



OXFORD
ECONOMICS

Economic Impact of the US Hotel Industry

US Report

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Prepared on behalf of:



AMERICAN HOTEL & LODGING ASSOCIATION

TABLE OF CONTENTS

- 1** Executive Summary
- 2** Methods
- 3** US economic impact results in detail
- 4** Selected graphs and maps
- 5** International visitor trends

1 Executive Summary

The background of the slide is a photograph of a large, empty, arched structure, likely a stadium or arena, with a blue tint. The ceiling is a complex grid of metal beams and panels, creating a series of repeating diamond shapes. The floor is a light-colored, possibly concrete or stone, surface. In the distance, there are some structures and what appears to be a large, curved wall or barrier. The overall atmosphere is one of a vast, open space.

Overview

Executive Summary

The US hotel industry is a critically important part of the US economy. Hotels generate billions in wages, salaries and taxes, employ millions of workers, and hotel guests bring billions in spending to local economies.

To quantify these important impacts, the American Hotel & Lodging Association (AHLA) engaged Oxford Economics (Oxford or we) to conduct a comprehensive economic impact analysis. Oxford analyzed information from a variety of sources and prepared an updated view of industry impacts in recent years.

As part of this research, Oxford analyzed:

- **hotel operations** by gathering and integrating information on the size and performance of hotels and motels, casino hotels, and bed and breakfast inns by state (hotels);
- **hotel guest ancillary** spending based on consumer survey data by state;
- **capital investment** in hotels based on data on new hotel construction and renovations; and,
- **indirect and induced impacts** supported by the hotel industry in other parts of the US economy.

The results show the US hotel industry supports a total economic impact (2024) of:

- \$1.7 trillion of business sales (representing revenue plus certain taxes, also referred to as output);
- 9.2 million jobs with \$526 billion of wages, salaries and other compensation;
- \$894 billion of GDP, representing contribution to US gross domestic product; and,
- \$246 billion of federal, state and local taxes.

The hotel industry consists of over 64,000 properties, with nearly 5.7 million guestrooms. The sector sells almost 1.3 billion room nights annually. The hotel sector has continued its solid growth post-pandemic. In nominal terms, many key metrics are ahead of pre-pandemic levels, such as total business sales (+23.6%), total wages and salaries (+20.6%) and total federal, state and local taxes (+24.8%). Total employment impacts were also above pre-pandemic levels in 2024 (+4.1%), but the number of direct hotel operations jobs remains 8.8% lower.

A representative hotel with 100 occupied rooms supports 260 total jobs, including 145 direct jobs and 115 indirect and induced jobs. This impact includes 61 direct jobs at the hotel, with \$3.6 million of wages, salaries and other labor income. This representative property supports \$7.0 million of total tax revenue, including \$2.4 million of direct taxes generated at the hotel.

This document presents key elements of the research and findings.

Summary impacts

Hotel industry economic impacts in the US in 2024:

- Over 64,000 hotels
- 5.7 million hotel guest rooms
- Almost 1.3 billion room nights sold
- 9.2 million total impact jobs, which is equivalent to 1-in-25 US jobs
- \$1.7 trillion of sales supported at US business
- \$894.1 billion contributed to US GDP
- 5.1 million direct impact jobs

Additional facts for 2024:

- Hotel sales of \$352.3 billion (revenue, plus certain taxes)
- Hotels support \$526.3 billion of wages, salaries and other compensation, including \$125.8 billion at hotel operations.
- Hotels support \$246.3 billion of federal, state and local taxes. This is equivalent to \$1,931 per US household annually.
- Hotel guests spent \$786.5 billion at hotels and local businesses, and on transportation.
- Hotels purchased \$129.7 billion in inputs from other US businesses.

Hotel industry impacts: US

Amounts in billions of dollars, unless otherwise noted

	2024
Total impact	
Business sales (output)	\$1,681.1
Wages, salaries and other compensation	\$526.3
Employment (number of jobs, in millions)	9.2
GDP	\$894.1
Total taxes	\$246.3
State and local taxes	\$123.0
Federal taxes	\$123.3
Direct impact: hotel operations, guest ancillary spending, capital investment	
Business sales (output)	\$822.5
Wages, salaries and other compensation	\$256.3
Employment (number of jobs, in millions)	5.1
GDP	\$425.8
Total taxes	\$143.3
State and local taxes	\$83.0
Federal taxes	\$60.3
Direct impact: hotel operations	
Hotel sales (output)	\$352.3
Wages, salaries and other compensation	\$125.8
Employment (number of jobs, in millions)	2.2
GDP	\$228.5
Total taxes	\$83.4
State and local taxes	\$53.5
Taxes on lodging	\$26.0
Federal taxes	\$29.9
Metrics	
Hotel guest spending (on-site and ancillary)	\$786.5
Hotel purchases of inputs from other businesses	\$129.7
Properties (number of hotels, motels, and B&Bs)	64,165
Guest rooms (year-end, in millions)	5.7
Total taxes per household (\$ per household)	\$1,931
State and local taxes per household (\$ per household)	\$965

Source: Bureau of Economic Analysis; Census Bureau; Oxford Economics

Fiscal impacts

Hotels supported \$246.3 billion of total taxes in 2024.

- The **total tax impact per household was \$1,931**. This tax offset represents the federal, state and local taxes that would otherwise need to be paid per US household to compensate for the absence of hotel guest activity. The **state and local tax impact per household was \$965**.
- The total tax impact per hotel guest room was \$43,483, of which \$21,721 represented state and local taxes.
- Tax impacts of hotels include \$26.0 billion of state and local taxes on lodging. In addition, the total impacts of hotels supported \$30.5 billion of state and local sales taxes, and \$36.9 billion of property taxes.

Hotel industry fiscal impacts: Operations, guest spending, and capital investment (2024)

Amounts in billions of dollars

	Total	Direct	Indirect and induced
Total taxes	\$246.3	\$143.3	\$103.0
State and local taxes	\$123.0	\$83.0	\$40.0
Taxes on lodging	26.0	26.0	0.0
Sales	30.5	15.5	15.0
Gaming	6.8	6.8	0.0
Personal income	9.8	4.5	5.3
Corporate	2.7	1.0	1.6
Unemp. ins. and other social	0.9	0.4	0.5
Excise taxes and fees	9.6	5.5	4.0
Property taxes	36.9	23.3	13.6
Federal taxes	\$123.3	\$60.3	\$63.0
Personal income	41.6	20.4	21.2
Corporate	17.6	7.1	10.4
Excise and customs	9.4	5.5	3.8
Social Security	54.8	27.2	27.5

Source: Oxford Economics

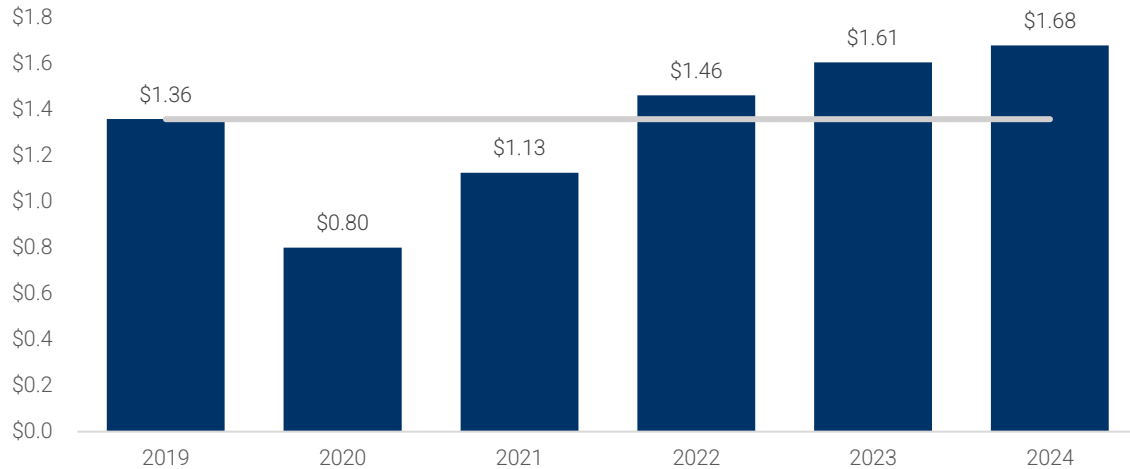
Relative to 2019

The impact of US hotels has continued to grow above pre-pandemic levels.

- Total business sales supported by hotels increased to \$1.7 trillion in 2024, representing a 13.6% gain compared to 2022, and a 22.3% gain above pre-pandemic levels (2019).
- Direct employment at hotels is still 8.8% below pre-pandemic levels (2019), though total employment supported by the hotel industry rose to 3.8% above pre-pandemic levels.

