

The tourism industry is one of the major drivers of Connecticut's economy. The industry creates jobs, provides significant tax revenues to the state and benefits a variety of other business sectors.



JOBS

Directly supports 82,688 jobs, reflecting five straight years of job growth



TOTAL SALES

Contributes \$14.7 billion in total business sales, a 4.6 percent increase since the last study (2013)



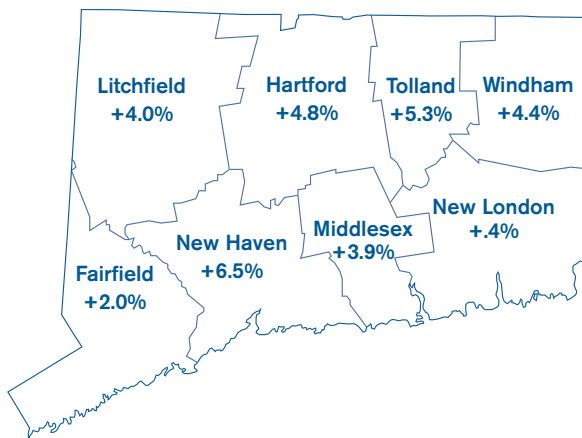
TAX REVENUES

Generates \$1.7 billion in tax revenues, including \$910 million in state and local taxes

DIRECT TRAVELER SPENDING

UP **5.3%** over 2013
UP **3.3%** over past 5 years

Traveler spending up across every county in Connecticut.



Traveler spending impacts most business sectors in Connecticut directly or indirectly.

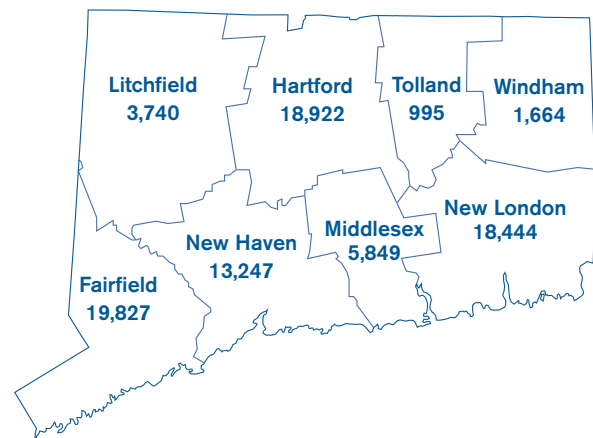
Industry	Tourism-Supported Sales
Food & beverage	\$2.4B
Finance, insurance, real estate	\$2.4B
Retail trade	\$1.6B
Lodging	\$1.4B
Government	\$1.3B
Recreation/entertainment	\$1.1B
Business services	\$997M
Education	\$704M
Gas	\$553M
Personal services	\$441M
Other transport	\$407M
Communications	\$358M

EMPLOYMENT

82,688 jobs directly related to tourism; 121,527 jobs supported by tourism activities

UP **2.2%** over 2013
5 YEARS of growth

Tourism employs people across every county in Connecticut.



Tourism employment on the rise for five straight years.

Number of Jobs

