MOTORCOACH CENSUS 2025

A STUDY OF THE SIZE AND ACTIVITY OF THE MOTORCOACH INDUSTRY IN THE UNITED STATES AND CANADA

MAY 2025

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RESEARCH OVERVIEW

The Motorcoach Census is a study commissioned by the American Bus Association Foundation (ABAF) to measure the size and activity of the motorcoach transportation service industry in the United States and Canada in the calendar year 2024.

Industry size is measured by the number of motorcoach carriers and the number of motorcoaches they operate. Activity is measured by the number of passenger miles driven, services provided, motorcoach miles traveled, and employment.

Definition of the Motorcoach Industry

For this research, the Motorcoach Industry is defined as:

Private-sector organizations that lease/own and operate motorcoaches and offer motorcoach transportation services to the public, including private and public sector organizations, on a contract basis.

- This includes motorcoach transportation companies hired on a contract basis by state or city transit authorities to transport commuters.
- Excludes governments, transit agencies, or other public-sector organizations that lease/own and operate motorcoaches and offer transportation services to the public.
- Excludes private-and public-sector organizations that lease/own and operate motorcoaches for their use, such as businesses that operate motorcoaches to shuttle their employees.

Definition of a Motorcoach

For this study, a motorcoach, or over-the-road bus (OTRB), is defined as a vehicle designed for long-distance transportation of passengers, characterized by integral construction with an elevated passenger deck located over a baggage

compartment. It is at least 30 feet in length. This definition closely matches the definition of an OTRB written into U.S. law: “a bus characterized by an elevated passenger deck located over a baggage compartment” (Section 3038 of Public Law 105-178, 49 USC 5310 note). This definition of a motorcoach excludes the typical city transit bus and city sightseeing buses, such as double-decker buses and trolleys.

Data Sources

Several sources of information were used to construct estimates of industry size and activity for this study. Names of potential motorcoach carriers were assembled using information from the American Bus Association Foundation, Dun and Bradstreet, the U.S. Department of Transportation, and Motor Coach Canada. Information about the potential motorcoach carriers and the motorcoaches that they operated was collected through a survey. The survey questionnaire was distributed to motorcoach carriers. A total of 288 usable survey responses from motorcoach carriers were returned to Tourism Economics.

This report presents industry estimates of size and activity in Section 2 and other statistics on motorcoach carrier characteristics in Section 3 for the motorcoach transportation services industry in the United States and Canada in 2024. The appendix describes the study methodology.

Disclaimers

Tourism Economics prepared this analysis based on individual company responses to a survey. Our role was to aggregate the data to present an overview of the motorcoach industry in the United States and Canada while maintaining the confidentiality of the individual respondent’s information.

Any errors in the aggregation and presentation are our own.

KEY FINDINGS

SELECTED RESULTS FROM THE 2024 MOTORCOACH CENSUS

In 2024, the motorcoach industry in the United States and Canada comprised 1,959 companies that operated 48,667 motorcoaches. In the United States, 1,829 companies operated 47,348 motorcoaches; in Canada, 130 companies operated 1,319 motorcoaches.

Services

Motorcoach companies offer a wide range of services. In 2024, about 77.8% of motorcoach companies provided charter service, 30.6% provided tour service, 23.6% provided sightseeing, 9.4% provided urban scheduled service, 9.4% provided commuter services, and 8.3% provided rural scheduled service.

Companies

Most companies (87.1%) were small and operated fewer than 25 motorcoaches. These firms operated 16,363 motorcoaches and accounted for 41.9% of motorcoach mileage. Mid-sized companies that operated 25 to 99 motorcoaches ran 7,547 motorcoaches, accounting for 25.7% of the industry's motorcoach mileage. Large companies that operated over 100 motorcoaches accounted for 50.9% of the industry's fleet and 32.4% of the industry's Motorcoach mileage.