Business sales supported by hotel industry

Total US output (business sales), in trillions



Source: Oxford Economics

Growth in impacts relative to 2019

Percent change 2019 to 2024

	2024 relative to 2019
Total impacts supported by hotel industry	
Output (sales)	23.6%
Wages, salaries and other compensation	20.6%
Employment (number of jobs, in millions)	4.1%
GDP	22.8%
Total taxes	24.8%
State and local taxes	25.0%
Federal taxes	24.5%
Direct impact: hotel operations	
Output (sales)	20.6%
Wages, salaries and other compensation	23.0%
Employment (number of jobs)	-8.8%
GDP	23.6%
Total taxes	23.1%
State and local taxes	23.3%
Taxes on lodging	20.9%
Federal taxes	23.0%
Metrics	
Hotel guest spending (on-site and ancillary)	28.3%
Hotel purchases of inputs from other businesses	20.6%
Properties (annual average)	5.5%
Guest rooms (year-end)	3.6%
Total taxes per household (\$ per household)	21.1%
State and local taxes per household (\$ per household)	21.3%

Source: Bureau of Economic Analysis; Census Bureau; STR; Oxford Economics

2 Methods



Overview and direct impacts

Methods

Overview of approach

In the first step, we organized information that quantified the size and scope of the US hotel industry. This analysis included:

- data on hotel inventory and performance, according to STR, a leading provider of hotel industry data;
- data on traveler spending provided by Longwoods International, a leading provider of traveler survey data;
- economic statistics on the sector published by statistical agencies;
- the IMPLAN economic impact modeling system;
- other data inputs including research on taxes on lodging and revenue at casino hotels.

We then prepared estimates of the downstream impacts, including indirect and induced effects, using a customized economic impact model. Lastly, we prepared estimates of fiscal impacts using estimates of certain tax ratios, including taxes on lodging, and the economic impact model.

The analysis provides a full set of estimates for 2018 to 2024, as well as certain key measures over a historical period.

Main components of economic impact analysis

There are three main components of the industry's economic impact:

- **Direct impacts** consisting of direct spending, in this case hotel operations, guest ancillary spending, and capital investment.
- **Indirect impacts** representing downstream supplier industry impacts, also referred to as supply chain impacts. For example, hotels require inputs such as energy and food

ingredients. Also, many hotels contract with specialized service providers, such as for marketing, maintenance and equipment upkeep, cleaning, technology support, and accounting.

- **Induced impacts** occur as employees spend their wages in the broader economy. For example, as hotel employees spend income on rent, transportation, and food and beverage.

We present the indirect and induced effects on a combined basis.

Direct impacts

The components of direct hotel industry impacts are:

- **Hotel operations:** representing the revenue of hotels (e.g., rooms, food and beverage, and other) plus certain taxes (taxes on lodging and other sales taxes);
- **Ancillary hotel guest spending:** representing spending by hotel guests at other businesses in the destination;
- **Capital investment:** representing the construction of new hotels, renovations, and ongoing capital spending on the upkeep of existing hotels.

Our estimates of hotel operations are based primarily on data from STR, IMPLAN, the Bureau of Economic Analysis, and the Census Bureau, supplemented by estimates of taxes. We estimated ancillary hotel guest spending based on syndicated survey results provided by Longwoods International measuring average spending patterns of hotel guests. We supplemented these survey-based estimates with an estimate of hotel guest airfare expenditures. We estimated capital investment based on the construction of new hotels and our estimate of capital expenditures at existing hotels.

Total impacts and fiscal impacts

Methods

Total economic impacts

To quantify the total economic impacts of the hotel industry in the US, including downstream effects (indirect and induced), we used a customized model based on the IMPLAN modeling system, a well-respected economic impact analysis tool, to quantify key relationships in the economy. The IMPLAN model traces the flow of direct expenditures through the economy and the effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts. For example, when a visitor purchases a meal at a hotel restaurant, a portion of the sale supports wages for hotel employees, while another portion of the sale may consist of locally produced food and beverages. The IMPLAN model captures these types of relationships based on a structured analysis of economic statistics. Additionally, the IMPLAN model reflects the typical levels of federal, state and local taxes generated by specific types of economic activity.

We applied an analysis-by-parts approach using the IMPLAN model. In this approach, we estimated the direct impacts of hotel operations in terms of output, employment, and labor income. We also estimated purchases from vendors. We then used the IMPLAN model to estimate the indirect and induced effects associated with each key driver of downstream impacts (employment, labor income, and purchases of intermediate inputs).

The IMPLAN model was customized to each state, capturing the effect of guests staying at hotels in each state. Additional indirect jobs, income and tax revenues cross state lines. These jobs were estimated at the national level and distributed to the state level based on local economic characteristics.

Fiscal impacts

We analyzed fiscal impacts by applying a hybrid approach. Where appropriate, we calculated direct industry tax impacts specifically. These included the following calculations:

- **Taxes on lodging and other sales taxes:** Estimated based on room revenue and other categories of revenue, multiplied by estimated average effective tax rates.
- **Hotel property taxes:** Estimated based on averages of hotel property taxes as a ratio to revenue from the STR Host Report database.

We then estimated other taxes based on relationships in the IMPLAN economic impact model. For example, we estimated taxes supported by hotel employee labor income by applying ratios to estimated direct labor income.

Definitions

Methods

Definitions

Capital investment: Investment in the construction of new hotels, and renovation of existing hotels.

Direct effects: Also referred to as direct impacts. Includes direct spending and revenues, in this case from hotel operations, hotel guest ancillary spending, and capital investment; as well as the corresponding employment, income and fiscal impacts.

Fiscal impacts: Tax revenue, contributions to Social Security and unemployment insurance, and government revenue from various fees.

GDP: Gross domestic product, or value added. Refers to the industry's contribution to GDP. Represents gross output of the sector, less the cost of its inputs. Can also be measured as the sum of compensation of employees, taxes on production and imports, and gross operating surplus (profit).

Hotel guest ancillary spending: Hotel guest spending that occurs off-site (i.e., at non-hotel businesses).

Hotel industry: The sector studied in this analysis, including hotels and motels, bed and breakfast inns, and casino hotels.

Hotel operations: Traditional on-site hotel revenue and associated activities, excluding guest spending occurring at ancillary businesses in the destination.

Indirect impacts: Downstream supplier industry impacts, also referred to as supply chain impacts. For example, hotels require inputs such as energy and food ingredients. Also, indirect impacts can refer to indirect and induced impacts combined.

Induced impacts: Arise as employees spend their wages in the broader economy. For example, as hotel employees spend money on rent, transportation, food and beverage, and entertainment.

Jobs: Also referred to as employment. Number of full- and part-time jobs, including proprietors.

Labor income: Earnings of wage and salary employees and proprietors. The definition used is consistent with the Bureau of Economic Analysis (BEA) data for earnings in its regional program. It includes tips, commissions and bonuses.

Output: Revenue, also referred to as business sales, plus certain taxes (e.g., taxes on lodging and other sales taxes).

Taxes on lodging: Sales taxes applicable to room rentals, plus hotel occupancy taxes and any other fees or taxes that apply to lodging stays (e.g., tourism improvement district fees).

Total impacts: Direct, indirect and induced impacts combined.

Definitions

Methods

Key data sources

American Gaming Association and Oxford Economics research on casino hotel performance by state: Data on casino hotel revenue and gaming taxes estimated by state.

Bureau of Economic Analysis: National and, in some cases, state data on output, employment, income, and GDP.

Bureau of Labor Statistics: Recent data on employment and wages and salaries.

Census Bureau Economic Census: Revenue by industry and product line. Count of establishments and guestrooms.

Census Bureau Value of Construction Put in Place: Survey measure of new construction, expansions, and building renovations.

IMPLAN: Economic impact modeling software and data, including the ratio of output to GDP in the accommodations sector by state.

Longwoods International: Hotel guest spending estimates based on Longwoods Travel USA, the largest ongoing survey of US business and leisure travel.

Oxford Economics research on lodging tax rates by state and major markets: Data on state and local tax rates on lodging.

STR: Customized data on industry size (properties and guestrooms) and performance (room demand, room revenue, occupancy, ADR)

STR Host Report database: Hotel industry financial statement ratios based on data submitted by hotels (e.g., ratio of property taxes to sales).

Previous research

Oxford previously prepared estimates of hotel industry impacts in 2022 for AHLA that were released in 2023. As part of this current research, these previous estimates of 2022 impacts were used as the baseline.

3 US economic impact results in detail

The background image shows a vast, empty interior space with a high, arched ceiling. The ceiling is composed of a complex, grid-like structure of beams and panels, creating a series of repeating diamond shapes. The floor is also visible, showing a similar grid pattern. The overall color scheme is a deep, muted blue, giving the scene a cool and somewhat somber atmosphere. In the distance, some structural elements and what appears to be a large, rectangular object, possibly a piece of equipment or a stage element, are visible, but they are out of focus. The lighting is even, highlighting the geometric patterns of the architecture.

Hotels support 9.2 million US jobs and \$1.7 trillion of US business sales

The results show the hotel industry supports a total economic impact (2024) of:

- \$1.7 trillion billion of business sales (representing business revenue plus certain taxes, also referred to as output);
- 9.2 million jobs (1-in-25 US jobs) with \$526.3 billion of wages, salaries and other compensation;
- \$894.2 billion of GDP, representing contribution to US gross domestic product and,
- \$246.3 billion of federal, state and local taxes.

Total economic impacts: Operations, guest ancillary spending, and capital investment (2024)

Amounts in billions of dollars, except jobs

	Economic impacts				Fiscal impacts		
	Output (sales)	Labor income	Employment (in millions)	GDP	Total	State and local	Federal
Total	\$1,681.1	\$526.3	9.2	\$894.1	\$246.3	\$123.0	\$123.3
Direct operations	352.3	125.8	2.2	228.5	83.4	53.5	29.9
Direct hotel guest ancillary	433.2	119.0	2.8	182.5	55.8	28.6	27.3
Direct capital investment	37.0	11.5	0.2	14.8	4.0	0.9	3.1
Indirect and induced	858.6	270.0	4.0	468.3	103.0	40.0	63.0

Source: Oxford Economics

Hotel guest spending provides a boost to local businesses

The two primary categories of hotel industry impact are hotel operations and hotel guest spending. The direct impact of hotel operations represents the hotel sales (also referred to as output, inclusive of revenue and taxes), which totaled \$352.3 billion, as well as the corresponding hotel jobs, which totaled nearly 2.2 million.

