Overview

National Tourism Statistics

- Travel and tourism in the U.S. in 1994 generated an estimated \$416 billion in expenditures.
- As in the past five years, travel and tourism in 1994 was once again the nation's leading export. It generated an estimated \$74 billion in expenditures from 44 million international visitors while the 46 million Americans traveling abroad only spent an estimated \$52 billion...creating a \$22 billion surplus because international visitors spent more money here than Americans spent abroad.
- In 1994, travel and tourism is still the nation's third-largest retail industry, behind automotive dealers and food stores.
- In 1994, the travel industry is still the second-largest in terms of employment behind health services.
- In 1994, an estimated 6.2 million direct jobs were generated as the result of travel and tourism. In 1993, 6.1 million jobs were created as a result of travel and tourism which generated over \$104 billion in payroll. The Travel Industry Association Foundation reports that travel and tourism provides more than 650,000 executive level positions.
- Travel and tourism is the first-, second-, or third-largest employer in 34 states.
- 1993 estimates show that travel and tourism generated \$56 billion in tax revenue for federal, state, and local governments.
- States allocated \$399 million to tourism promotion for fiscal year 1994-1995, up 7 percent.
- Americans took 1.13 billion person-trips (one person traveling 100 miles or more away from home) in 1994, up 7 percent from 1993.

Source: Tourism Works For America Council, Washington, D.C.: The Tourism Works for America Report 1994 Annual Edition

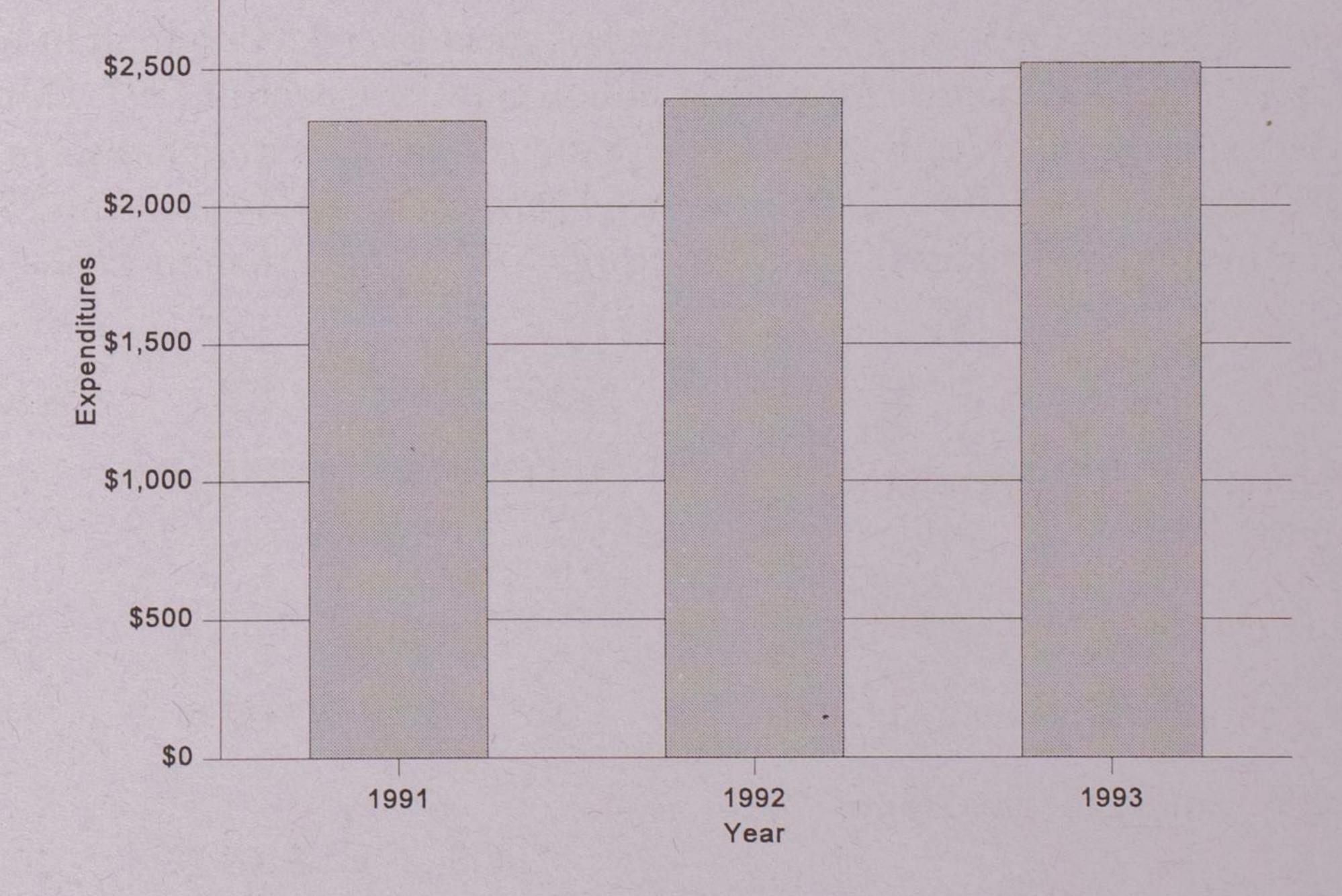
Direct Impact of Travel on the Kansas Economy

Domestic and International Travelers

The following economic impact estimates represent expenditures by visitors traveling in Kansas on overnight trips or on day trips of 100 miles or more. These figures represent direct spending only, excluding any secondary or multiplier effects. During 1993, travelers spent 2,519 million dollars in Kansas, a 5 percent increase from 1992.

	Domestic (\$mil)	International (\$mil)	Total (\$mil)	% Chg
1991	\$2,258	\$53	\$2,311	
1992	\$2,329	\$62	\$2,391	3.5%
1993	\$2,454	\$65	\$2,519	5.3%

\$3,000



Source: USTTA & U.S. Travel Data Center