

Travel & Tourism Sector Ranking – United States

Summary of Findings, November 2013

Introduction

Sector Ranking Analysis

- In order to better understand the importance of the Travel & Tourism industry in a global context, it is beneficial to compare the industry's performance and contributions to other major industries/sectors.
- Oxford Economics and WTTC created a ranking of Travel & Tourism across all sectors of the economy using various industry classifications across countries.
- Performance measures included in the analysis are:
 - Employment (industry jobs & % contribution)
 - GDP (GDP impacts and % of national GDP)
- The results of the analysis not only provide a comparison of Travel & Tourism to other industries, but also provide a view of how Travel & Tourism's contributions in different markets have performed over time.
- Countries included in the analysis are:
 - Australia
 - Germany
 - South Korea
 - United Kingdom
 - United States

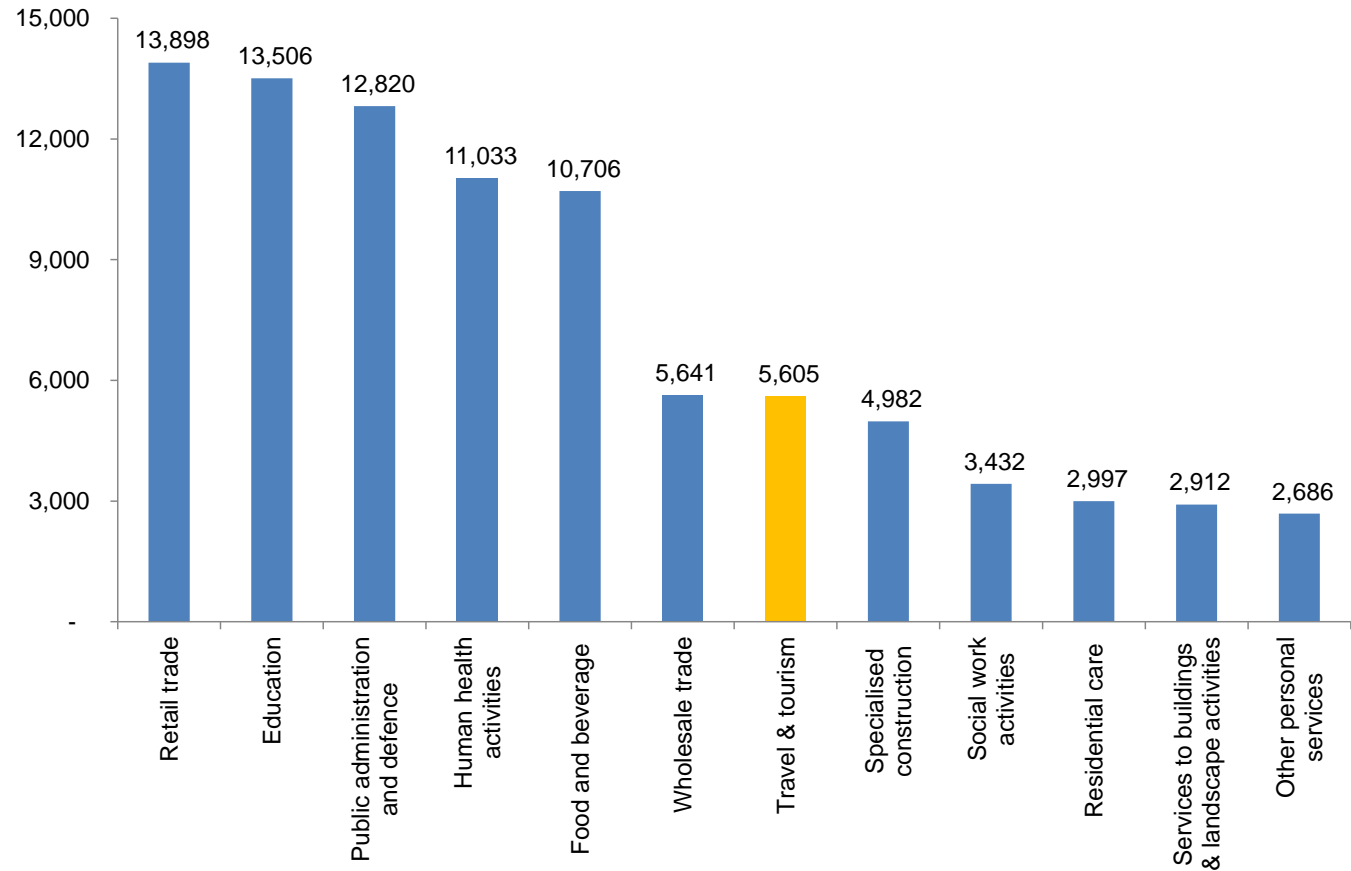
Note: Please be aware that the data and figures that follow will involve some 'double-counting' with regards to the "Travel & Tourism" sector, which contributes towards a range of related sectors in the table above (for example "Hotels", "Restaurants", "Inland transport", "Water transport", "Air transport" and "Retail trade, except of motor vehicles and motorcycles; repair of household goods"). Accordingly, total employment and gross domestic product (GDP) for USA will be the sum of the 59 sectors excluding "Travel & Tourism". The "Travel & Tourism" sector is included separately given the approach used to devise the economic contribution estimates for the sector, using published Tourism Satellite Accounts (TSAs), GDP by expenditure and input-output framework as outlined in the following methodology document - http://www.wttc.org/site_media/uploads/downloads/2013_Methodology.pdf. It is not possible given this approach to estimate the "Travel & tourism" and non "Travel & Tourism" components of individual sectors – i.e. to split up the number of jobs or amount of GDP in "Hotels" or "Restaurants" that is "Travel & tourism" related or otherwise.

