



## **YEAR OF THE TRAVEL AGENT FACT SHEET**

### **BENEFITS OF USING A TRAVEL AGENT**

- Experts on hundreds of thousands of destinations and specialties
- Access to lower pricing and special perks and benefits
- Invaluable resource when things go wrong
- They do the work and you save time

### **THE TRAVEL INDUSTRY HAS A HUGE ECONOMIC IMPACT**

- Travel generates \$2.4 trillion in economic output for the U.S. economy
- \$164.8 billion in tax revenue generated by leisure and business travel

### **THE TRAVEL INDUSTRY IS A MAJOR EMPLOYER**

- The travel industry is America's 7<sup>th</sup> largest employer among major private industry sectors
- 15.6 million U.S. jobs are supported by travel expenditures
- \$258.8 billion in wages shared by American workers directly employed by travel
- Travel is responsible for 1 out of 9 U.S. jobs
- Travel is among the top 10 industries in 49 states and D.C. in terms of employment

### **NUMBER OF TRAVEL AGENTS IN THE U.S. IS GROWING**

- U.S. Bureau of Labor Statistics data shows growth in the number of travel agents in recent years

### **TRAVEL IS EXPECTED TO CONTINUE TO GROW**

- Total travel expenditures in the U.S. are expected to increase 5% in 2018
- The Cruise Lines International Association is forecasting 27.2 million passengers in 2018 versus an estimated 25.8 million in 2017
- 95% of U.S. Tour Operator Association members anticipate sales growth in 2018
- 87% of Travel Leaders Group travel agents participating in a recent survey said they were optimistic about their business in 2018

### **UTILIZATION OF TRAVEL AGENTS IS STRONG AND GROWING**

- The Airlines Reporting Corporation recorded \$88.5 billion in airline ticket sales through travel agents in 2017, an increase of 3.4 percent versus the year prior
- The U.S. Tour Operators Association, which represents nearly \$15 billion in revenue, reports that 84% of its members distribute their products through travel agents

- 8 out of 10 CLIA (Cruise Lines International Association)-certified travel agents are anticipating an increase in sales in 2018 versus the year prior and more than 80% say their cruise sales grew in 2017
- Two-thirds of cruise sales are through traditional travel agents, according to a recent Phocuswright study.

*All economic data sourced from U.S. Travel Association unless otherwise noted*