



## National Travel and Tourism Office: Travel Exports

### Key Terms:

*International Travel Trade.* International travel trade consists of transactions involving goods and services acquired by nonresidents while visiting another country. Non-U.S. residents purchasing goods and services while in the United States is export income for the U.S. economy. U.S. residents purchasing goods or services while outside the United States is export income for another country and a U.S. import.

### Travel Exports:

U.S. travel exports totaled \$239 billion in 2019, ranking travel as the third largest U.S. export, behind capital goods and industrial supplies and above consumer goods except food and automotive, other business services, and automotive vehicles, parts, and engines (see Chart 1).

In 2020, travel exports declined 65 percent to \$84 billion, which was by far the largest annual decline this century. For perspective, travel exports declined 20 percent from 2000 to 2003 during the aftermath of the 9-11 terrorist attacks in 2001 and declined 8 percent in 2009 during the global financial crisis.

The \$155 billion decline in travel exports in 2020 was responsible for 39 percent of the overall \$394B decline in total U.S. exports of goods and services from 2019. Total U.S. exports of goods and services declined 16 percent in 2020. As a result, travel's export rank fell from No 3. in 2019 to No 9 in 2020 (see Chart 2).

### Top-Line Information

#### Travel Exports in 2020:

U.S. Travel Exports: **\$84B** (down from \$239 B in 2019)

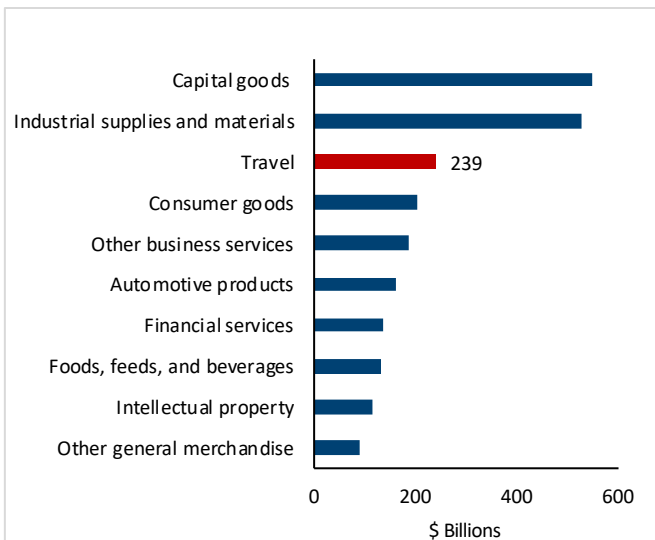
Travel exports declined 65% from 2019, which was greater than the 20% decline from 2000-2003 in the aftermath of the 9-11 terrorist attacks and the 8% decline during the global financial crisis.

Travel accounted for 4 percent of **total U.S. exports** (down from 9 percent in 2019)

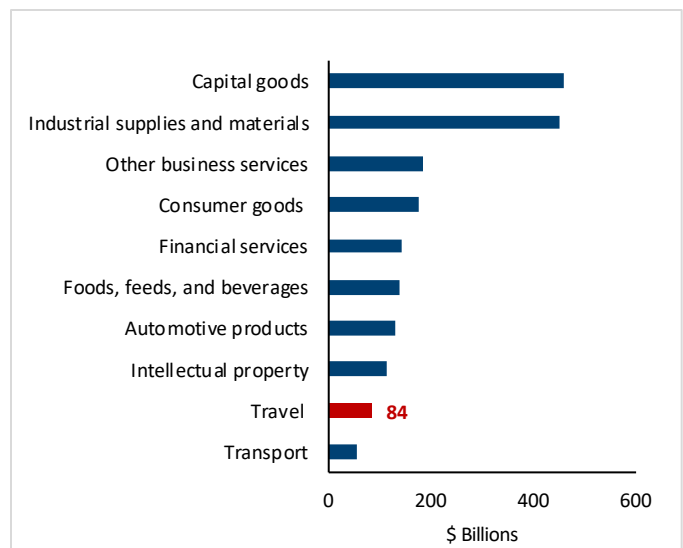
**The United States** maintained the highest number of international travel receipts worldwide, with **14.2 percent\*** share of global travel receipts in 2020 up from 13.2 percent in 2019.