Travel & Tourism in the USA - Total Employment

Total Employment

- There were more than 144 million jobs in the USA in 2013.
- Travel & Tourism generated more than 5.6 million jobs in the USA in 2013, ranking 7th among major industries.
- This is larger than specialised construction's, social work activities', and residential care's employment of 5.0 million, 3.4 million, and 3.0 million, respectively.
- Travel & Tourism's employment is approximately half of the employment in the human health activities sector, which had 11.0 million jobs and more than a third of the employment in the retail trade industry, which had the most jobs in the United States in 2013 with nearly 14 million.

USA - Total Employment by Industry (000's) 2013

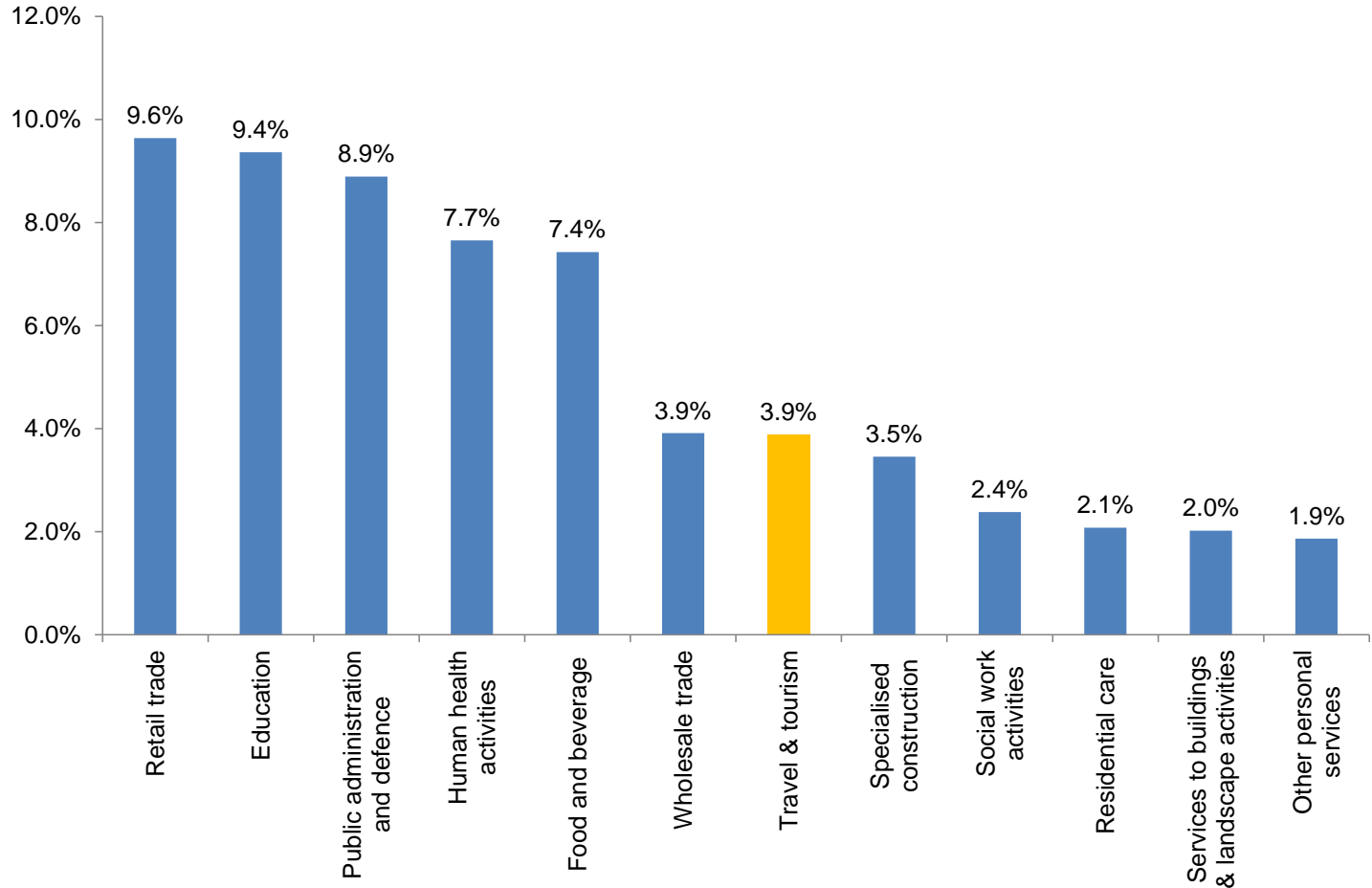


Travel & Tourism in the USA - % Total Economy Employment

Share of Employment

- Travel & Tourism contributed 3.9% of the USA's total employment base.
- This is larger than specialised construction, social work activities', and residential care's contributions of 3.5% , 2.4%, and 2.1%, respectively.
- Travel & Tourism's employment contribution is more than half the impact of the human health activities industry which had a GDP impact of 7.7%
- Travel & Tourism's employment contribution is more than 40% of the retail trade sector, which had the highest employment contribution in the USA in 2013 at 9.6% in 2013.