Hotel guest ancillary spending totaled \$434.2 billion, this includes spending in the local area, as well as transportation to and from the destination. Combining the estimate of direct

operations output and ancillary spending equates to direct output of \$786.5 billion.

The indirect and induced impacts of hotel operations and guest spending totaled \$798.4 billion of output. For example, this includes sales of businesses that provide goods and services to hotels, such as maintenance providers, and food and beverage providers. The combined total of direct, indirect and induced impacts represents a total impact of \$1.6 trillion of US business sales, or output.

Economic impacts: Operations and hotel guest spending (2024)

Amounts in billions of dollars, except jobs

	Economic impacts				Fiscal impacts		
	Output (sales)	Labor income	Employment (in millions)	GDP	Total	State and local	Federal
Total impact of operations	\$1,584.9	\$496.8	8.8	\$848.3	\$235.3	\$119.4	\$115.9
Hotel operations	649.8	220.7	3.7	394.2	120.3	68.0	52.3
Hotel guest spending (ancillary)	935.2	276.1	5.1	454.0	115.0	51.4	63.6
Direct impacts	\$786.5	\$244.8	5.0	\$411.0	\$139.3	\$82.1	\$57.2
Hotel operations	352.3	125.8	2.2	228.5	83.4	53.5	29.9
Hotel guest spending (ancillary)	434.2	119.0	2.8	182.5	55.8	28.6	27.3
Indirect and induced impacts	\$798.4	\$252.0	3.8	\$437.3	\$96.0	\$37.3	\$58.7
Hotel operations	297.4	94.9	1.5	165.7	36.8	14.5	22.4
Hotel guest spending (ancillary)	501.0	157.1	2.3	271.5	59.2	22.8	36.4

Source: Oxford Economics

For each \$100 spent on lodging, hotel guests spend another \$234 during their trip

US hotel guests spend \$786.5 billion annually. Of this, only \$235.5 billion is spent on lodging (30%), while the remaining amount is spent on transportation, food and beverage, and other goods and services (70%). As a result, for each \$100 of spending on lodging (room revenue plus taxes on lodging, hotel guests spend another \$234 during their trip. This contributes to broader economic impact in destinations and areas along the trip route.

It is also useful to compare the amount of spending that occurs on-site at hotels (\$352.3 billion, or 45% of total guest spending), relative to the amount that occurs offsite (\$434.2 billion, or 55% of total guest spending). The off-site spending is referred to as ancillary guest spending in this analysis.

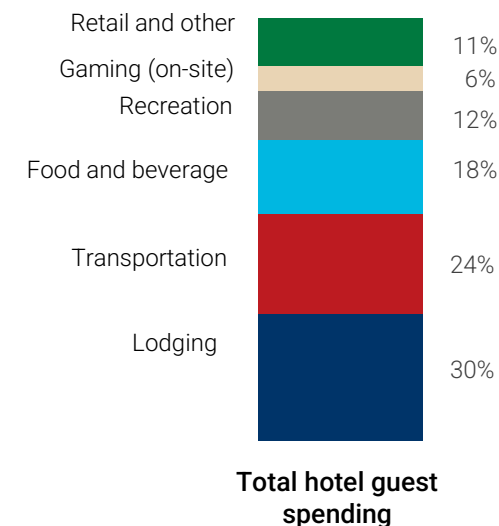
Hotel guest spending (2024)

Amounts in billions of dollars

	Total hotel guest spending		On-site guest spending (at hotels)		Ancillary guest spending (off-site)	
	Amount	Share	Amount	Share	Amount	Share
Total guest spending	\$786.5	100%	\$352.3	100%	\$434.2	100%
Lodging	235.5	30%	235.5	67%	-	0%
Food and beverage	139.1	18%	46.0	13%	93.1	21%
Transportation	185.1	24%	-	0%	185.1	43%
Recreation	90.8	12%	16.3	5%	74.5	17%
Gaming (on-site)	47.7	6%	47.7	14%	-	0%
Retail and other	88.4	11%	7.0	2%	81.4	19%

Source: Longwoods International; Oxford Economics

Guest spending distribution: US (2024)



Source: Longwoods International; Oxford Economics

Hotels generate \$37.0 billion of direct capital investment

The hotel industry generates direct capital investment through the construction of new hotels and renovation of existing hotels. In total, such direct capital investment totaled \$37.0 billion in 2024. This new construction and renovation activity supported over 154,000 direct jobs, such as construction and design jobs. The indirect and induced effects of such activity supported an additional \$60.2 billion of business sales (output), and nearly 247,000 jobs.

For example, this indirect and induced impact includes jobs supported as construction employees spend a portion of their wages and salaries, as well as jobs at the firms that provide goods and services to support hotel construction and renovation activities (e.g., suppliers of construction materials, suppliers to architecture and design firms).

Economic impacts: Capital investment (2024)

Amounts in billions of dollars, except jobs

	Economic impacts				Fiscal impacts		
	Output (sales)	Labor income	Employment (in thousands)	GDP	Total	State and local	Federal
Total impact of capital investment	\$97.2	\$29.5	400.8	\$45.9	\$11.0	\$3.6	\$7.3
Direct impacts	37.0	11.5	154.2	14.8	4.0	0.9	3.1
Indirect and induced impacts	60.2	18.0	246.6	31.1	7.0	2.7	4.3

Source: Oxford Economics

Hotel operations directly support \$83.4 billion of taxes, including \$26.0 billion of lodging taxes

Direct taxes supported by hotel operations totaled \$83.4 billion in 2024. Of this, \$53.5 billion represents tax revenue to state and local governments. This includes \$26.0 billion of taxes on lodging (sales taxes on room revenue, hotel occupancy taxes and tourism improvement district fees, and other taxes on room rentals). It also includes \$2.4 billion of sales taxes on other sales at hotels (e.g., food and beverage and retail). Hotels directly supported \$12.9 billion in property taxes.

When taxes supported by indirect and induced effects are included, the fiscal impacts of hotel operations total \$120.3 billion.

Fiscal impacts: Hotel operations (2024)

Amounts in billions of dollars

	Total	Direct	Indirect and induced
Total taxes	\$120.3	\$83.4	\$36.8
State and local taxes	\$68.0	\$53.5	\$14.5
Taxes on lodging	26.0	26.0	0.0
Sales	7.9	2.4	5.5
Gaming	6.8	6.8	0.0
Personal income	3.9	2.1	1.9
Corporate	1.3	0.7	0.6
Unemp. ins. and other social	0.3	0.2	0.2
Excise taxes and fees	4.0	2.5	1.5
Property taxes	17.8	12.9	5.0
Federal taxes	\$52.3	\$29.9	\$22.4
Personal income	17.1	9.6	7.5
Corporate	8.7	5.1	3.6
Excise and customs	3.7	2.3	1.4
Social Security	22.8	12.9	9.8

Source: Oxford Economics

Hotels support \$246.3 billion of tax revenue, including \$123.0 billion of state and local taxes

The total economic impact of the hotel industry – including operations, guest spending, and capital investment – supported \$246.3 billion of tax revenue in 2024. This includes \$123.0 billion in state and local taxes, such as \$26.0 billion in taxes on lodging, plus \$30.5 billion of sales taxes on other sales, and \$35.3 billion in property taxes.

It also includes \$123.3 billion in federal tax revenue, including Social Security taxes of \$54.8 billion, and personal income taxes of \$41.6 billion.

Hotel industry fiscal impacts: Operations, guest spending, and capital investment (2024)

Amounts in billions of dollars

	Total	Direct	Indirect and induced
Total taxes	\$246.3	\$143.3	\$103.0
State and local taxes	\$123.0	\$83.0	\$40.0
Taxes on lodging	26.0	26.0	0.0
Sales	30.5	15.5	15.0
Gaming	6.8	6.8	0.0
Personal income	9.8	4.5	5.3
Corporate	2.7	1.0	1.6
Unemp. ins. and other social	0.9	0.4	0.5
Excise taxes and fees	9.6	5.5	4.0
Property taxes	36.9	23.3	13.6
Federal taxes	\$123.3	\$60.3	\$63.0
Personal income	41.6	20.4	21.2
Corporate	17.6	7.1	10.4
Excise and customs	9.4	5.5	3.8
Social Security	54.8	27.2	27.5

Source: Oxford Economics

A representative hotel with 100 occupied rooms supports 260 total jobs

To consider the impacts of an example property, we calculated the annual impacts of a hotel with an average of 100 occupied rooms daily. To represent the full hotel life cycle, we included an allocation of capital investment activities (both new construction and ongoing capital investment). On this basis, a representative property with 100 occupied rooms supports 260 total jobs, including 145 direct jobs and 115 indirect and induced jobs. This impact includes 61 direct jobs at the hotel, with \$3.6 million of wages, salaries and other labor income. This representative property supports \$7.0 million of total tax revenue, including \$2.4 million of direct taxes generated at the hotel.

