

Travel will power our economic recovery. Why travel matters to

NEBRASKA

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$5.9 Billion	\$1.4 Billion	49,280	8
2020	▼ -40%	▼ -33%	▼ -35%	▼ 11
2021	▼ -8% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **NEBRASKA**. In 2019:

- Domestic and international travelers spent **\$5.9 billion** while visiting.
- For every **\$1 million** spent in Nebraska by domestic and international travelers, **8.4 jobs were created**.
- Travel spending directly supported **49,280 jobs**, making the travel industry the state's **8th largest workforce**, representing **6.0%** of our state's total private sector employment.
- Travel spending generated **\$754 million in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **NEBRASKA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 40% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 8% below 2019 levels in 2021**.
- **Travel employment fell by 35% in 2020** and travel's share of total private industry employment fell from **6.0% to 4.1%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