USA - % Total Economy Employment by Industry 2013



Travel & Tourism in the USA – Industry Employment (2013, 2023)

Rank	Industry	2013	
		Industry Employment (000's)	Share of Total Employment
1	Retail trade, except of motor vehicles and motorcycles	13,898	9.6%
2	Education	13,506	9.4%
3	Public administration and defence; compulsory social security	12,820	8.9%
4	Human health activities	11,033	7.7%
5	Food and beverage service activities	10,706	7.4%
6	Wholesale trade, except of motor vehicles and motorcycles	5,641	3.9%
7	Travel & tourism	5,605	3.9%
8	Specialised construction activities	4,982	3.5%
9	Social work activities without accommodation	3,432	2.4%
10	Residential care activities	2,997	2.1%
11	Services to buildings and landscape activities	2,912	2.0%
12	Other personal service activities	2,686	1.9%
13	Employment activities	2,656	1.8%
14	Wholesale and retail trade and repair of motor vehicles and motorcycles	2,579	1.8%
15	Financial service activities, except insurance and pension funding	2,523	1.7%
16	Architectural and engineering activities; technical testing and analysis	2,513	1.7%
17	Insurance, reinsurance and pension funding, except compulsory social security	2,354	1.6%
18	Land transport and transport via pipelines	2,247	1.6%
19	Accommodation	1,974	1.4%
20	Real estate activities	1,935	1.3%

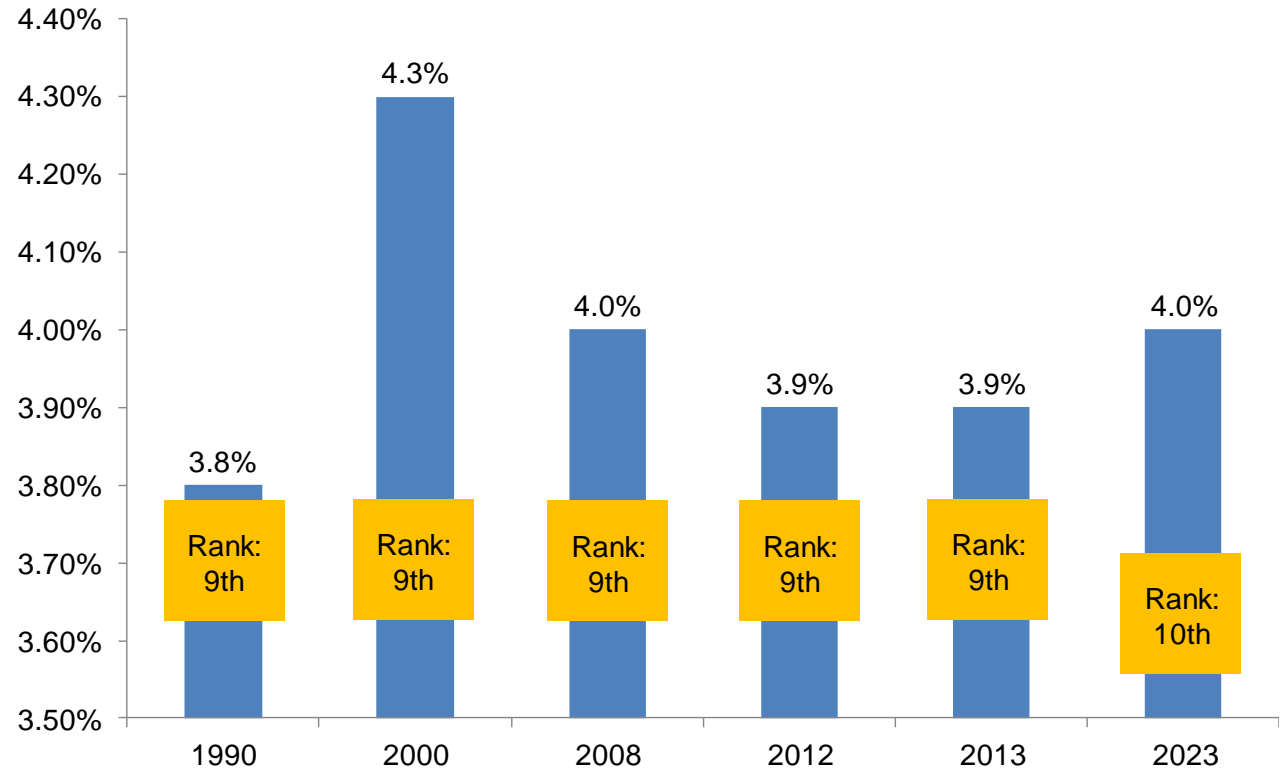
Rank	Industry	2023	
		Industry Employment (000's)	Share of Total Employment
1	Retail trade, except of motor vehicles and motorcycles	15,749	9.8%
2	Education	14,814	9.2%
3	Public administration and defence; compulsory social security	14,034	8.7%
4	Food and beverage service activities	12,179	7.6%
5	Human health activities	12,121	7.5%
6	Travel & tourism	6,507	4.0%
7	Wholesale trade, except of motor vehicles and motorcycles	6,262	3.9%
8	Specialised construction activities	6,131	3.8%
9	Social work activities without accommodation	4,112	2.6%
10	Residential care activities	3,268	2.0%
11	Services to buildings and landscape activities	3,117	1.9%
12	Other personal service activities	2,945	1.8%
13	Architectural and engineering activities; technical testing	2,852	1.8%
14	Financial service activities, except insurance and pension funding	2,823	1.8%
15	Wholesale and retail trade and repair of motor vehicles and motorcycles	2,819	1.7%
16	Employment activities	2,812	1.7%
17	Insurance, reinsurance and pension funding, except compulsory social security	2,618	1.6%
18	Land transport and transport via pipelines	2,335	1.4%
19	Activities of head offices; management consultancy	2,235	1.4%
20	Activities of membership organisations	2,154	1.3%

