



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

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"Travel Matters"

Boston & Massachusetts Celebrate Economic Impact of Tourism

U.S. Travel Rally Day: Tuesday May 12, 2009

Boston Hotel, Tour, & Attraction Tourism Icons Gather for Salute

Visitors have \$7.5 Billion Impact on Region

BOSTON - The Greater Boston Convention & Visitors Bureau was joined by Boston Duck Tours, The Freedom Trail Foundation, The Shops at Prudential, Fairmont Copley Plaza, Fairmont Battery Wharf, The Ritz-Carlton, Boston Common; Sheraton Boston Hotel, Cambridge Office for Tourism, and the Massachusetts Office of Travel & Tourism on the official Boston Red Sox Duck Tour vehicle "Red Sox Nathan" to kick off the summer visitor season today and to demonstrate their support for travel and its importance to state and local economies.

"The combined spending at hotels, restaurants, museums and shops by visitors to Boston and Cambridge generates **\$7.5 Billion** for our region's economy," said Patrick B. Moscaritolo, President & CEO, Greater Boston Convention & Visitors Bureau.

"The visitor industry also employs more than 80,000 people across our region. The bottom line is travel really *does* matter for our economy. The Boston and Massachusetts visitor industry has worked very hard to attract millions of visitors this summer from all over the world that will leave their dollars, euros and pounds behind in purchases and tax revenue," Moscaritolo added.

Travel Industry Fun Facts

Did You Know that travel and tourism is a \$1.6 trillion industry in the United States? If one dollar bill equaled a second of time, then \$1.6 trillion would equal almost 51,000 years.

Did You Know that travel and tourism generates \$110 billion in tax revenue for local, state and federal governments? If you place 110 billion one dollar bills end-to-end, they would circle the world 419 times.

Did You Know that each U.S. household would pay \$995 more in taxes without the tax revenue generated by the travel and tourism industry? \$995 will buy about five weeks of groceries for a family of four, will fill the average car with gas 17 times, or will even pay the average cost of a ticket to a Michigan vs. Ohio State football game.

Did You Know that the travel and tourism industry is one of the country's largest employers with 7.5 million direct travel-generated jobs? You could fill the Louisiana Superdome a hundred times over with people directly employed in the industry.

Did You Know that direct travel-generated payroll totals \$178 billion and that 1 out of every 8 U.S. non-farm jobs is created directly, indirectly or is induced by travel and tourism?

Did You Know that the travel and tourism industry is one of America's largest service exports? International travelers spent more on their visits to the United States than U.S. residents spent while traveling abroad, creating a trade surplus of \$8.3 billion for the U.S. in 2006.

Did You Know that dining is the most popular domestic trip activity and is included in 31 percent of all domestic trips? Shopping is the No. 1 leisure/recreational activity for overseas visitors.

Did You Know that approximately 2.8 million hotel roomnights are sold every day in the United States? That is enough hotel rooms to lodge every person living in Dallas, Detroit, Denver and Orlando combined.

Did You Know that 56.2 million people visited a casino in 2006? That's more than a quarter of the total U.S. population over the age of 21.

Did You Know that spending by resident and international travelers in the U.S. averaged \$2 billion a day, \$84.5 million an hour, \$1.4 million a minute, and \$23,500 a second?

Did You Know that just a 1 percent increase in U.S. worldwide market share would equate to 8.4 million more visitors, \$14 billion more in expenditures, 152,000 new jobs, \$3.6 billion more in payroll, and \$2.2 billion more in federal, state and local tax revenue?