

# 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>.*

Sources: San Antonio data - [The Economic Impact of San Antonio's Hospitality Industry](#) report 2008, a biannual publication of the Greater San Antonio Chamber of Commerce (published 2010); National data - U.S. Travel Association 2011 data, March 2012.