Travel & Tourism in the USA – Employment Share & Ranking

Share of Employment & Ranking

- In 1990, Travel and Tourism's employment contribution ranked 8th among major industries, contributing 3.8% of the USA's employment base.
- By 2000, the industry's employment share increased to 4.3%, but the industry's rank remained at 9th.
- After the global recession of 2008, Travel and Tourism's employment share dropped slightly to 4.0%, and the industry's rank remained at 9th.
- Travel & Tourism has remained steady since 2008, and its employment share is currently 3.9%, ranking it 9th.

USA - Travel & Tourism: % Total Economy Employment & Industry Rank



Travel & Tourism in the USA– Industry Performance (Employment)

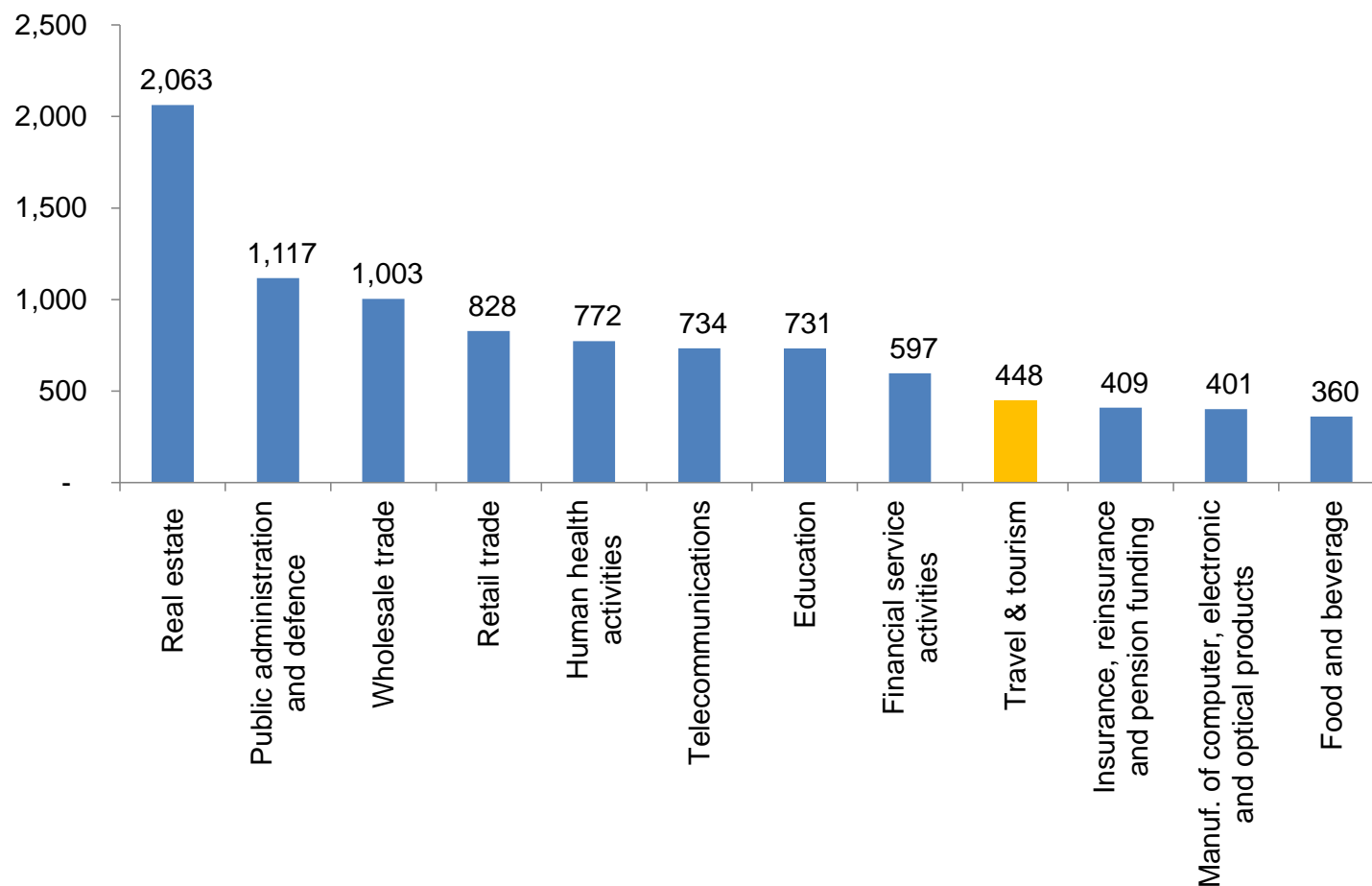
% total economy employment						
Rank	1990	2000	2008	2012	2013	2023
1	Retail trade, except of motor vehicles and motorcycles (10.4)	Retail trade, except of motor vehicles and motorcycles (10.1)	Retail trade, except of motor vehicles and motorcycles (9.7)	Retail trade, except of motor vehicles and motorcycles (9.7)	Retail trade, except of motor vehicles and motorcycles (9.6)	Retail trade, except of motor vehicles and motorcycles (9.8)
2	Public administration and defence; compulsory social security (10.2)	Public administration and defence; compulsory social security (8.6)	Public administration and defence; compulsory social security (9)	Education (9.4)	Education (9.4)	Education (9.2)
3	Education (7.5)	Education (8.1)	Education (8.9)	Public administration and defence; compulsory social security (9)	Public administration and defence; compulsory social security (8.9)	Public administration and defence; compulsory social security (8.7)
4	Food and beverage service activities (5.9)	Food and beverage service activities (6.2)	Food and beverage service activities (7)	Human health activities (7.6)	Human health activities (7.7)	Food and beverage service activities (7.6)
5	Human health activities (5.5)	Human health activities (5.9)	Human health activities (6.9)	Food and beverage service activities (7.4)	Food and beverage service activities (7.4)	Human health activities (7.5)
6	Wholesale trade, except of motor vehicles and motorcycles (4.4)	Travel & tourism (4.3)	Wholesale trade, except of motor vehicles and motorcycles (4.1)	Wholesale trade, except of motor vehicles and motorcycles (3.9)	Wholesale trade, except of motor vehicles and motorcycles (3.9)	Travel & tourism (4)
7	Travel & tourism (3.8)	Wholesale trade, except of motor vehicles and motorcycles (4.1)	Specialised construction activities (4)	Travel & tourism (3.9)	Travel & tourism (3.9)	Wholesale trade, except of motor vehicles and motorcycles (3.9)
8	Specialised construction activities (3.5)	Specialised construction activities (3.8)	Travel & tourism (4)	Specialised construction activities (3.3)	Specialised construction activities (3.5)	Specialised construction activities (3.8)
