

Travel and Tourism - US - May 2015

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“At the beginning of the millennium, no one could have predicted the difficult years that lay ahead for the US tourism industry. Over the last 15 years the sector has been dented by well-documented events like 9/11, SARS [severe acute respiratory syndrome], swine flu and the media focus on global terrorism.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What is the relationship between tourism and the US economy?
- How has the US tourism industry fared since the economic downturn of 2007/08?
- How does the tourism infrastructure support the development of the country's international tourism market?
- What impact has Brand USA had on the country's tourism industry?
- What will the US tourism industry look like going forward?

The US is one of the biggest tourism destinations in the world, ranking second behind France in 2013, if measured by international arrivals, according to the United Nations World Tourism Organization (UNWTO). When it comes to international tourism receipts, the US is currently the clear leader – commanding 131.1% more than Spain and 148.8% more than France. A big hitter with foreign and domestic visitors alike, the tourism market in the US is expected to be in excess of 1.4 billion tourists in 2015 and number more than 1.5 billion in 2018 (Mintel Market Sizes – US – Travel and Tourism – Market Size – 2013).

Despite these impressive statistics, the US tourism industry has lost some of its market share of long-haul arrivals over the last 15 years. This decline has been inextricably linked to a series of well-documented events (like 9/11 and the 2009 swine flu pandemic) – that could not have been predicted nor legislated against – and compounded by the global economic downturn and the country's post-2008 economic woes.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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