

Regional Tourism - US - April 2017

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The travel market remains strong as tourism spending by both Americans and international travelers grew by 8% from 2011-16 to reach an estimated \$944.2 billion. The market is forecast to grow by an additional 20% over the next five years, to surpass \$1 trillion by 2021.

This report looks at the following areas:

- Majority of domestic vacationers stay within region
- Lower-income regions are most limited by their vacation budgets
- Older adults have fewer vacation interests
- Women are less likely to vacation solo

74% of Americans took an overnight domestic leisure trip or vacation in the last 12 months, which helped contribute to the estimated \$944 billion spent on tourism-related goods and services in 2016. Spending is predicted to increase due in part to a strong US economy, growing demand, low gas prices, and young adults' desire for authentic experiences. While state and nationwide legislative changes, as well as social and health-related issues have made news, Americans' likelihood to travel domestically to top tourist attractions in regions that offer the vacation experiences they desire is unlikely to be impacted.

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DID YOU KNOW?

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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