

International Travelers Put the "BIG" Back in Big Apple

2007 Top 20 U.S. Tourism Destinations

MSA	2007 Domestic & International Tourism Spending Index¹	Rank Change from 2006²	2007 Tourism Job Dependence Index³	Visitors Needed to Create A Job⁴
1. NEW YORK CITY	6.96	+2	0.3	160
2. ORLANDO	6.62	-1	2.4	110
3. LAS VEGAS	6.30	-1	2.1	125
4. LOS ANGELES	4.05	0	0.3	200
5. CHICAGO	3.06	0	0.3	180
6. SAN FRANCISCO	2.67	0	0.7	225
7. WASHINGTON, D.C.	2.61	+1	0.4	195
8. SAN DIEGO	2.52	-1	0.8	215
9. MIAMI	2.36	+3	1.0	65
10. ATLANTA	2.17	-1	0.4	185
11. PHOENIX	1.89	0	0.5	135
12. TAMPA	1.81	-2	0.7	155
13. DALLAS	1.72	0	0.3	215
14. HONOLULU	1.80	+1	1.8	20
15. HOUSTON	1.58	-1	0.2	275
16. SANTA ANA	1.56	+1	0.3	300
17. BOSTON	1.57	-1	0.5	185
18. SEATTLE	1.36	+2	0.3	215
19. PHILADELPHIA	1.28	-1	0.3	210
20. VIRGINIA BEACH	1.26	+5	1.3	115

¹ Domestic and international visitor spending.
Average of top 100 Metros = 1.0

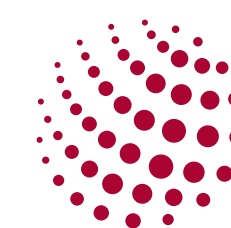
² Versus domestic and international visitor expenditures rank 2006

³ Tourism jobs as a percent total citywide employment.
Average of top 100 MSAs = 1.0

⁴ Visitors = estimated Person-Trips. Includes domestic and international.
Jobs include 2007 direct, indirect, and induced



www.dksa.com



GLOBAL INSIGHT

www.globalinsight.com