

# **Tourism Check: Do Visitors & Spending Align?**



# Tourism Check: Do Visitors & Spending Align?

- Relationship between visitor numbers & tourism spending.

- Determine how visitor numbers & tourism spending are correlated.



Las Vegas sees drop in tourism, hinting at broader economic woes facing the U.S.

AUGUST 8, 2020 - 10:00 AM ET

HEARD ON MORNING EDITION

By Jennifer Kim

International travel is declining, and it's costing the US: 'It's shaking everything up'

KATHLEEN WOOD  
USA TODAY  
April 10, 2020 | UPDATED APRIL 10, 2020, 11:29 AM ET

## Media Claims: Crowds Up, Cash Down

Massachusetts, Texas, Florida, New York Experiencing Massive Tourism Fall Even Now as Rising Travel Costs, New Advisories and Natural Disasters Loom US

Published on July 23, 2020 By Tuhin Sarkar

American Hotels in Trouble as Tourists Sour on Visiting US

PUBLISHED  
SEP 09, 2020 AT 09:04 AM EDT

America is only country reported to be facing a tourism decline in 2025 – 'closed sign' could cost the US \$29B

Danielle Amico  
Sat, August 14, 2020 at 05:15 AM CEST  
Last updated

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## Focus: California & Florida

- Air travel patterns correspond with spending trends
- Tax revenue from tourism spending
- From 2019 - 2025 with 2019 as the benchmark



## Expectation: No Paradox, Aligned Trends

- Without paradox, visitor numbers and spending should move together.
- H<sub>0</sub>: Spend tracks visitors



## Understanding the Visitor-Spend Relationship



## Las Vegas sees drop in tourism, hinting at broader economic woes facing the U.S.

AUGUST 8, 2025 · 5:00 AM ET

HEARD ON MORNING EDITION



Juliana Kim

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Danielle Antosz

Tue, August 19, 2025 at 6:15 AM CDT

5 min read

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11

**International travel is declining, and it's costing the US: 'It's shaking everything up'**



[Kathleen Wong](#)  
USA TODAY

April 10, 2025 | Updated April 11, 2025, 11:20 a.m. ET



# **Media Claims: Crowds Up, Cash Down**

Recent reports show rising visitor numbers...

but falling spending, prompting questions about...

whether this reflects real economic trends or data anomalies.



# **Focus: California & Florida**

- Air travel patterns correspond with spending trends
- Tax revenue from tourism spending
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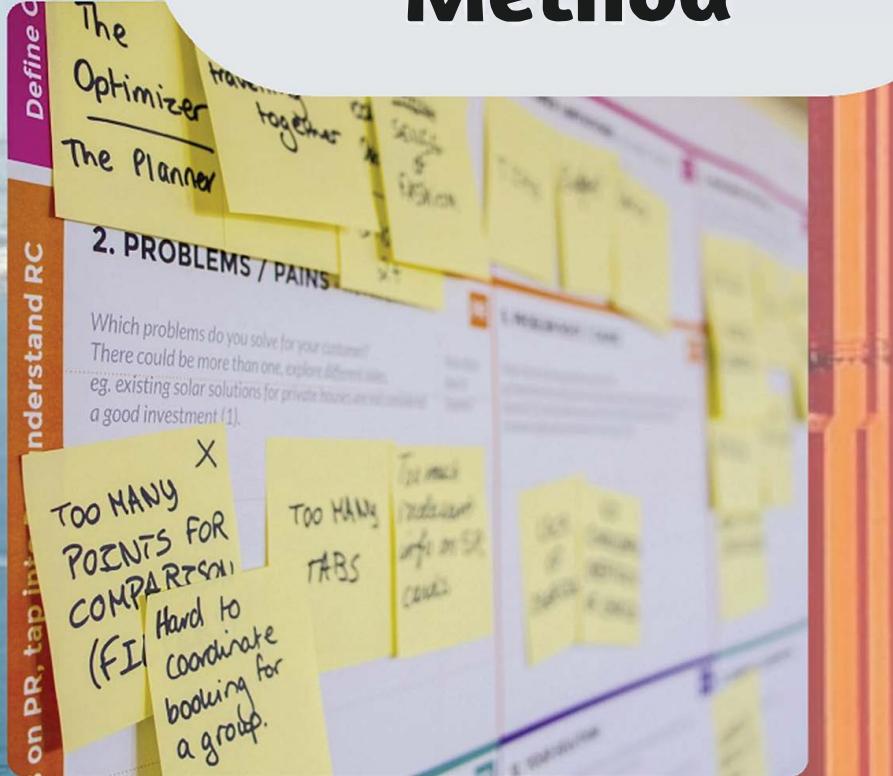


## Expectation: No Paradox, **Aligned** Trends

- Without paradox, visitor numbers and spending should move together.
- $H_0$ : Spend tracks visitors



