21,753
Spectator sports	17,073	0.41	7,024	1.64	11,530
Participant sports	40,631	0.29	11,887	1.61	19,164
Gambling	84,453	0.51	43,059	1.61	69,423
All other recreation and entertainment	65,749	0.28	18,174	1.63	29,662
Gasoline	502,585	0.17	84,072	1.65	138,891
Nondurable PCE commodities other than gasoline	3,100,910	0.04	113,614	2.04	231,896
Total	5,093,403	0.16	798,718	1.69	1,351,477

PCE Personal consumption expenditures

Table 6. Employment and Compensation of Employees by Industry, 2008

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	1,859	64,756	0.72	1,347	46,899	34,825
Nonfarm Residential Tenant Occupied Permanent Site	195	14,513	0.06	11	810	74,613
Food services and drinking places	9,691	188,158	0.19	1,881	36,515	19,416
Air transportation services	639	46,344	0.75	480	34,776	72,485
Rail transportation services	234	20,559	0.04	8	747	88,028
Water transportation services	184	12,871	0.26	48	3,335	69,921
Interurban bus transportation	20	889	0.97	20	859	43,364
Interurban charter bus transportation	23	1,264	0.93	22	1,176	54,265
Urban transit systems and other transportation	381	25,812	0.14	55	3,726	67,731
Taxi service	153	1,097	0.35	53	380	7,158
Scenic and sightseeing transportation services	16	905	0.99	16	899	57,222
Automotive equipment rental and leasing	175	8,734	0.56	98	4,868	49,800
Automotive repair services	778	45,499	0.06	46	2,692	58,504
Parking lots and garages	90	4,849	0.16	14	779	53,950
Toll highways	54	3,329	0.07	4	244	61,638
Travel arrangement and reservation services	211	13,005	0.95	201	12,338	61,495
Motion pictures and performing arts	193	14,831	0.13	25	1,885	76,749
Spectator sports	263	22,082	0.25	67	5,589	84,037
Participant sports	883	22,479	0.27	234	5,966	25,469
Gambling	367	23,368	0.49	181	11,514	63,665
All other recreation and entertainment	471	18,970	0.26	123	4,946	40,281
Petroleum refineries	78	13,182	0.10	8	1,279	168,739
Industries producing nondurable PCE commodities, excluding petroleum refineries	6,335	398,319	0.02	148	9,278	62,875
Wholesale trade and transportation services	7,713	530,871	0.02	175	12,065	68,826
Gasoline service stations	642	20,019	0.12	78	2,448	31,195
Retail trade services, excluding gasoline service stations	14,921	483,896	0.03	425	13,783	32,430
All other industries	96,759	6,044,148	0.00	72	4,518	62,466
Total	143,330	8,044,750		5,837	224,315	

PCE Personal consumption expenditures

Table 7. Employment by Industry, 2008
[Thousands of employees]

Industry	Direct tourism employment	Total industry employment multiplier	Total tourism-related employment
Traveler accommodations	1,347	1.31	1,767
Nonfarm Residential Tenant Occupied Permanent Site	11	2.02	22
Food services and drinking places	1,881	1.18	2,222
Air transportation services	480	1.70	814
Rail transportation services	8	2.40	20
Water transportation services	48	3.32	158
Interurban bus transportation	20	1.45	29
Interurban charter bus transportation	22	1.45	31
Urban transit systems and other transportation	55	1.51	83
Taxi service	53	1.45	77
Scenic and sightseeing transportation services	16	1.75	27
Automotive equipment rental and leasing	98	1.92	187
Automotive repair services	46	1.47	68
Parking lots and garages	14	1.96	28
Toll highways	4	1.92	8
Travel arrangement and reservation services	201	1.41	282
Motion pictures and performing arts	25	1.94	48
Spectator sports	67	1.93	128
Participant sports	234	1.19	280
Gambling	181	1.59	287
All other recreation and entertainment	123	1.41	174
Petroleum refineries	8	4.20	32
Industries producing nondurable PCE commodities, excluding petroleum refineries	148	2.86	422
Wholesale trade and transportation services	175	1.67	293
Gasoline service stations	78	1.23	96
Retail trade services, excluding gasoline service stations	425	1.23	521
All other industries	72	1.91	138
Total	5,837		8,244

PCE Personal consumption expenditures

Table 8. Real Tourism Output, 2008

Commodity	Direct output (Millions of dollars)	Chain-type price index	Real output (Millions of chained (2005) dollars)
Traveler accommodations	148,261	110.2	134,571
Food services and drinking places	121,769	111.9	108,864
Domestic passenger air transportation services	74,153	119.5	62,071
International passenger air transportation services	56,076	121.9	46,057
Passenger rail transportation services	1,600	116.5	1,373
Passenger water transportation services	12,126	97.5	12,442
Interurban bus transportation	1,930	115.0	1,678
Interurban charter bus transportation	1,755	109.5	1,603
Urban transit systems and other transportation services	3,941	111.2	3,544
Taxi service	5,128	109.7	4,673
Scenic and sightseeing transportation services	3,155	109.4	2,883
Automotive rental	29,128	117.9	24,695
Other vehicle rental	643	114.5	561
Automotive repair services	11,936	113.0	10,567
Parking lots and garages	1,883	113.3	1,663
Highway tolls	708	133.1	532
Travel arrangement and reservation services	33,329	106.1	31,427
Motion pictures and performing arts	13,366	109.9	12,161
Spectator sports	7,024	114.6	6,128
Participant sports	11,887	105.1	11,308
Gambling	43,059	110.2	39,067
All other recreation and entertainment	18,174	111.0	16,367
Gasoline	84,072	142.0	59,217
Nondurable PCE commodities other than gasoline	113,614	107.7	105,466
Total	798,718	114.2	699,184

PCE Personal consumption expenditures