

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 16, 2023 - 10:00 AM EDT
WASH. POST ON MIDDAY EDITION
JENNIFER KIM

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, 2023 By: [Tuhin Sarkar](#)

American Hotels in Trouble as Tourists Sour on Visiting US

Published on SEP 05, 2023 at 07:00 AM EDT

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

Article Source: [The August 10, 2023, 10:00 AM EDT](#)

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

Kathleen Wynn
USA TODAY
AUG 16, 2023 - 10:00 AM EDT

Also Watch on Google



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_0 : 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

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

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, 2025 By: **Tuhin Sarkar**

American Hotels in Trouble as Tourists Sour on Visiting US

PUBLISHED

SEP 09, 2025 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 Antosz

Tue, August 19, 2025 at 6:15 AM CDT
5 min read

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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.



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Data & Method



BTS T-100 inbound data



California gateway airports



Florida gateway airports



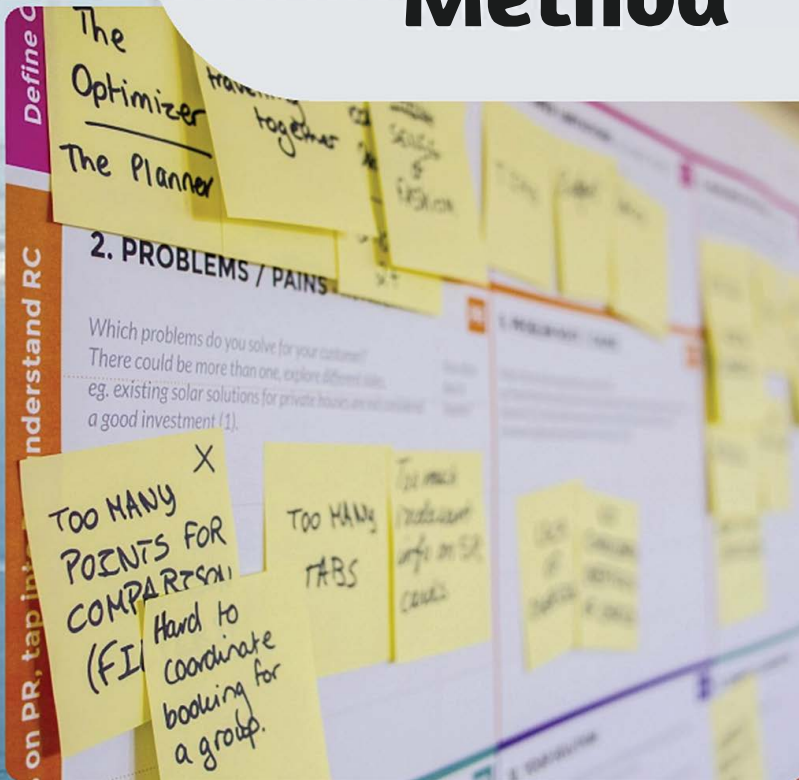
Spend proxy indicators



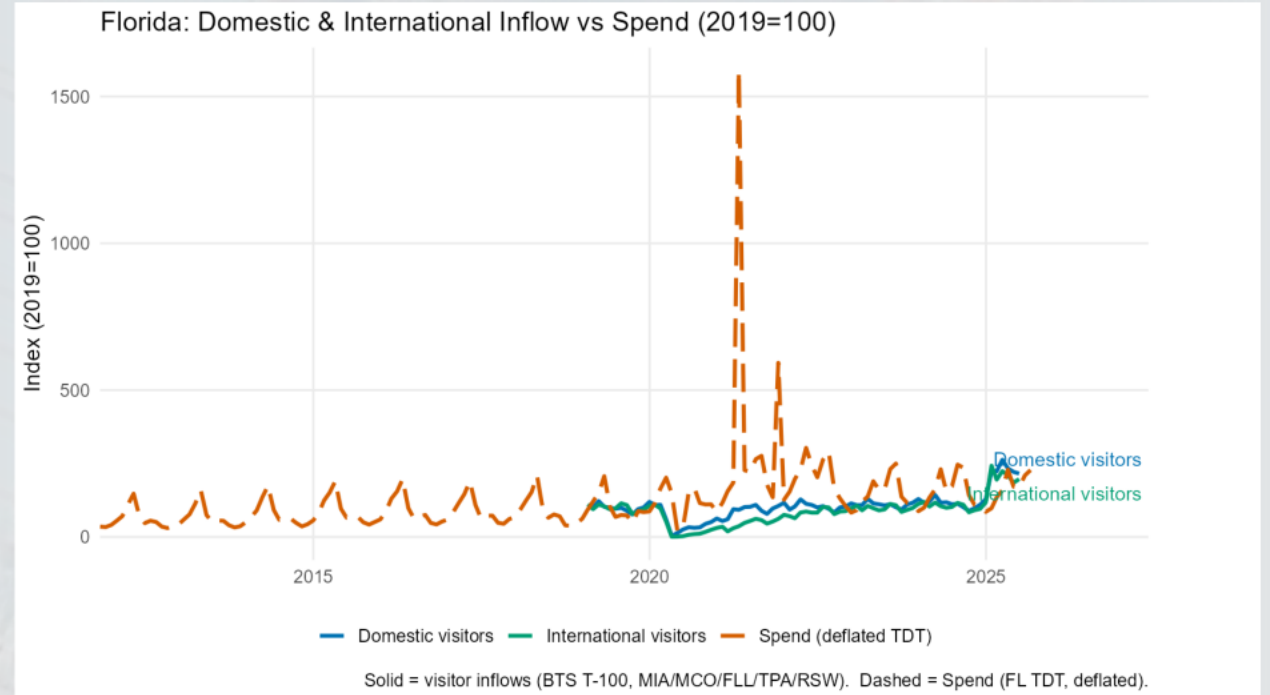
Cleaning data processes



Visitor and Spend Index metrics

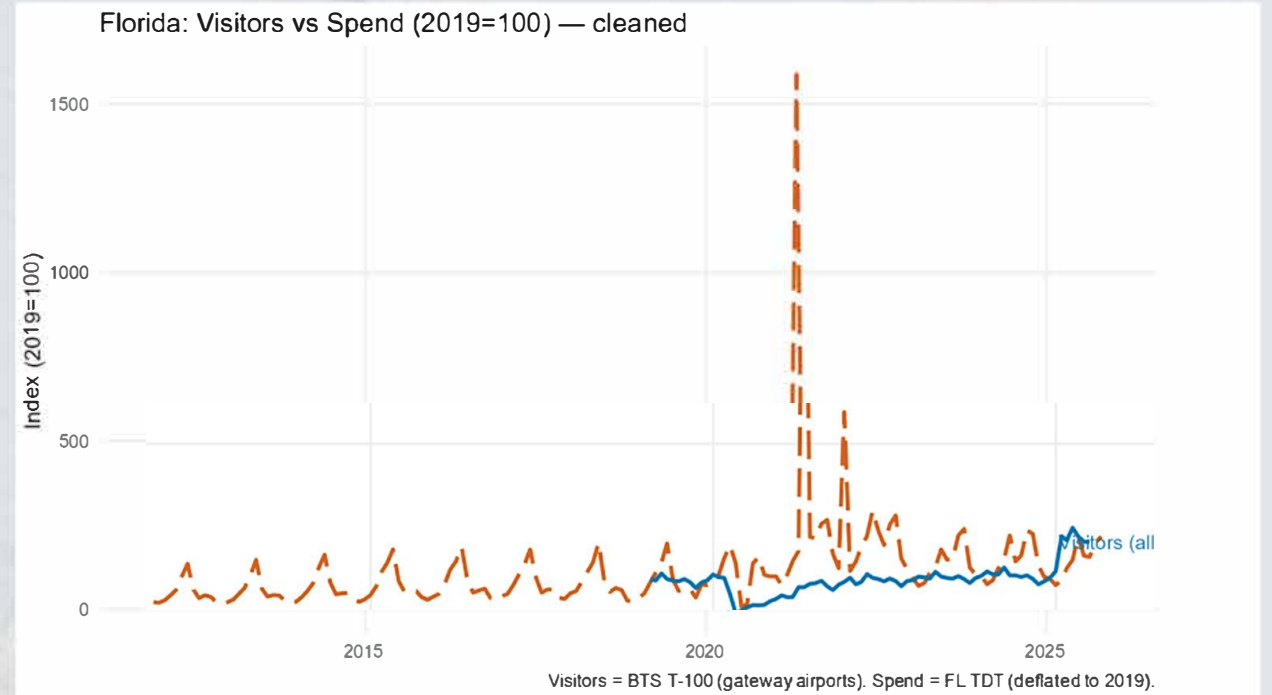


Current Progress



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

Current Progress



- Pandemic crater, then recovery
→ spend $\approx$ 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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THANK YOU

