



INTERNATIONAL
TRADE
ADMINISTRATION

Industry
& Analysis

2024 Report
National Travel and Tourism Office

Overseas Visitor Impact on State Economies | 2024



For the first time since 1997, the National Travel and Tourism Office has estimated the economic impact of overseas visitors for U.S. states and territories.

These new estimates include overseas visitors' spending on travel goods and services in each U.S. state and territory as well as the local employment supported by this spending.

These new statistics provide deeper insight into the significance of international tourism on state and local economies.



IN 2024, THE UNITED STATES WELCOMED **35.2 MILLION VISITORS** FROM ALL OVERSEAS COUNTRIES.¹

¹ Does not include visitors from Canada or Mexico

These overseas visitors spent
\$169.8 BILLION
in the United States on travel
related goods and services, including
international student spending on
education-related goods and services.



This spending directly supported nearly
906,000 jobs for the U.S. economy in 2024

The visitor spending by the top 10 overseas countries
accounted for **59 percent** of total overseas spending
in the United States. These top 10 countries include:



1. China



2. India



3. U.K.



4. Brazil



5. South Korea



6. Germany



7. Japan



8. Australia



9. Italy



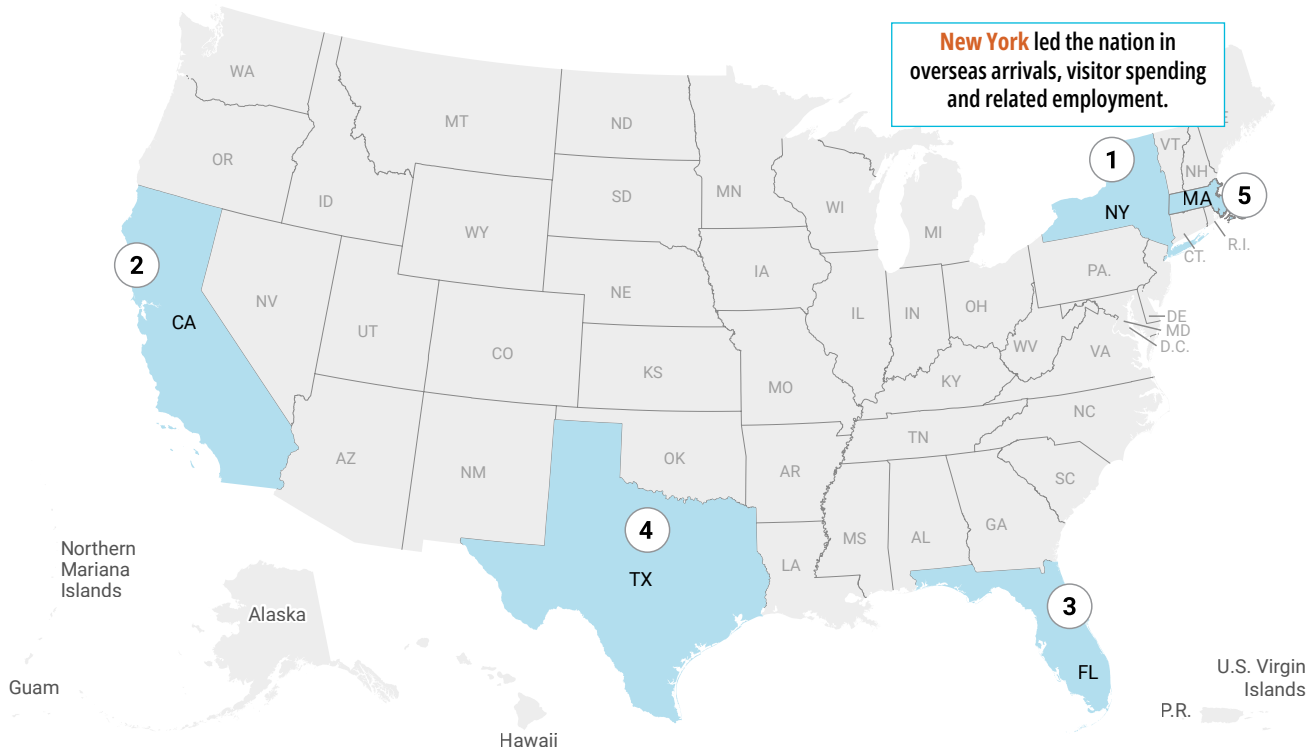
10. Colombia

In terms of overseas visitor spending, the top five states—**New York, California, Florida, Texas and Massachusetts**—collectively received \$99.7 billion, accounting for 58.7 percent of total overseas visitor spending in the United States (see Table 1).