9	Wholesale and retail trade and repair of motor vehicles and motorcycles (2.1)	Wholesale and retail trade and repair of motor vehicles and motorcycles (2)	Social work activities without accommodation (2.2)	Social work activities without accommodation (2.3)	Social work activities without accommodation (2.4)	Social work activities without accommodation (2.6)
10	Services to buildings and landscape activities (2)	Employment activities (1.9)	Employment activities (2)	Residential care activities (2.1)	Residential care activities (2.1)	Residential care activities (2)
11	Financial service activities, except insurance and pension funding (1.9)	Services to buildings and landscape activities (1.9)	Residential care activities (1.9)	Services to buildings and landscape activities (2)	Services to buildings and landscape activities (2)	Services to buildings and landscape activities (1.9)
12	Other personal service activities (1.8)	Social work activities without accommodation (1.8)	Wholesale and retail trade and repair of motor vehicles and motorcycles (1.8)	Other personal service activities (1.9)	Other personal service activities (1.9)	Other personal service activities (1.8)
13	Crop and animal production, hunting and related service activities (1.8)	Financial service activities, except insurance and pension funding (1.8)	Other personal service activities (1.8)	Employment activities (1.8)	Employment activities (1.8)	Architectural and engineering activities; technical testing and analysis (1.8)
14	Insurance, reinsurance and pension funding, except compulsory social security (1.7)	Residential care activities (1.7)	Financial service activities, except insurance and pension funding (1.8)	Wholesale and retail trade and repair of motor vehicles and motorcycles (1.8)	Wholesale and retail trade and repair of motor vehicles and motorcycles (1.8)	Financial service activities, except insurance and pension funding (1.8)
15	Accommodation (1.5)	Other personal service activities (1.7)	Architectural and engineering activities; technical testing and analysis (1.8)	Financial service activities, except insurance and pension funding (1.7)	Financial service activities, except insurance and pension funding (1.7)	Wholesale and retail trade and repair of motor vehicles and motorcycles (1.7)

Travel & Tourism in the USA - Total GDP

Total GDP

- Travel & Tourism generated US\$448 billion in GDP in the USA in 2013.
- This is larger than the GDP of insurance, reinsurance and pension funding and manufacturing of computer, electronic and optical products, which amounted to \$409 billion and \$401 billion, respectively.
- Travel & Tourism's GDP impact is slightly less than 50% of the impact of wholesale trade and 40% of the public administration industry's impact of \$1,117 billion. Travel & Tourism's GDP impact is approximately 22% of the real estate industry's impact of \$2.063 billion.
- Travel & Tourism's GDP impact ranks 9th among major industries .