Annual impacts per 100 occupied rooms (2024)

Amounts in millions of dollars, except jobs

	Economic impacts				Fiscal impacts		
	Output (sales)	Labor income	Employment	GDP	Total	State and local	Federal
Total operations and capital investment	\$47.7	\$14.9	260	\$25.4	\$7.0	\$3.5	\$3.5
Direct hotel operations	10.0	3.6	61	6.5	2.4	1.5	0.8
Direct hotel guest ancillary spending	12.3	3.4	80	5.2	1.6	0.8	0.8
Direct capital investment	1.0	0.3	4	0.4	0.1	0.0	0.1
Indirect and induced	24.3	7.7	115	13.3	2.9	1.1	1.8

Source: Oxford Economics

Total jobs supported increased to 9.2 million

The total economic impacts of the hotel industry has recovered pre-pandemic levels by almost every measure, such as business sales, wages, and total taxes. The total hotel industry impact on employment was above pre-pandemic levels in 2024, up 4.1% relative to 2019.

Hotel industry impacts: US

Amounts in billions of dollars, unless otherwise noted

	2019	2022	2023	2024	2024 relative to 2019
Total hotel industry impact					
Output (business sales)	\$1,360.2	\$1,463.3	\$1,607.0	\$1,681.1	23.6%
Wages, salaries and other compensation	\$436.3	\$463.2	\$502.8	\$526.3	20.6%
Employment (number of jobs, in millions)	8.8	8.3	8.9	9.2	4.1%
GDP	\$727.8	\$759.9	\$847.3	\$894.1	22.8%
Total taxes	\$197.4	\$211.2	\$234.2	\$246.3	24.8%
State and local taxes	\$98.4	\$106.6	\$117.2	\$123.0	25.0%
Federal taxes	\$99.0	\$104.6	\$117.0	\$123.3	24.5%
Direct impact: hotel operations, guest ancillary spending, capital investment					
Output (business sales)	\$657.8	\$723.3	\$788.4	\$822.5	25.0%
Labor income	\$213.7	\$223.3	\$244.1	\$256.3	19.9%
Employment (number of jobs)	5.0	4.7	5.0	5.1	2.1%
GDP	\$343.8	\$352.5	\$400.3	\$425.8	23.9%
Total taxes	\$114.6	\$123.1	\$136.1	\$143.3	25.0%
State and local taxes	\$66.3	\$72.4	\$79.1	\$83.0	25.3%
Federal taxes	\$48.4	\$50.7	\$57.0	\$60.3	24.6%
Direct impact: hotel operations					
Output (business sales)	\$292.2	\$323.7	\$342.0	\$352.3	20.6%
Labor income	\$102.3	\$104.7	\$118.6	\$125.8	23.0%
Employment (number of jobs)	2.4	2.0	2.1	2.2	-8.8%
GDP	\$184.9	\$189.3	\$214.2	\$228.5	23.6%
Total taxes	\$67.8	\$72.4	\$79.6	\$83.4	23.1%
State and local taxes	\$43.4	\$47.5	\$51.4	\$53.5	23.3%
Taxes on lodging	\$21.5	\$23.9	\$25.3	\$26.0	20.9%
Federal taxes	\$24.3	\$24.9	\$28.2	\$29.9	23.0%
Metrics					
Hotel guest spending (on-site and ancillary)	\$612.9	\$691.2	\$750.3	\$786.5	28.3%
Hotel purchases of inputs from other businesses	\$107.6	\$119.2	\$125.9	\$129.7	20.6%
Properties (number of hotels, motels, inns and B&Bs)	60,828	62,479	63,769	64,165	5.5%
Guest rooms (thousands, average)	5,466	5,611	5,625	5,664	3.6%
Guest nights (number of occupied room nights, millions)	1,303	1,273	1,288	1,298	-0.4%
Total taxes per household (\$ per household)	\$1,595	\$1,656	\$1,836	\$1,931	21.1%
State and local taxes per household (\$ per household)	\$795	\$836	\$919	\$965	21.3%

Source: Bureau of Economic Analysis; Census Bureau; STR; Oxford Economics

4 Selected graphs and maps



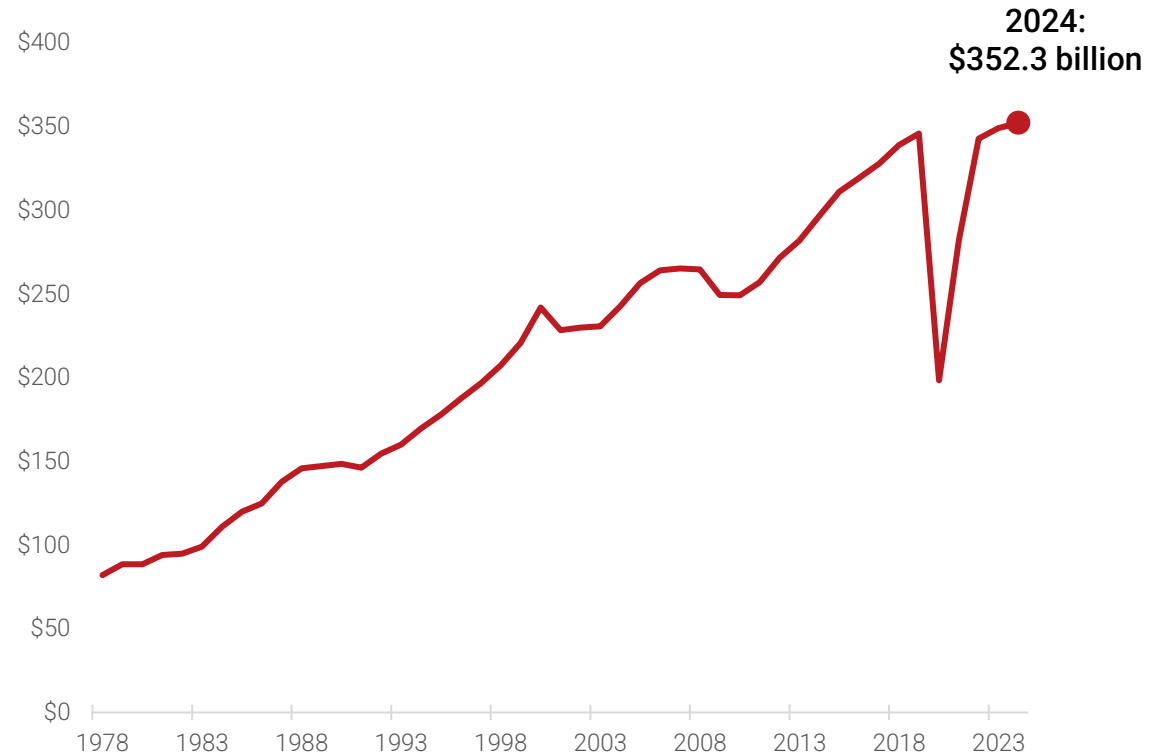
Hotel industry sales increased to \$352.3 billion in 2024

Hotel industry sales increased to \$352.3 billion in 2024, representing an increase of 1.8% since 2019, adjusted for inflation.

However, operating costs have also increased limiting the recovery in profitability.

Hotel industry business sales

Output (sales including taxes), in billions, 2024 dollars



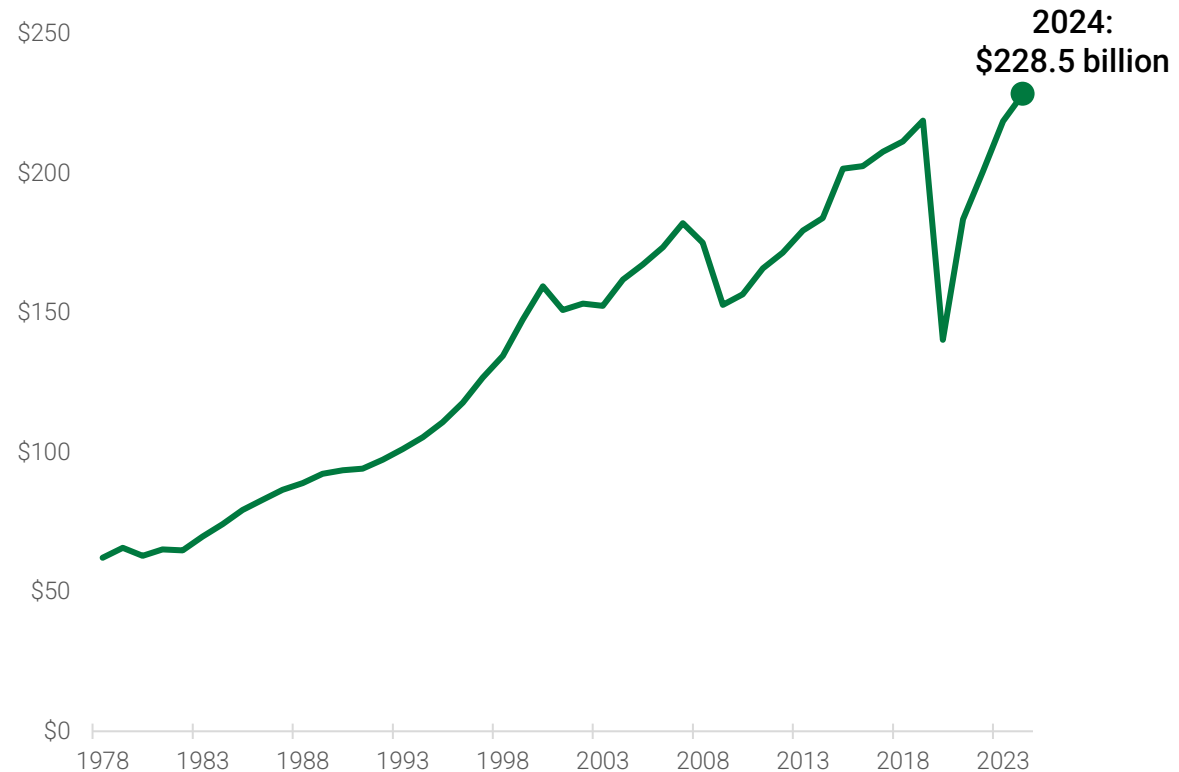
Source: Bureau of Economic Analysis; Oxford Economics

Hotel industry GDP increased to \$228.5 billion in 2024

Hotel industry GDP increased to \$228.5 billion in 2024, representing an increase of 4.4% relative to 2019, adjusted for inflation.