These same five states collectively supported more than 502,000 workers, representing 55.5 percent of total direct employment generated by overseas visitors nationwide.

Overseas visitors spent **more than \$1 billion** in 26 individual states and U.S. territories in 2024 and supported **more than 10,000 jobs** in 20 individual states.

Where Overseas Visitors Go—and Spend—the Most



Five states captured **\$99.7 billion**, or nearly **59%** of all overseas visitor spending in 2024. Spending in these same five states supported more than **502,000 jobs**—56 percent of all overseas visitor-supported employment nationwide.

1 NEW YORK
 Overseas visits: 9,801,000
 Overseas spending: \$32.1 B
 Jobs: 156,840

2 CALIFORNIA
 Overseas visits: 6,956,000
 Overseas spending: \$26.9 B
 Jobs: 132,670

3 FLORIDA
 Overseas visits: 8,858,000
 Overseas spending: \$25.2 B
 Jobs: 124,970

4 TEXAS
 Overseas visits: 2,087,000
 Overseas spending: \$7.9 B
 Jobs: 45,620

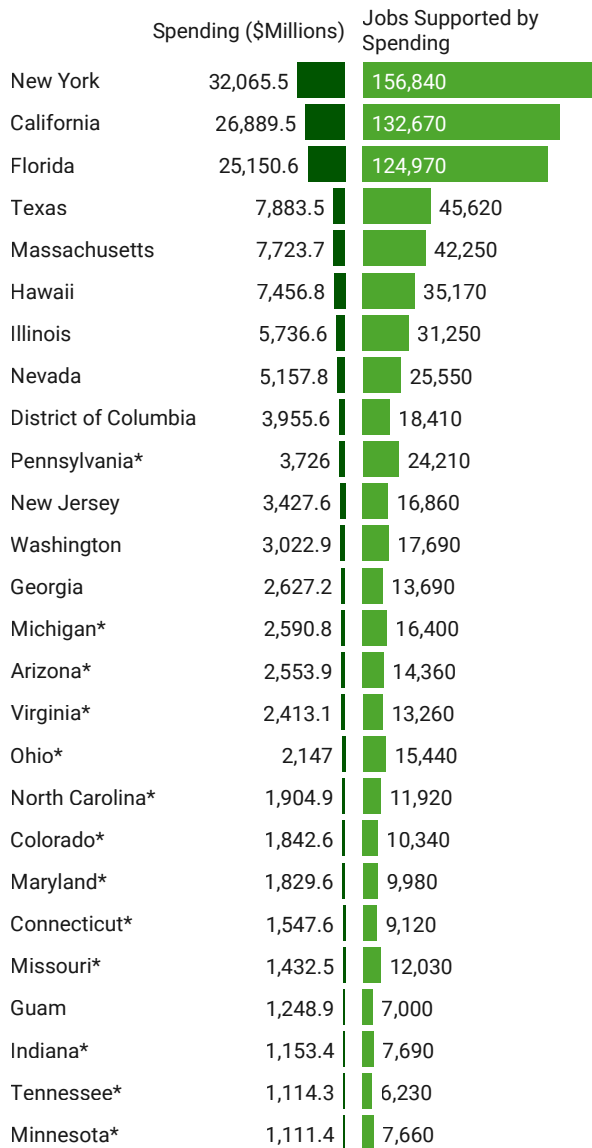
5 MASSACHUSETTS
 Overseas visits: 1,500,000
 Overseas spending: \$7.7 B
 Jobs: 42,250

The number of U.S. jobs supported by a dollar in visitor spending differed among U.S. states and territories mainly due to differences in labor intensity, labor productivity, and labor costs across the different industries that provide goods and services to overseas visitors.