\*provisional

**Chart 1: Top 10 U.S. Exports 2019**



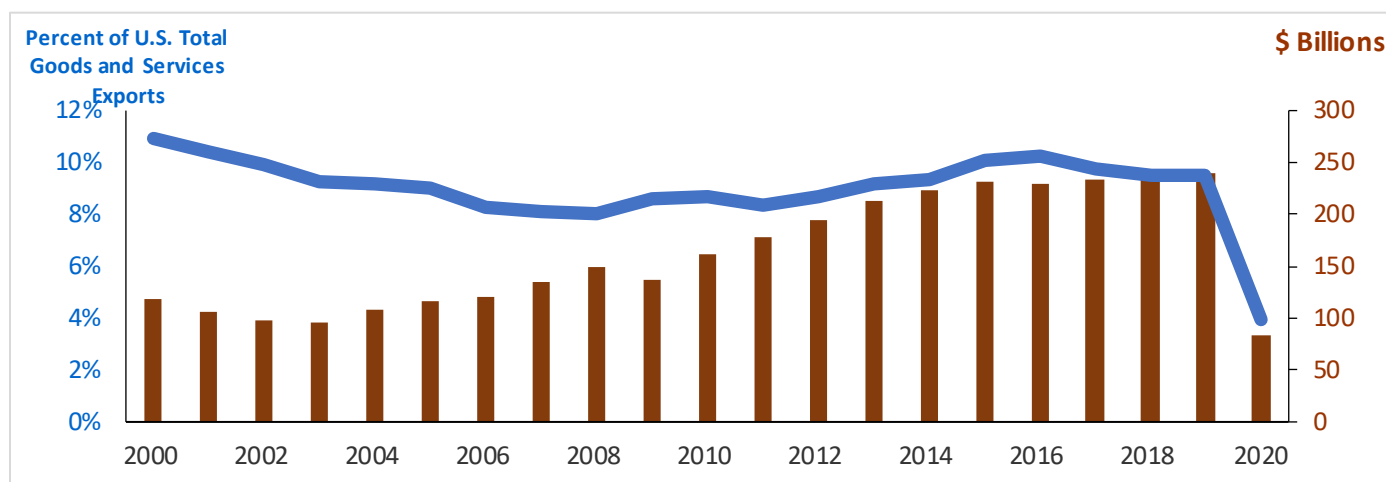
**Chart 2: Top 10 U.S. Exports 2020**



## Travel Exports

From 2009 to 2019, U.S. travel exports increased 75 percent and from 2000 to 2019 increased 102 percent. In 2019, travel accounted for 9 percent of total U.S. exports. In 2020, travel exports declined 65 percent to \$84 billion. As a result, travel's share of total U.S exports of goods and services declined to 4 percent in 2020 (see Chart 3).

**Chart 3: Travel Exports as a Percentage of Total Exports**



Source: U.S. Department of Commerce/Bureau of Economic Analysis

### Travel Exports by Country:

In 2020, the top 10 travel export markets remained unchanged from 2019, but some of the rankings shifted. Mexico, India and South Korea's ranking increased, while Canada, the United Kingdom, and Brazil's decreased. Meanwhile, China, Japan, Australia and Germany's ranking remained the same.

**Table 1: Top U.S. Travel Export Markets, 2020**

Rank	Export Market	Travel Exports (\$ Billions)	Share of U.S. Travel Exports	Share of U.S. Exports of Goods and Services by Country (2019)	Share of U.S. Exports of Goods and Services by Country	Change in Rank from 2019
1	China	16.2	19.2%	19.9%	9.8%	--
2	Mexico	10.0	11.8%	6.1%	4.2%	↑+1
3	India	7.9	9.3%	24.5%	18.1%	↑+2
4	Canada	6.5	7.7%	6.2%	2.1%	↓-2
5	South Korea	3.5	4.2%	11.4%	5.1%	↑+3
6	Japan	3.0	3.5%	10.4%	2.9%	--
7	United Kingdom	2.9	3.4%	10.6%	2.4%	↓-3
8	Brazil	2.6	3.1%	15.2%	5.3%	↓-1
9	Australia	1.5	1.8%	16.7%	3.9%	--
10	Germany	1.4	1.7%	7.9%	1.6%	--
	Other Countries	28.8	34.2%	8.1%	3.2%	

Source: U.S. Department of Commerce/Bureau of Economic Analysis

## Travel Exports

### Travel Exports in a Global Context:

Worldwide, inbound tourism expenditures totaled \$535 billion in 2020, down 63.5 percent from 2019. Inbound tourism expenditures declined in all leading global destinations in 2020, where the magnitude of the declines varied from Austria (-38.9 percent) to Spain/Japan (-76.8 percent). The United States accounted for 14.2 percent of inbound tourism expenditures in 2020, up from 13.2 percent in 2019. The United States maintained its number 1 rank for inbound tourism expenditures in 2020. All other top-15 countries experienced a change in rank from 2019 (see Table 2).

- Largest increases in rank: Austria (+7), Australia (+5) and Germany (+5)
- Largest decreases in rank: Japan (-7), Spain (-5), Thailand (-4)

Globally, the top 15 nations account for nearly half (58.2 percent) of international tourism expenditures, an increase from 54.3 percent in 2019 receipts.

	Country	\$ Billions	% Change from 219	Share	2019 Share	Change in Rank from 2019
	World	535.0	-63.5%	100.0%	100.0%	
1	United States	76.1	-60.6%	14.2%	13.2%	--
2	France	32.6	-48.7%	6.1%	4.3%	↑+1
3	Australia	25.8	-43.5%	4.8%	3.1%	↑+5
4	Germany	22.1	-47.1%	4.1%	2.9%	↑+5
5	Italy	19.8	-60.1%	3.7%	3.4%	↑+1
6	United Kingdom	18.9	-64.1%	3.5%	3.6%	↓-1
7	Spain	18.5	-76.8%	3.5%	5.4%	↓-5
8	Thailand	14.2	-76.3%	2.7%	4.1%	↓-4
9	China	14.2	-60.3%	2.7%	2.4%	↑+2
10	Austria	14.0	-38.9%	2.6%	1.6%	↑+7
11	India	13.0	-57.7%	2.4%	2.1%	↑+1
12	Canada	11.3	-59.6%	2.1%	1.9%	↑+3
13	Mexico	11.0	-55.3%	2.1%	1.7%	↑+3
14	Japan	10.7	-76.8%	2.0%	3.1%	↓-7
15	South Korea	10.5	-49.8%	2.0%	1.4%	↑+3
	Top 15	312.7	-60.7%	58.2%	54.3%	

Source: UNWTO

\*provisional

If you have questions or would like more information regarding the data in this fact sheet, please contact David Huether (David.Huether@trade.gov).