USA - Total GDP by Industry (US\$bn, 2012 prices and exchange rates) 2013

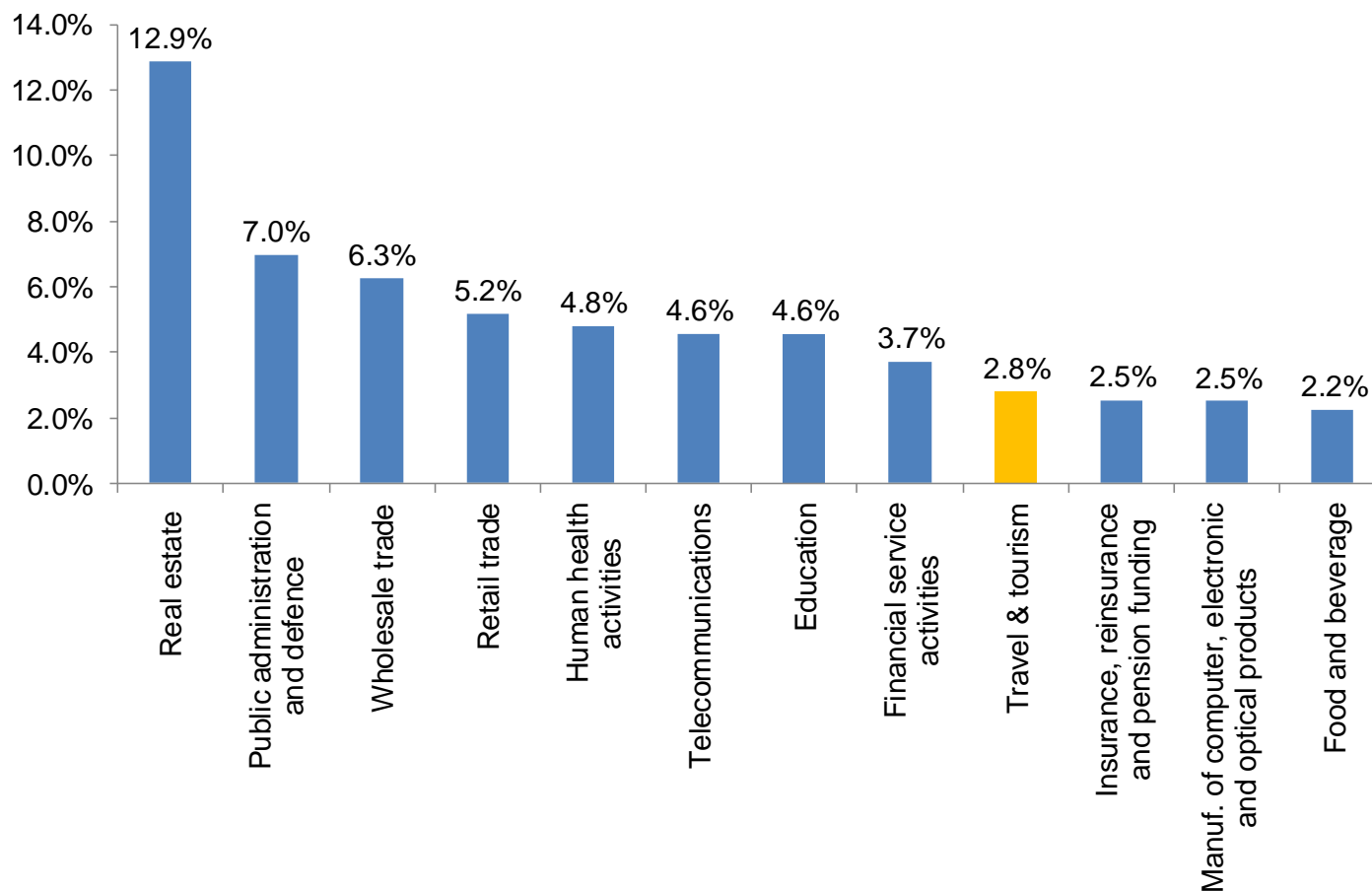


Travel & Tourism in the USA - % Total GDP

Share of GDP

- Travel & Tourism contributed 2.8% of the USA's total GDP in 2013.
- This is larger than the contributions of insurance, reinsurance and pension funding and manufacturing of computer, electronic and optical products, which were each 2.5%.
- Travel & Tourism's GDP contribution is more than half the impact of the retail trade industry and is 40% of the impact of the public administration industry.
- Travel & Tourism's GDP impact is approximately 22% of the impact of the real estate industry, which had the highest GDP contribution of 12.9% in 2013

USA - % Total Economy GDP by Industry 2013



Travel & Tourism in the USA – Industry GDP (2013, 2023)

