

## **Utah Valley Chamber Newsletter**

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### Power of Travel

Travel is a broad and diverse industry employing a vast workforce, from airline and attraction employees to restaurant, hotel and taxi workers. Travel is one of the country's biggest employers with more than 10 million Americans depending on this industry for their paychecks. Everyday travel powers our economy in cities and states across the country. In fact, I've worked in the travel industry for 17 years and I depend on travelers to Utah Valley for my living. When people make the choice to travel here, it makes an enormous impact to all of Utah Valley's residents who work in the industry, like me. And it even impacts those who don't work in the industry.

The U.S. Travel Association reports that travel and tourism is one of America's largest industries. Direct spending by domestic and international travelers generated \$704 billion in the nation's economy last year. The industry also represents one of America's largest employers, accounting for more than 10 million direct and indirect jobs. Though the travel workforce has declined as a result of the prolonged recession, the industry expects to add 90,000 new American jobs due to modest gains in travel expected in 2010. U.S. Travel projects 1.95 billion domestic person-trips will take place this year, up 2 percent from last year. International arrivals are expected to total 56.5 million in 2010, an increase of nearly 3 percent over 2009, according to U.S. Travel.

According to the Utah Governor's Office of Planning and Budget and Bureau of Labor Statistics, and within the 2010 Economic Report to the Governor, Utah traveler spending is estimated to have generated \$6.2 billion saving Utah households approximately \$813.00 in taxes. Utah County ranks second in tourism tax revenues from traveler spending in the state and fourth in transient room tax collection.

Taking a quick glimpse at these statistics really makes one realize the power of travel and how it supports American families. It is vital that we continue to remember the value of encouraging travel to our own great destination (Utah Valley) and showing visitors all that it has to offer. This summer encourage your family to gather in Utah Valley and enjoy the surrounding attractions at the same time. For a complete listing of festivals, events, and activities visit [UtahValley.com](http://UtahValley.com).