# Data & Method



BTS T-100 inbound data



California gateway airports



Florida gateway airports



Spend proxy indicators

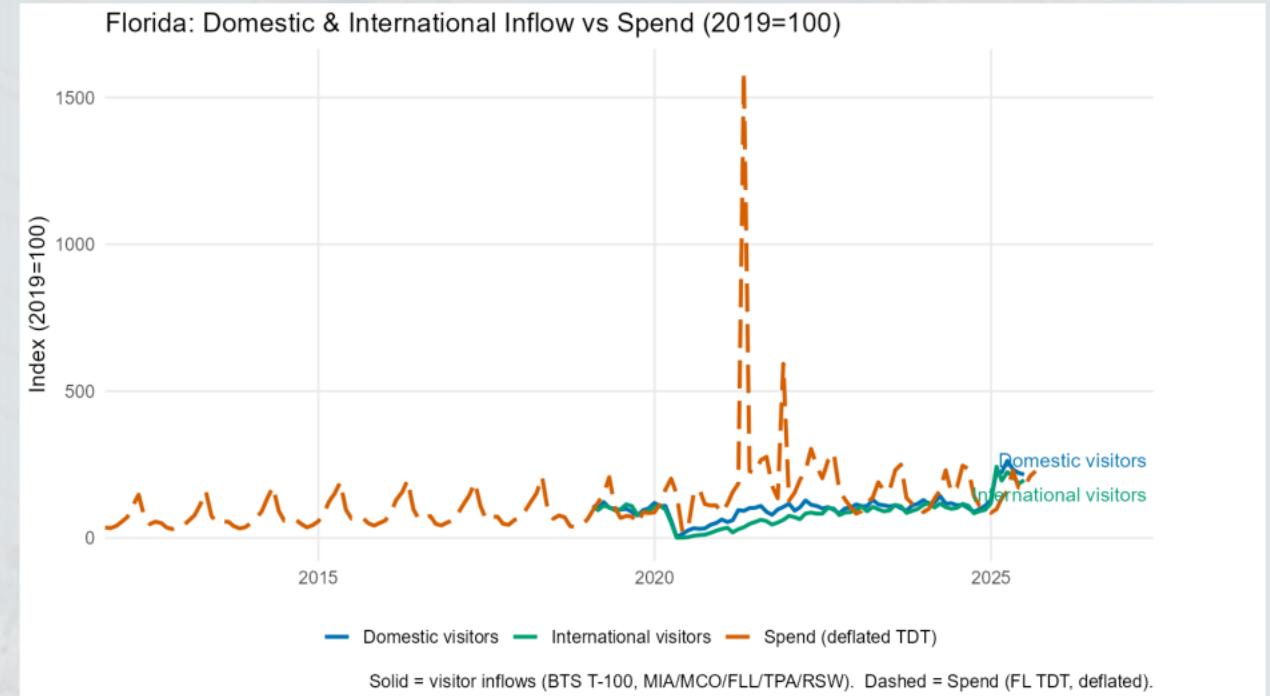


Cleaning data processes



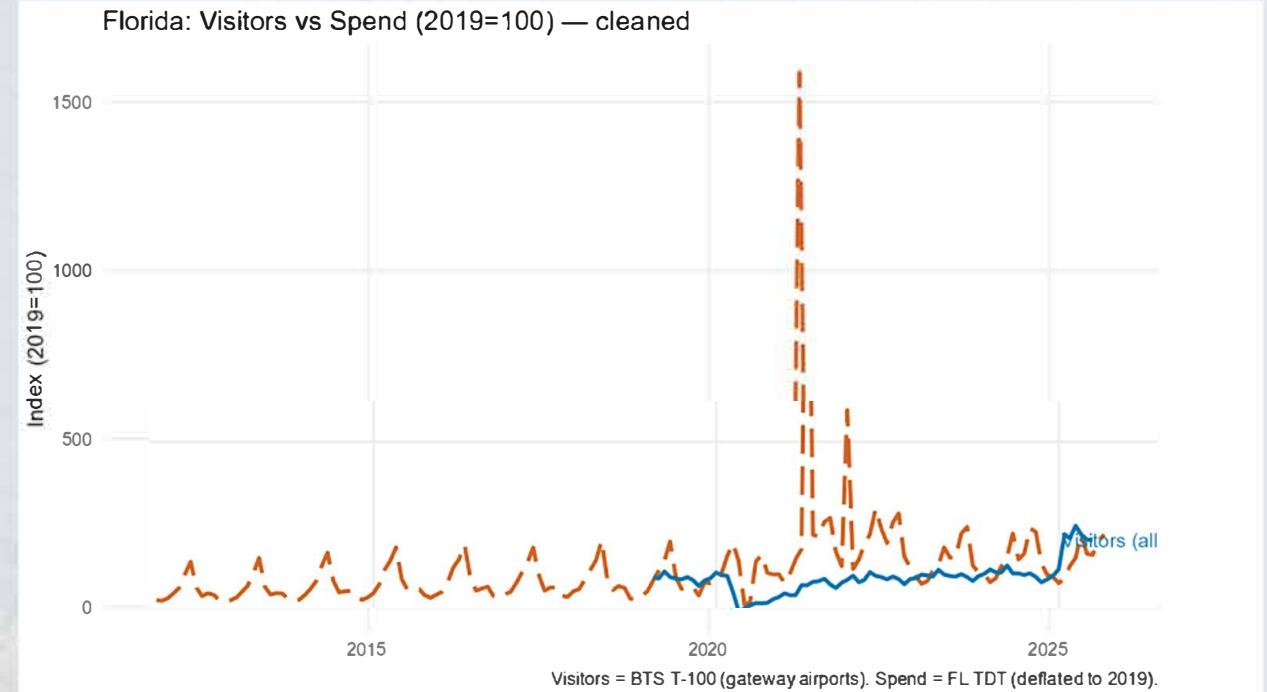
Visitor and Spend Index metrics

# Current Progress



- Domestic led recovery.
- International lags but rises.
- Finding: composition, not paradox.

