ECONOMIC IMPACT OF TOURISM IN SAN ANTONIO

National
*Travel & Tourism* Week

May 5 - 13, 2012

With more than 26 million visitors annually, San Antonio’s travel & tourism industry runs deep...

...*Economic Impact*
- San Antonio’s hospitality industry generates an **$11 billion economic impact annually**.
- **New visitors bring new dollars to San Antonio**; Each dollar of visitor spending generates one additional dollar of income for San Antonio as the effects of this spending work their way through the local economy.

...*Jobs*
- The hospitality industry employs 1 out of every 8 jobs in the San Antonio metropolitan area, or **106,311 employees**.
- The industry’s annual payroll is estimated at $1.99 billion.
- Since 1998, the economic impact of the hospitality industry increased by more than 70%.

...*Business*
- The industry supports existing companies and stimulates new business development; every year, hundreds of conventions attract business leaders, decision-makers and influencers to the city.
- Last year, the CVB hosted 500,000 convention delegates at approximately 550 meetings.

*Tourism pays for itself...and other quality-of-life benefits*
- The Tourism Industry pays more than $286 million in local taxes and fees.
- The Hotel Occupancy Tax supports:
  - Promotion of San Antonio as a tourism and convention destination
  - Convention center staffing, maintenance, construction and improvements
  - Visitor Center staffing, maintenance, construction and improvements
  - Arts and cultural institutions, encouragement and promotion of the arts
  - Historical restoration and preservation projects
  - Sports facilities
Travel and tourism is one of America’s largest industries

- Generated $1.9 trillion in economic output, with $813 billion spent directly by domestic and international travelers that spurred an additional $1.1 trillion in other industries.
- Directly generated $124 billion in tax revenue for local, state and federal governments.
- Each U.S. household would pay $1,055 more in taxes without the tax revenue generated by the travel and tourism industry.
- Direct spending by resident and international travelers in the U.S. averaged $2.2 billion a day, $92.8 million an hour, $1.5 million a minute and $25,700 a second.

Travel and tourism is America’s largest services export industry

- $152.4 billion in travel exports (including traveler spending in the U.S. and international passenger fare payments to U.S. carriers) and the...
- $110.5 billion in travel imports (including U.S. resident spending abroad and international passenger fares paid to foreign carriers) creates...
- $42 billion in balance of travel trade surplus for the U.S.

Travel and tourism is one of America’s largest employers

- Supported 14.4 million jobs, including 7.5 million directly in the travel industry and 6.9 million in other industries.
- 1 out of every 9 jobs in the U.S. depends on travel and tourism.
- Generated $194.6 billion in payroll for those employed directly in U.S. travel.
- Travel is among the top 10 industries in 48 states and D.C. in terms of employment.

National Tourism Week is a collective effort across the U.S. to celebrate the cultural and social benefits created by travel and tourism. In San Antonio, travel and tourism has an estimated economic impact of $11 billion annually. It employs more than 100,000 people and welcomes 26 million people a year to San Antonio. For a complete schedule of events visit the San Antonio Convention & Visitors Bureau website: http://www.visitsanantonio.com/ntw.aspx.