Hotel industry GDP

Contribution to GDP, in billions, 2024 dollars



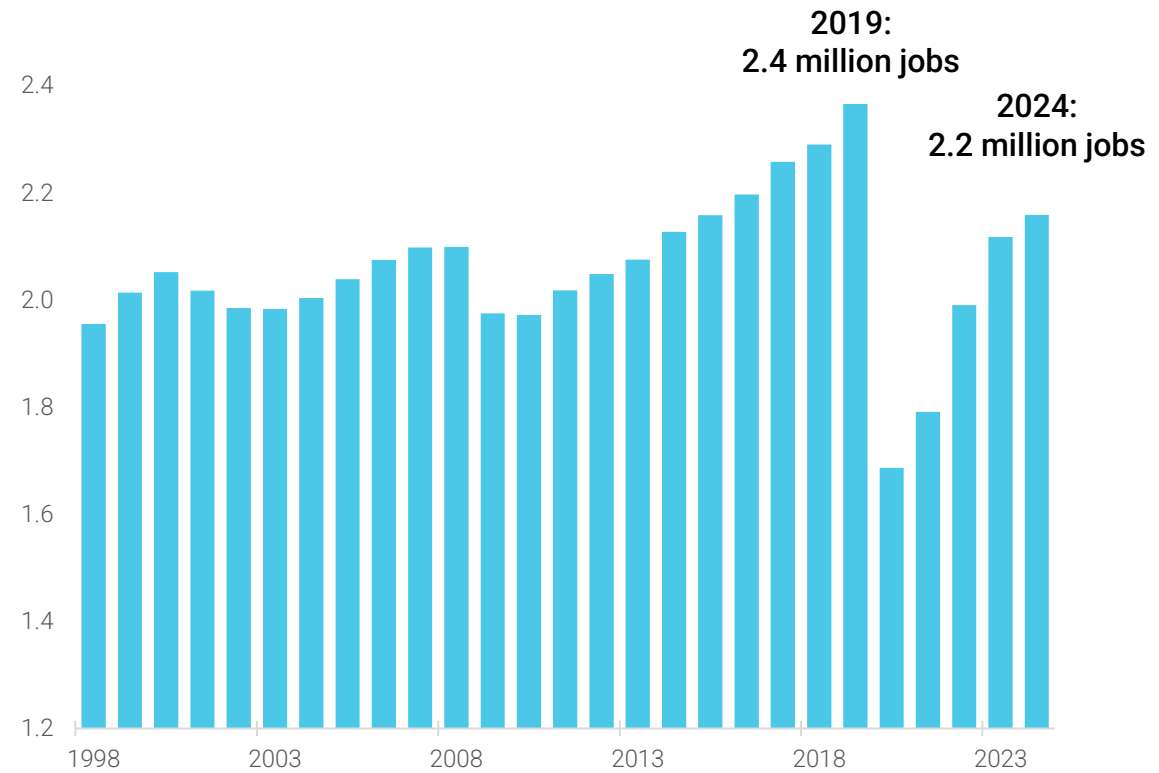
Source: Bureau of Economic Analysis; Oxford Economics

Hotel industry employment increased to nearly 2.2 million jobs in 2024

Hotel industry employment increased to 2.2 million jobs in 2024, representing a decrease of 8.8% relative to 2019.

Hotel industry employment

In millions



Source: Bureau of Economic Analysis; Oxford Economics

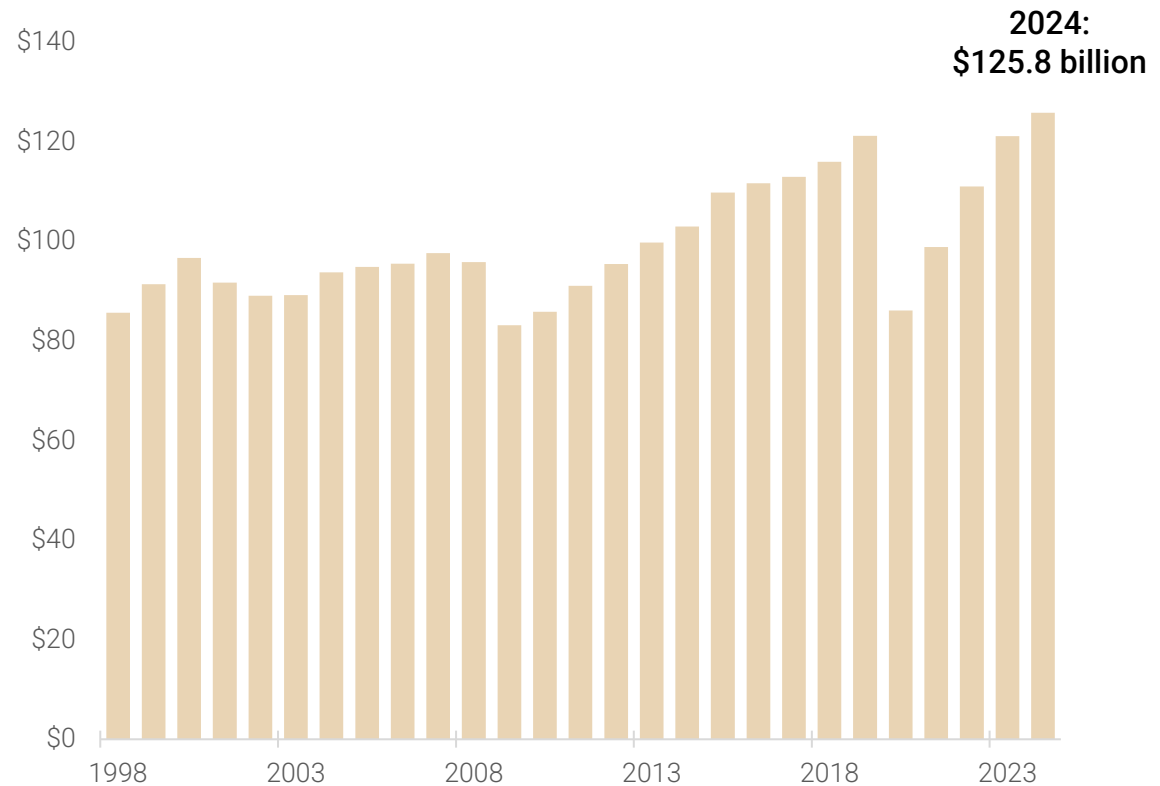
Hotel industry compensation increased to \$125.8 billion in 2024

Hotel industry wages, salaries and other compensation increased to \$125.8 billion in 2024, representing an increase of 3.9% relative to 2019, adjusted for inflation.

Growth in hotel industry wages combined with a slower recovery in hotel industry employment indicates that per capita wages have increased since 2019. This represents a 13.8% increase when adjusting for inflation.

Hotel industry wages, salaries and other compensation

In billions, 2024 dollars



Source: Bureau of Economic Analysis; Oxford Economics

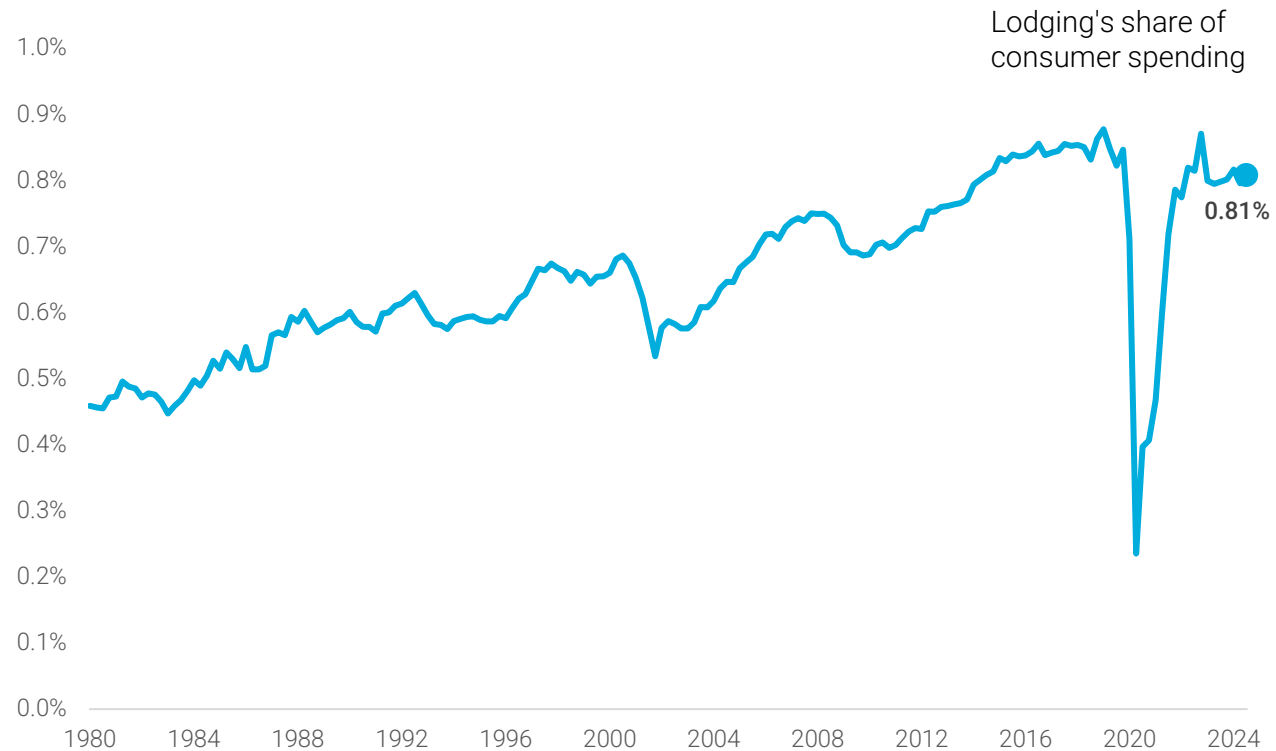
Lodging represents a key category of spending