Rank	Industry	2013	
		Industry GDP (US\$ bn)	Share of Total GDP
1	Real estate activities	2,063	12.9%
2	Public administration and defence; compulsory social security	1,117	7.0%
3	Wholesale trade, except of motor vehicles and motorcycles	1,003	6.3%
4	Retail trade, except of motor vehicles and motorcycles	828	5.2%
5	Human health activities	772	4.8%
6	Telecommunications	734	4.6%
7	Education	731	4.6%
8	Financial service activities, except insurance and pension funding	597	3.7%
9	Travel & tourism	448	2.8%
10	Insurance, reinsurance and pension funding, except compulsory social security	409	2.5%
11	Manufacture of computer, electronic and optical products	401	2.5%
12	Food and beverage service activities	360	2.2%
13	Architectural and engineering activities; technical testing and analysis	350	2.2%
14	Specialised construction activities	345	2.2%
15	Activities of head offices; management consultancy activities	300	1.9%
16	Activities auxiliary to financial services and insurance activities	256	1.6%
17	Electricity, gas, steam and air conditioning supply	250	1.6%
18	Wholesale and retail trade and repair of motor vehicles and motorcycles	233	1.5%
19	Rental and leasing activities	220	1.4%
20	Legal and accounting activities	218	1.4%

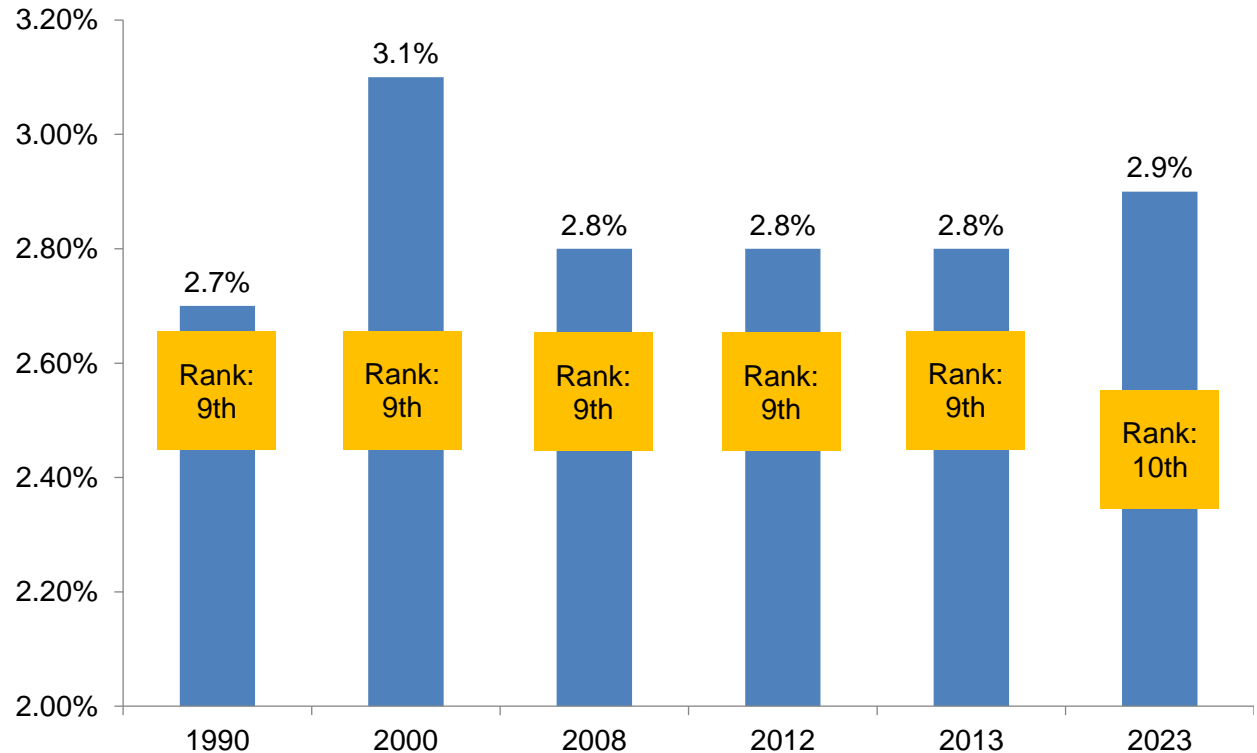
Rank	Industry	2023	
		Industry GDP (US\$ bn)	Share of Total GDP
1	Real estate activities	2,730	12.8%
2	Wholesale trade, except of motor vehicles and motorcycles	1,316	6.1%
3	Public administration and defence; compulsory social security	1,213	5.7%
4	Telecommunications	1,196	5.6%
5	Retail trade, except of motor vehicles and motorcycles	1,098	5.1%
6	Human health activities	956	4.5%
7	Financial service activities, except insurance and pension	843	3.9%
8	Education	806	3.8%
9	Manufacture of computer, electronic and optical	755	3.5%
10	Travel & tourism	628	2.9%
11	Specialised construction activities	576	2.7%
12	Insurance, reinsurance and pension funding, except	552	2.6%
13	Architectural and engineering activities; technical testing and analysis	482	2.3%
14	Food and beverage service activities	441	2.1%
15	Activities of head offices; management consultancy activities	434	2.0%
16	Activities auxiliary to financial services and insurance activities	368	1.7%
17	Rental and leasing activities	316	1.5%
18	Wholesale and retail trade and repair of motor vehicles and motorcycles	298	1.4%
19	Electricity, gas, steam and air conditioning supply	283	1.3%
20	Legal and accounting activities	270	1.3%

Travel & Tourism in the USA – GDP Share & Ranking

Share of GDP & Ranking

- In 1990, Travel and Tourism's GDP contribution ranked 9th among major industries, contributing 2.7% of the USA's GDP.
- By 2000, the industry's employment share increased to 3.1%, maintaining the industry's rank of 9th.
- After the global recession of 2008, Travel and Tourism's employment share dropped to 2.8%, and the industry's rank remained at 9th.
- Travel & Tourism's employment share and rank has remained steady over the past five years and is currently 2.8% (and ranked 9th) in 2013.