# Current Progress



- Pandemic crater, then recovery  
→ spend ≈ visitors.
- Finding:  $H_0$  supported for Florida—no paradox.

# What's Next?



Complete monthly data for California



Extend to New York, and France.



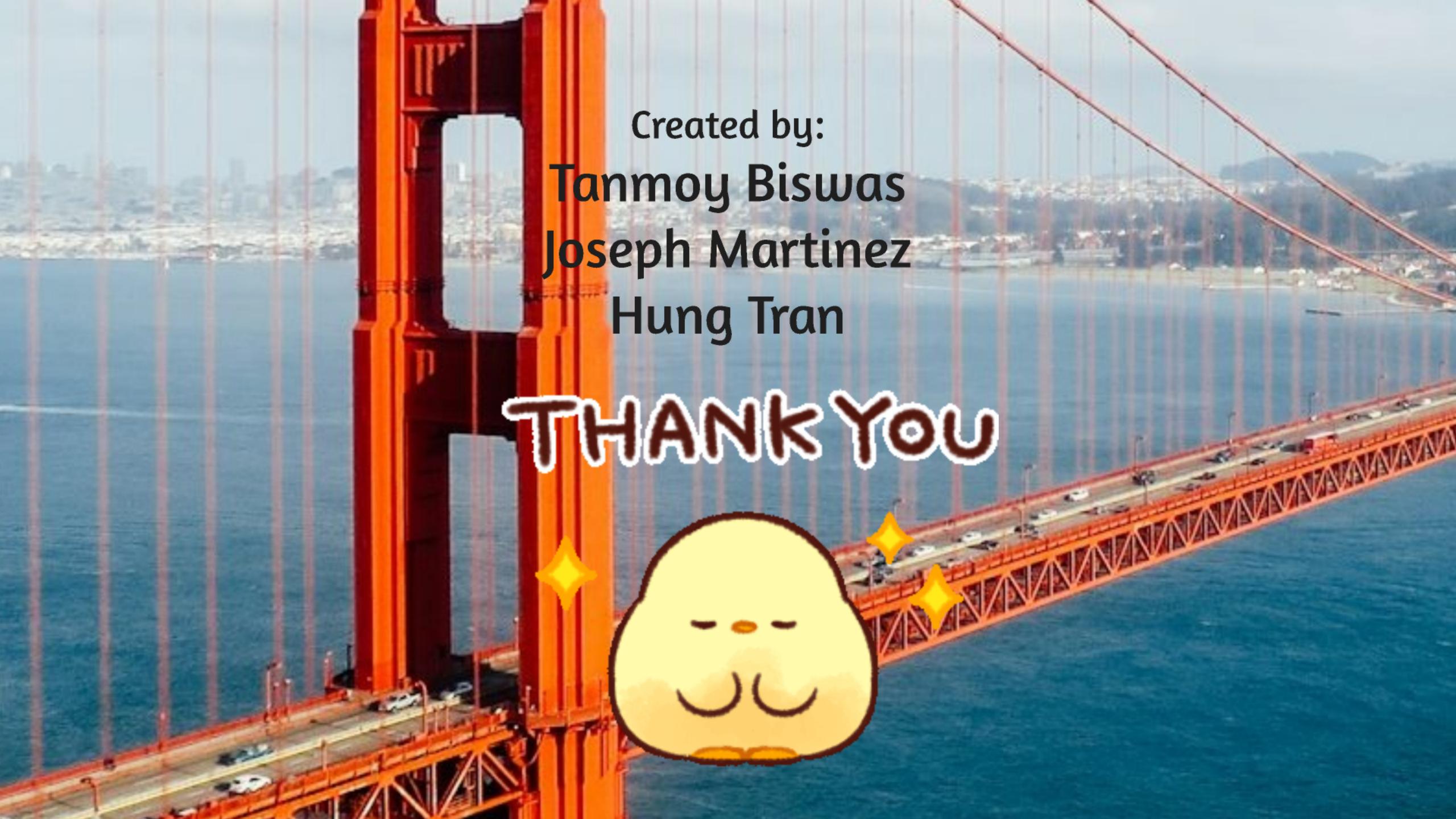
Analyze all the material



Visualize the data using learnt technique



Present the project



Created by:  
Tanmoy Biswas  
Joseph Martinez  
Hung Tran

THANK YOU



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