In the third quarter of 2024, lodging accounted for 0.81% of US household spending, which is slightly lower than the average in 2019.

Although lodging spending has grown, overall US household spending has grown at a faster rate, slightly decreasing the share of consumer spending on lodging. Growth of lodging alternatives, such as cruises and short-term vacation rentals have also played a role.

Consumer spending on lodging: US

As a share of total consumer spending, nominal

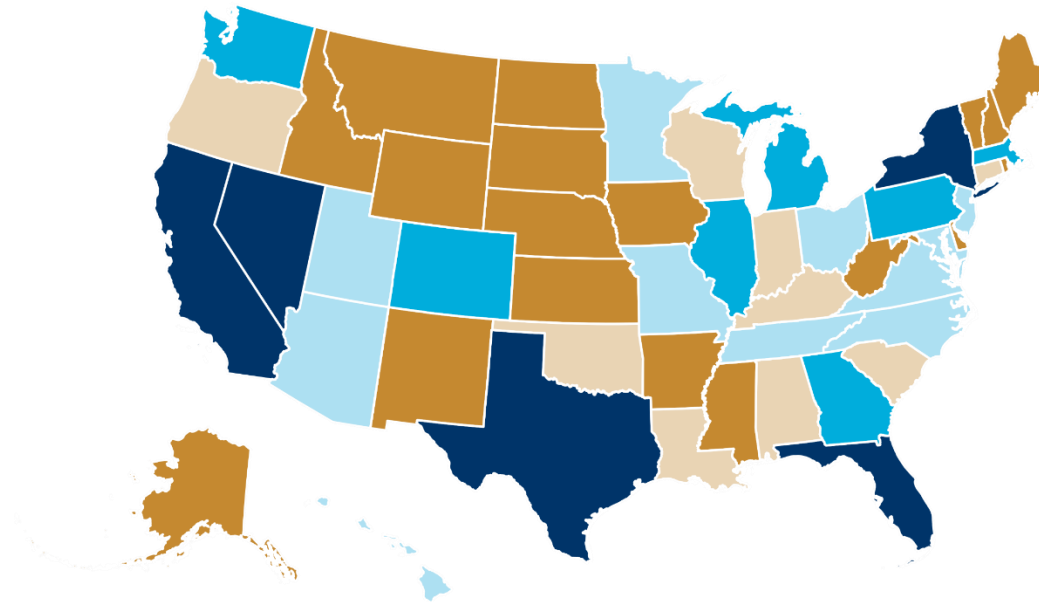


Note: Measures leisure travel spending on lodging by US households. Seasonally adjusted. Data through 2022 Q4.
Source: Bureau of Economic Analysis; Oxford Economics

Business sales (output) impact by state

Business sales (output)

Total hotel industry impact, 2024



Business sales (output), in billions

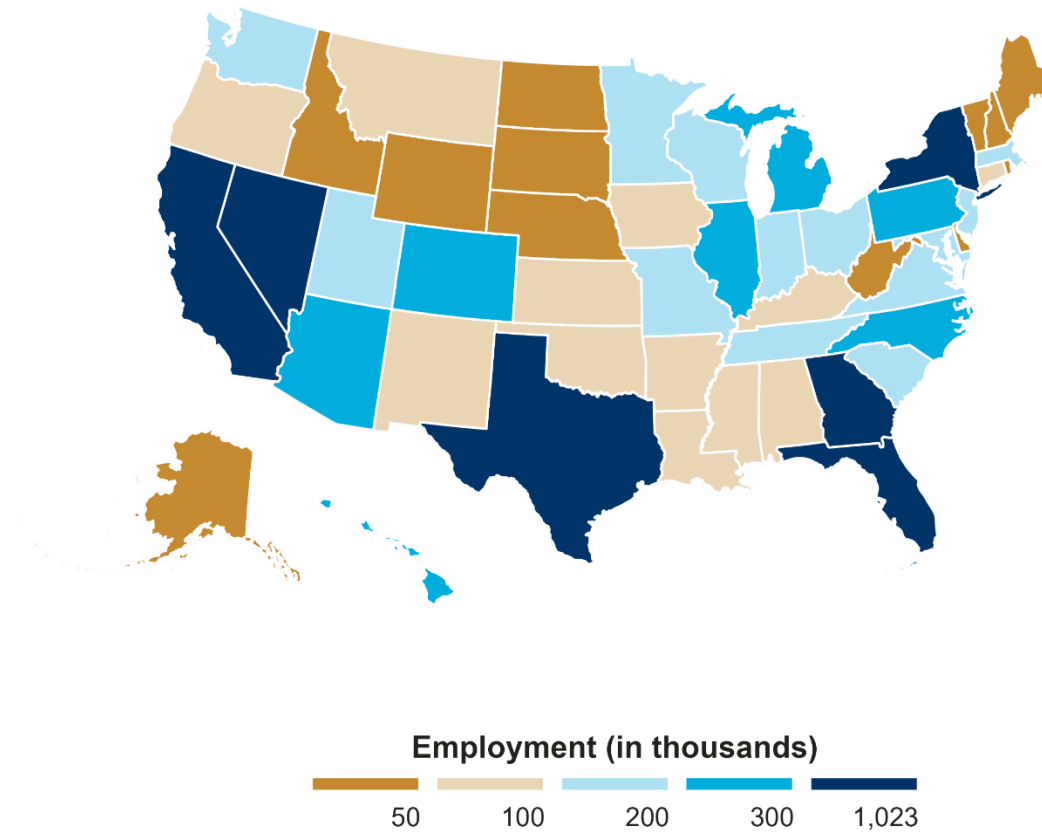


Source: Oxford Economics

Employment impact by state

Employment

Total hotel industry impact, 2024

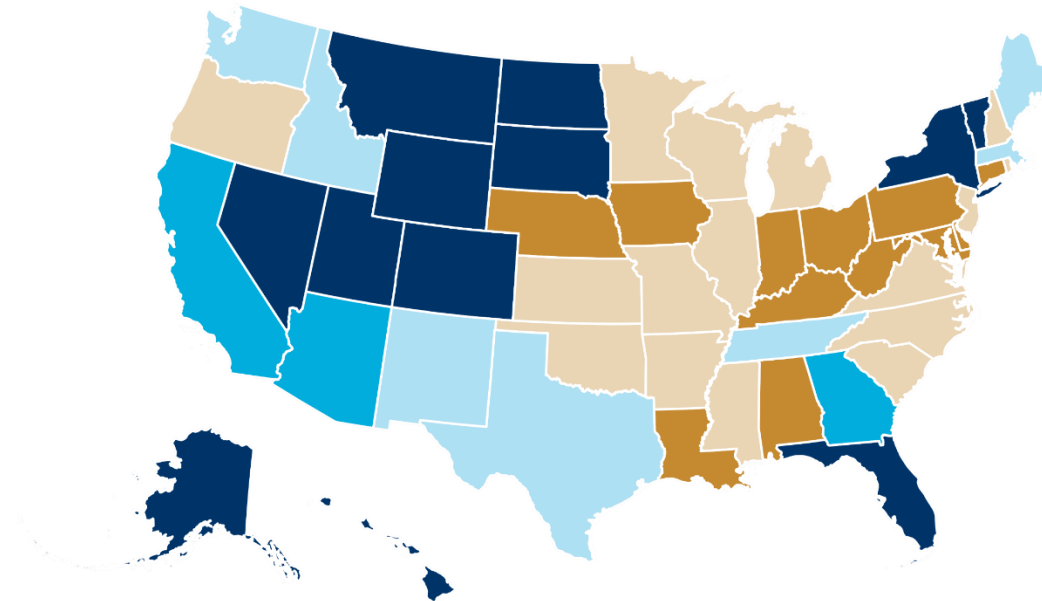


Source: Oxford Economics

Employment impact per 100 households

Jobs per 100 households

Total hotel industry impact, 2024



Jobs supported by hotel industry per 100 households



Source: Oxford Economics

5 International visitor trends

The background image shows a vast, empty interior space with a high, arched ceiling made of a grid of glass and steel. The floor is a light-colored, polished surface that reflects the ceiling. In the distance, there are some structural elements and what appears to be a walkway or platform. The overall atmosphere is clean, modern, and somewhat desolate.

