

The U.S. Travel Agency Industry



The travel agency industry in the United States is a vital part of the transportation infrastructure. While the physical elements of travel include planes, trains, cars, hotels, cruises and tours, it is the travel agent that makes it all happen.

Travel Agencies:

Process \$146 Billion in Annual Travel Sales - Estimated Volume and Market Share:

\$86 Billion Air 64% (Online 17%, Traditional 45%)

\$12 Billion Tour 66%

\$33 Billion Hotel 24%

\$11 Billion Cruise 68%

\$5 Billion Car 31%

18% of U.S. Travelers Used a Travel Agent between Feb 2013 and Feb 2014

Arrange Over 142 Million Trips Annually

Employ a 106,000 Full-Time Workforce

Generate Annual Payroll Output of \$5.5 Billion

Earn Annual Revenues of \$17.7 Billion

Operate 7,218 Airline Accredited Firms with 13,127 Retail Locations

Are Primarily Small Businesses Owned and/or Operated by Women (67%)

ASTA Member Agencies Produce 83% of Agency Sales*

2012 Travel Agency Retail Locations and Travel Agent Employment by State (Census Bureau)

State	Agencies	Empl.	State	Agencies	Empl.	State	Agencies	Empl.
Alabama	47	471	Louisiana	80	488	Oklahoma	79	300
Alaska	26	219	Maine	33	475	Oregon	145	794
Arizona	284	12,000	Maryland	226	1,104	Pennsylvania	456	2,658
Arkansas	33	180	Massachusetts	401	2,425	Rhode Island	48	222
California	1938	11,284	Michigan	283	2,888	South Carolina	88	286
Colorado	261	823	Minnesota	248	1,526	South Dakota	27	110
Connecticut	156	1,750	Mississippi	28	64	Tennessee	143	777
Delaware	43	146	Missouri	183	3,072	Texas	770	5,234
D.C.	69	456	Montana	40	225	Utah	100	1,574
Florida	1267	10,199	Nebraska	60	979	Vermont	26	146
Georgia	312	2,528	Nevada	130	1,324	Virginia	265	2225
Hawaii	170	1,435	New Hampshire	58	267	Washington	278	3000
Idaho	39	399	New Jersey	639	2,883	West Virginia	16	99
Illinois	697	4,636	New Mexico	41	144	Wisconsin	194	1,286
Indiana	135	884	New York	1,651	7,983	Wyoming	19	88
Iowa	95	394	North Carolina	247	2,000			
Kansas	61	329	North Dakota	24	125			
Kentucky	51	200	Ohio	284	1,904			

Sources: ARC, Census Bureau, PhoCusWright Travel Agency Landscape, Travel Weekly Power List, Company financial reports, MMGY's Portrait of U.S. Travelers

Note: *Includes ASTA's OTA members.