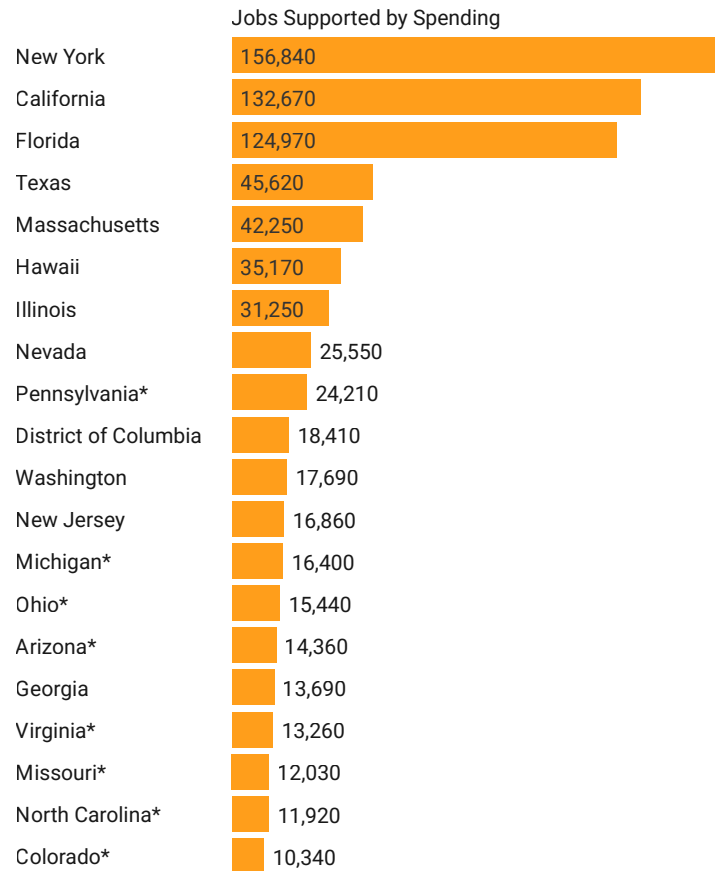
For example, a dollar spent by international visitors could support more jobs in states where visitors spend a greater proportion on food and education services, which are more labor-intensive than most other industries.

Labor productivity and labor costs are other important factors that differentiate employment generated by overseas visitors by state. Generally, **labor productivity and labor costs are higher in states with larger cities and attractions.**

Over \$1 Billion in Overseas Visitor Spending Across 26 States



States with 10,000 or More Jobs Supported by Overseas Visitor Spending



Note: For those states with an asterisk, the reliability of the estimates is constrained, requiring cautious use of the data, due to the limited sample size.

Background and Methodology

This research study, prepared by the National Travel and Tourism Office (NTTO), provides estimates of the economic impact of overseas visitors on U.S. states and territories in 2024.

The estimates include spending by all overseas visitors (excluding residents of Canada and Mexico) and the employment generated in each U.S. state and territory (see Table 1).

Overseas visitor spending includes travel-related expenditures on lodging; food services; recreation, entertainment, and amusement; local transportation; retail shopping; and other travel-related goods and services. Consistent with U.S. travel exports as measured by the Bureau of Economic Analysis (BEA), the estimates also incorporate education-related expenditures by overseas visitors traveling to the United States for educational purposes, including tuition and fees and living expenses.

Estimates of travel-related spending are derived primarily from NTTO's Survey of International Air Travelers (SIAT). The SIAT provides data on overseas travelers' visits to U.S. states and territories, as well as selected traveler characteristics, including average spending per trip and average trip duration. Total spending by overseas visitors across all U.S. states and territories equals total U.S. travel exports (excluding Canada and Mexico) as published by BEA.

U.S. air passenger service exports, which comprise the transport of nonresidents by U.S. air carriers between the United States and foreign countries and between two foreign points, are excluded from the study because these transactions do not take place within U.S. states or territories.