USA - Travel & Tourism: % Total Economy GDP & Industry Rank



Travel & Tourism in the USA – Industry Performance (GDP)

% total economy GDP						
Rank	1990	2000	2008	2012	2013	2023
1	Real estate activities (12.3)	Real estate activities (12.4)	Real estate activities (13.1)	Real estate activities (12.9)	Real estate activities (12.9)	Real estate activities (12.8)
2	Public administration and defence; compulsory social security (9.9)	Public administration and defence; compulsory social security (7.9)	Public administration and defence; compulsory social security (7.4)	Public administration and defence; compulsory social security (7.2)	Public administration and defence; compulsory social security (7)	Wholesale trade, except of motor vehicles and motorcycles (6.1)
3	Education (5.1)	Wholesale trade, except of motor vehicles and motorcycles (6.1)	Wholesale trade, except of motor vehicles and motorcycles (6.4)	Wholesale trade, except of motor vehicles and motorcycles (6.2)	Wholesale trade, except of motor vehicles and motorcycles (6.3)	Public administration and defence; compulsory social security (5.7)
4	Human health activities (5.1)	Retail trade, except of motor vehicles and motorcycles (5.2)	Retail trade, except of motor vehicles and motorcycles (5.1)	Retail trade, except of motor vehicles and motorcycles (5.1)	Retail trade, except of motor vehicles and motorcycles (5.2)	Telecommunications (5.6)
5	Wholesale trade, except of motor vehicles and motorcycles (4.8)	Education (5.1)	Human health activities (4.8)	Human health activities (4.9)	Human health activities (4.8)	Retail trade, except of motor vehicles and motorcycles (5.1)
6	Retail trade, except of motor vehicles and motorcycles (4.3)	Human health activities (4.2)	Education (4.7)	Education (4.7)	Telecommunications (4.6)	Human health activities (4.5)
7	Specialised construction activities (3.6)	Specialised construction activities (3.5)	Telecommunications (4.2)	Telecommunications (4.5)	Education (4.6)	Financial service activities, except insurance and pension funding (3.9)
8	Financial service activities, except insurance and pension funding (3.3)	Financial service activities, except insurance and pension funding (3.3)	Financial service activities, except insurance and pension funding (3.5)	Financial service activities, except insurance and pension funding (3.7)	Financial service activities, except insurance and pension funding (3.7)	Education (3.8)
9	Travel & tourism (2.7)	Travel & tourism (3.1)	Travel & tourism (2.8)	Travel & tourism (2.8)	Travel & tourism (2.8)	Manufacture of computer, electronic and optical products (3.5)
10	Electricity, gas, steam and air conditioning supply (2.4)	Telecommunications (2.8)	Specialised construction activities (2.5)	Insurance, reinsurance and pension funding, except compulsory social security (2.5)	Insurance, reinsurance and pension funding, except compulsory social security (2.5)	Travel & tourism (2.9)
11	Insurance, reinsurance and pension funding, except compulsory social security (2.4)	Insurance, reinsurance and pension funding, except compulsory social security (2.6)	Insurance, reinsurance and pension funding, except compulsory social security (2.5)	Manufacture of computer, electronic and optical products (2.4)	Manufacture of computer, electronic and optical products (2.5)	Specialised construction activities (2.7)
12	Food and beverage service activities (2.4)	Food and beverage service activities (2.1)	Architectural and engineering activities; technical testing and analysis (2.3)	Food and beverage service activities (2.3)	Food and beverage service activities (2.2)	Insurance, reinsurance and pension funding, except compulsory social security (2.6)
13	Telecommunications (2.3)	Architectural and engineering activities; technical testing and analysis (1.9)	Food and beverage service activities (2.1)	Architectural and engineering activities; technical testing and analysis (2.2)	Architectural and engineering activities; technical testing and analysis (2.2)	Architectural and engineering activities; technical testing and analysis (2.3)
14	Architectural and engineering activities; technical testing and analysis (2)	Electricity, gas, steam and air conditioning supply (1.8)	Manufacture of computer, electronic and optical products (1.9)	Specialised construction activities (2.1)	Specialised construction activities (2.2)	Food and beverage service activities (2.1)
15	Construction of buildings (1.7)	Activities of head offices; management consultancy activities (1.7)	Activities of head offices; management consultancy activities (1.8)	Activities of head offices; management consultancy activities (1.9)	Activities of head offices; management consultancy activities (1.9)	Activities of head offices; management consultancy activities (2)