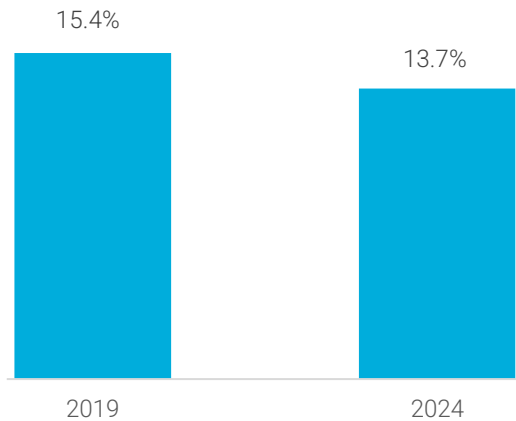
Domestic travel in the US recovered more quickly than international travel to the US

Domestic travel spending recovered to its pre-pandemic level in 2022 and is now 14.6% higher than in 2019. International spending in the US has been slower to recover, finally reaching 2019 levels in 2024.

International travel spending is important to the full recovery of the hotel sector, as it historically represented 15.4% of total travel spending in the US.

International travel share

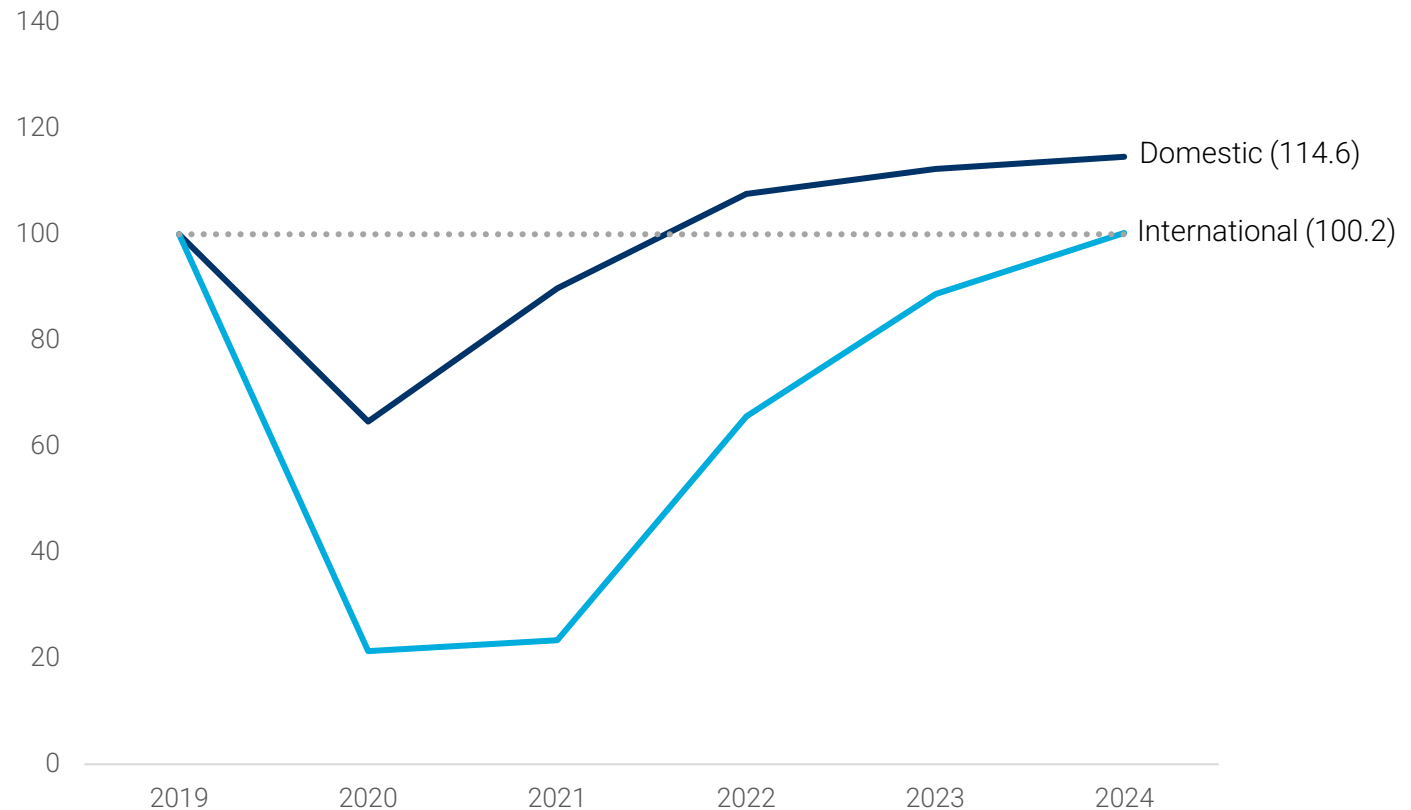
Share of total travel spending in the US



Source: US Travel Association, Oxford Economics/Tourism Economics

Travel spending in the US

Index (2019=100)



Source: US Travel Association, Oxford Economics/Tourism Economics

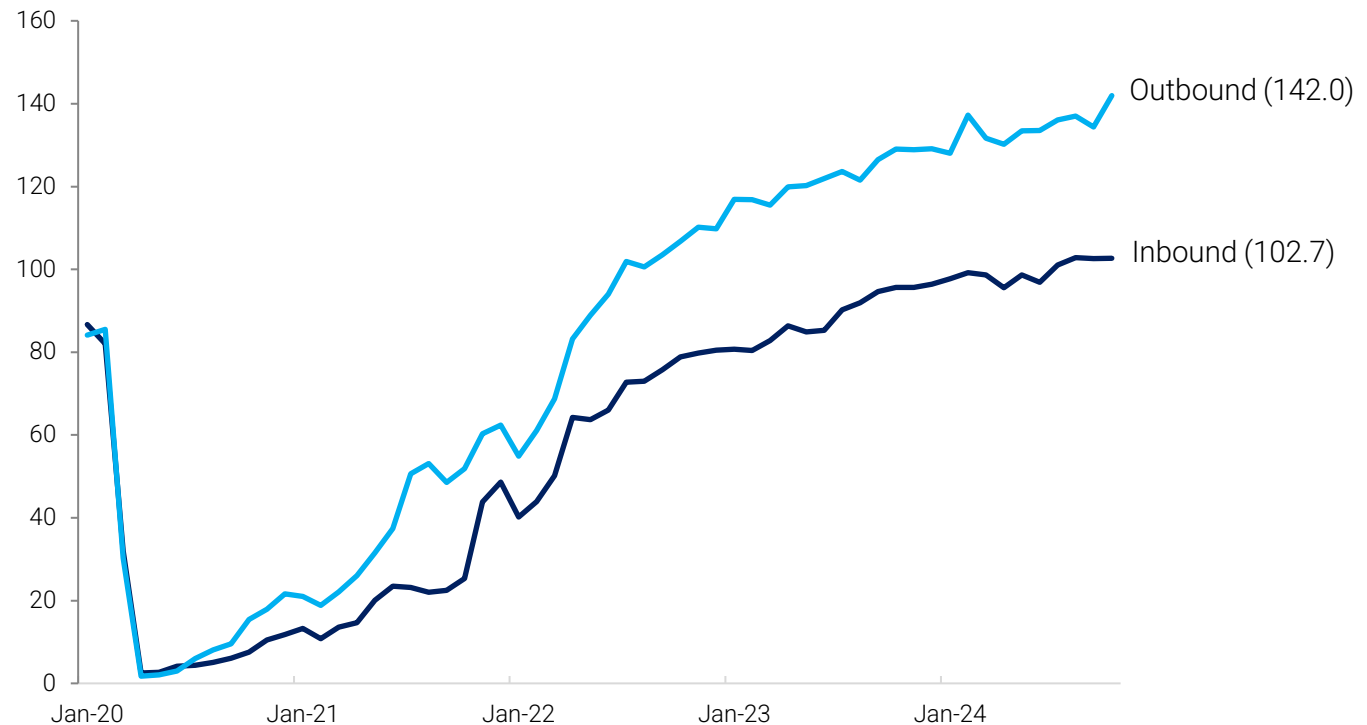
Outbound travel has outpaced the recovery in inbound travel

Spending by US residents on international travel (outbound) has recovered more quickly than spending by international visitors traveling to the US (inbound).

This points to the strength of US consumers and their prioritization of travel as a spending category. However, it also means that hotels and other travel providers located in the US have experienced a delay in reaching full performance recovery as the inbound market has not fully recovered.

Inbound and outbound travel spending

Index (2019=100), same month comparison



Note: Includes passenger fare payments and excludes medical, education, and workers spending.

