

Travel will power our economic recovery. Why travel matters to SOUTH CAROLINA

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$16.9 Billion	\$3.9 Billion	139,074	5
2020	▼ -34%	▼ -26%	▼ -29%	▼ 8
2021	2% Above 2019 Levels			

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

- Domestic and international travelers spent **\$16.9 billion** while visiting.
- For every **\$1 million** spent in South Carolina by domestic and international travelers, **8.2 jobs are created**.
- Travel spending directly supported **139,074 jobs**, making the travel industry the state's **5th largest workforce**, representing **7.8%** of our state's total private sector employment.
- Travel spending generated **\$2.3 billion 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 **SOUTH CAROLINA** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 34% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending was 2% above 2019 levels in 2021**.
- **Travel employment fell by 29% in 2020** and travel's share of total private industry employment fell from **7.8% to 5.9%**.

SOURCE: U.S. Travel Association, Tourism Economics

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