Employment supported by overseas visitor spending for the states and territories is derived by multiplying the estimated spending by the related, industry-specific employment-to-output ratios. These ratios are calculated based on Economic Census data, BEA's state gross domestic product (GDP) and employment statistics, and Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW) data. Indirect and induced output and employment are not included in the study.

Because the study is based primarily on data from the SIAT, estimates for some states—identified with an asterisk in Table 1—may be subject to reduced reliability due to small sample sizes (fewer than 100 respondents).

Table 1. Economic Impact of Overseas Visitors by State and Territory, 2024

	State or Territory	Visits	Spending (\$Millions)	Jobs Supported by Spending
1	Alabama*	110,000	588	4,230
2	Alaska*	138,000	436	1,970
3	Arizona*	1,159,000	2,554	14,360
4	Arkansas*	74,000	278	2,240
5	California	6,956,000	26,890	132,670
6	Colorado*	460,000	1,843	10,340
7	Connecticut*	320,000	1,548	9,120
8	Delaware*	41,000	242	1,570
9	District of Columbia	1,629,000	3,956	18,410
10	Florida	8,858,000	25,151	124,970
11	Georgia	1,069,000	2,627	13,690
12	Hawaii	1,974,000	7,457	35,170
13	Idaho*	96,000	365	2,820
14	Illinois	1,410,000	5,737	31,250
15	Indiana*	222,000	1,153	7,690
16	Iowa*	66,000	456	3,420
17	Kansas*	64,000	563	4,360
18	Kentucky*	131,000	522	3,470
19	Louisiana*	387,000	882	5,560
20	Maine*	126,000	442	2,420
21	Maryland*	425,000	1,830	9,980
22	Massachusetts	1,500,000	7,724	42,250
23	Michigan*	417,000	2,591	16,400
24	Minnesota*	233,000	1,111	7,660
25	Mississippi*	49,000	162	1,180
26	Missouri*	164,000	1,433	12,030
27	Montana*	58,000	179	1,160
28	Nebraska*	50,000	221	1,760

Table 1. Economic Impact of Overseas Visitors by State and Territory, 2024

	State or Territory	Visits	Spending (\$Millions)	Jobs Supported by Spending
29	Nevada	2,642,000	5,158	25,550
30	New Hampshire*	80,000	335	2,180
31	New Jersey	1,228,000	3,428	16,860
32	New Mexico*	95,000	255	1,680
33	New York	9,801,000	32,066	156,840
34	North Carolina*	509,000	1,905	11,920
35	North Dakota*	21,000	109	860
36	Ohio*	368,000	2,147	15,440
37	Oklahoma*	76,000	370	2,260
38	Oregon*	218,000	802	4,880
39	Pennsylvania*	804,000	3,726	24,210
40	Rhode Island*	106,000	394	2,680
41	South Carolina*	300,000	978	6,760
42	South Dakota*	52,000	118	1,000
43	Tennessee*	523,000	1,114	6,230
44	Texas	2,087,000	7,884	45,620
45	Utah*	641,000	964	6,510
46	Vermont*	79,000	246	1,970
47	Virginia*	549,000	2,413	13,260
48	Washington	856,000	3,023	17,690
49	West Virginia*	38,000	123	890
50	Wisconsin*	194,000	981	7,110
51	Wyoming*	203,000	368	2,420
52	Puerto Rico*	148,000	382	1,870
53	Guam	801,000	1,249	7,000
54	U.S. Trust Territories*	165,000	275	N/A
55	U.S. Virgin Islands*	17,000	33	N/A
	Total:	35,159,000	\$169,780	905,930

Note: For those states with an asterisk, the reliability of the estimates is constrained, requiring cautious use of the data, due to the limited sample size.



INTERNATIONAL
TRADE
ADMINISTRATION

Industry & Analysis

Released April 2026

U.S. DEPARTMENT OF COMMERCE | INTERNATIONAL TRADE ADMINISTRATION | INDUSTRY & ANALYSIS

trade.gov