Source: BEA

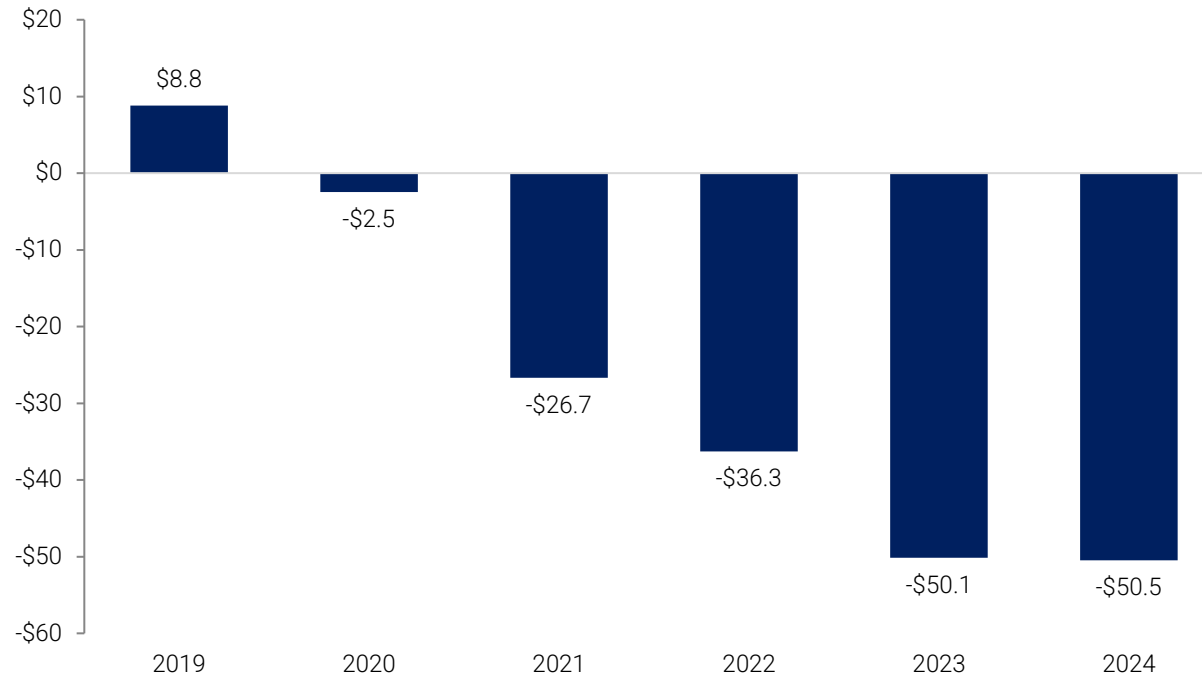
With faster outbound growth, and slower inbound growth, the US travel trade balance has shifted to a deficit

Pre-pandemic the US ran a travel trade surplus of \$8.8 billion. However, since then, the travel trade balance has swung to a \$50.5 billion deficit during the twelve-month period through October 2024.

This deficit represents the difference between outbound spending by US residents on international travel (\$229.1 billion) and inbound spending by international residents on travel in the US (\$178.7 billion).

US travel trade balance

In billions (2024 is a trailing twelve month measure through October)



Note: Travel trade balance is calculated as travel exports (spending by international visitors to the US), minus travel imports (spending by US residents in international destinations), it is negative when US residents are spending more abroad than international visitors spend in the US. Includes passenger fare payments and excludes medical, education, and workers spending.

Source: BEA

Visitor arrivals from overseas countries are still 10% below 2019 levels

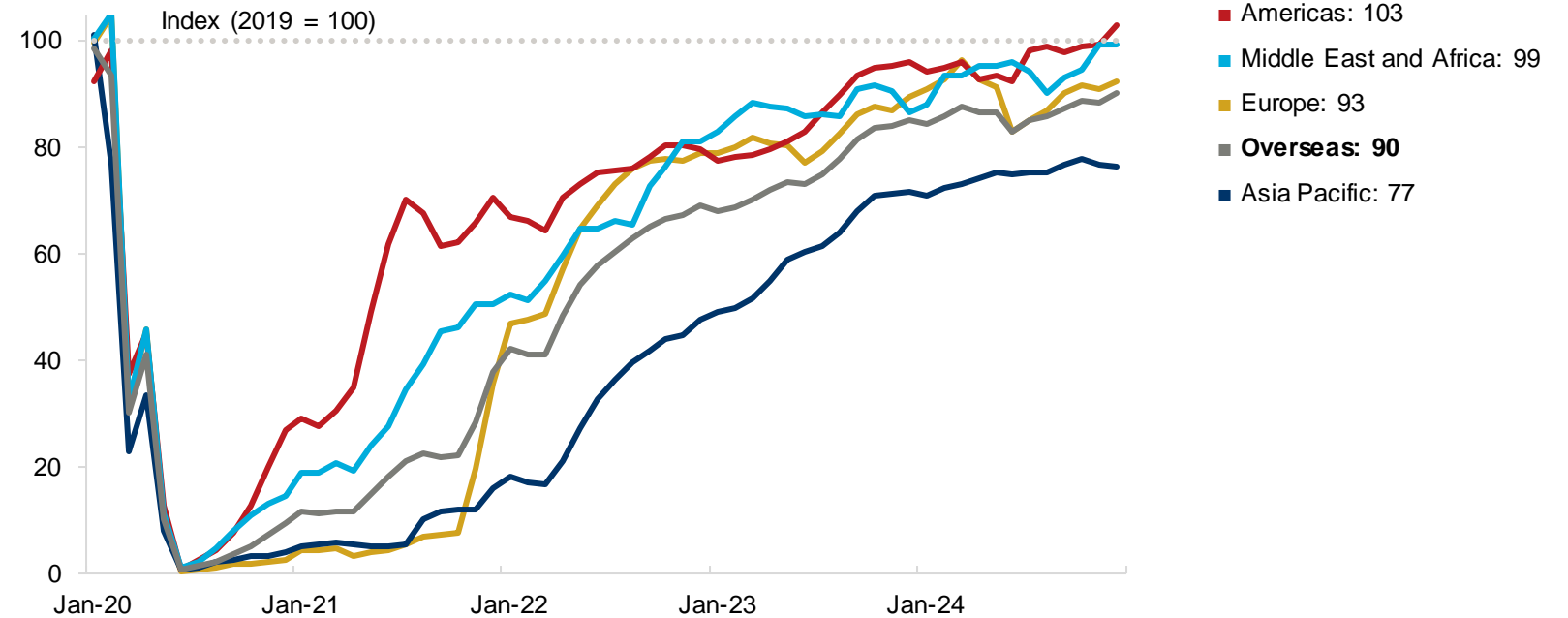
Overseas visitors to the US were still 10% below 2019 levels during the three-month period through December 2024.

While origins in the Middle East and Africa, and the Americas, have recovered more fully, areas such as Europe and Asia Pacific have recovered more slowly.

Overall, arrivals from Asia Pacific origins are still 23% below 2019 levels.

Visits to US by global region

Index (2019=100, same month comparison), three-month moving average



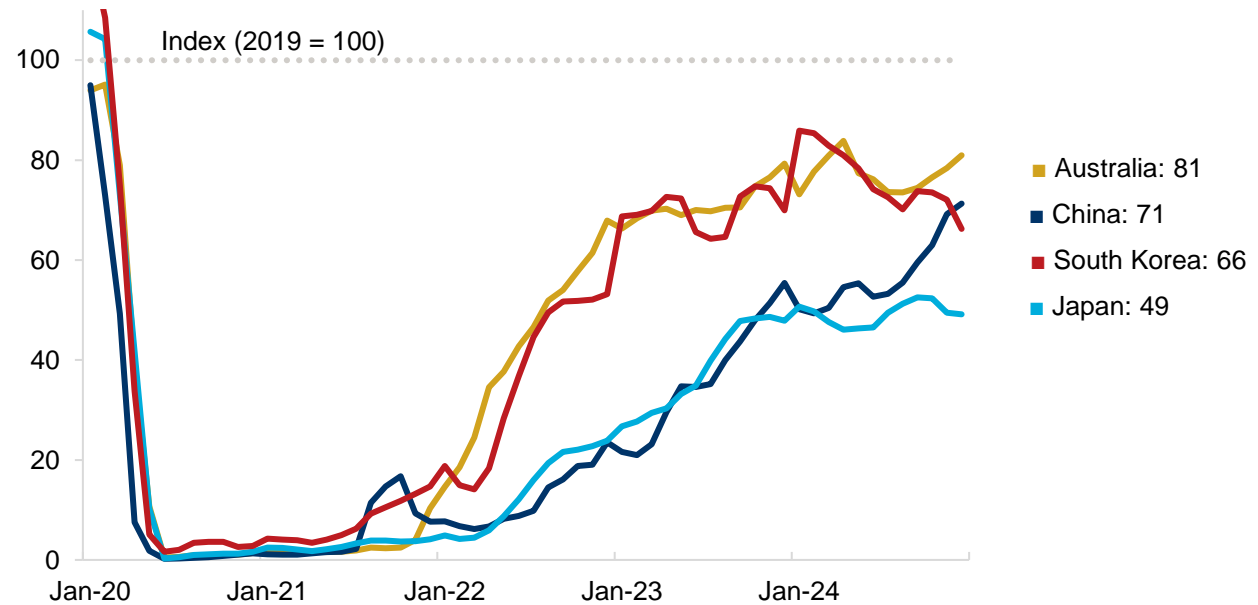
Note: Americas excludes Canada and Mexico. Most recent data point is Dec 2024.
Source: NTT

Japan and China are key origin markets that have been slow to recover

Arrivals from China and Japan were at roughly half of 2019 levels for the start of 2024. Since then, visitation from China has improved but still remains well below 2019 levels. Visitation from Japan is partly restrained by the weak Yen relative to the US Dollar, which makes travel to the US relatively expensive.

Visits to US by selected Asia Pacific countries

Index (2019=100, same month comparison), three-month moving average



Note: Most recent data point is Dec 2024.
Source: NTT

About Oxford Economics

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

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