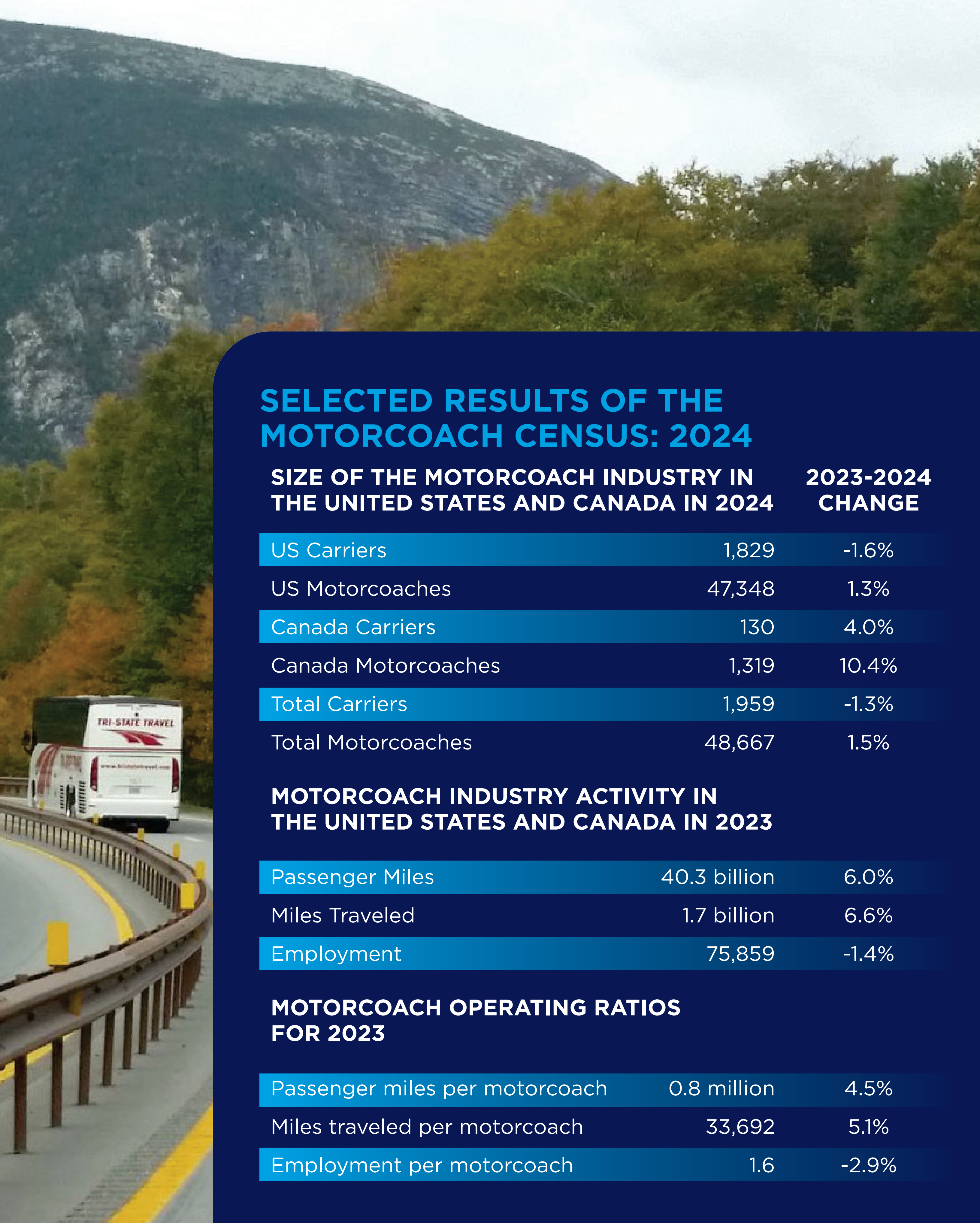
Employment

The motorcoach industry provided jobs to 75,859 people in 2024. On average, a motorcoach company provided 39 jobs or 1.6 jobs per motorcoach. Small companies that operated fewer than 25 motorcoaches accounted for 34.6% of motorcoach industry jobs. Mid-sized companies – those that operated between 25 and 99 motorcoaches – provided for 18.6% of motorcoach industry jobs. Large companies that operated more than 100 motorcoaches provided for 46.9% of motorcoach industry jobs.

Motorcoach Use

On average, a motorcoach provided 0.8 million passenger miles, employed 1.6 people and traveled 35,692 miles.

The study reveals the scope and impact of the motorcoach transportation industry in the United States and Canada. It shows an industry that serves a broad range of customers and moves people with great fuel efficiency. It shows an industry that provides charter, tour, and sightseeing services, which are vital to the travel and leisure industries, and intercity and commuter services, which are essential components of the passenger transportation systems in both the United States and Canada.



SELECTED RESULTS OF THE MOTORCOACH CENSUS: 2024

SIZE OF THE MOTORCOACH INDUSTRY IN THE UNITED STATES AND CANADA IN 2024		2023-2024 CHANGE
US Carriers	1,829	-1.6%
US Motorcoaches	47,348	1.3%
Canada Carriers	130	4.0%
Canada Motorcoaches	1,319	10.4%
Total Carriers	1,959	-1.3%
Total Motorcoaches	48,667	1.5%

MOTORCOACH INDUSTRY ACTIVITY IN THE UNITED STATES AND CANADA IN 2023

Passenger Miles	40.3 billion	6.0%
Miles Traveled	1.7 billion	6.6%
Employment	75,859	-1.4%

MOTORCOACH OPERATING RATIOS FOR 2023

Passenger miles per motorcoach	0.8 million	4.5%
Miles traveled per motorcoach	33,692	5.1%
Employment per motorcoach	1.6	-2.9%

SIZE AND ACTIVITY OF THE INDUSTRY

DETAILED RESULTS FROM THE 2024 MOTORCOACH CENSUS

The Motorcoach Census reports estimates of the size and activity of the motorcoach transportation services industry in the United States and Canada in the calendar year 2024. Industry size is measured by the number of motorcoach carriers and the number of motorcoaches they operate. Activity is measured by the number of passenger miles traveled, services provided, motorcoach miles traveled, and employment.

Size of the Motorcoach Industry

In 2024, the motorcoach industry in the United States and Canada comprised 1,959 carriers and 48,667 motorcoaches. In the United States, 1,829 carriers operated 47,348 motorcoaches; in Canada, 130 carriers operated 1,319 motorcoaches. The average carrier operated 25 motorcoaches.

TOTAL CARRIERS AND MOTORCOACHES IN 2024 BY FLEET SIZE

Motorcoach Fleet Size	Carriers		Motorcoaches		Average Number of Motorcoaches
	Number	Percent	Motorcoach	Carrier	
1-9 buses	1,432	73.1%	11,089	22.8%	8
10-24 buses	275	14.0%	5,274	10.8%	19
25-49 buses	119	6.1%	4,162	8.6%	35
50-99 buses	45	2.3%	3,385	7.0%	75
100+ buses	88	4.5%	24,757	50.9%	281
Industry Total	**1,959**	**100.0%**	**48,667**	**100.0%**	**25**

Passenger Miles

A passenger mile is defined as one person transported one mile. In 2024, the motorcoach industry in the United States and Canada provided 40.3 billion passenger miles, a 6.0% increase from 2023. On average, each carrier generated 20.6 million passenger miles, and each motorcoach generated 0.8 million passenger miles.

The largest carriers (100 or more motorcoaches) accounted for 32.4% of industry passenger miles. On average, a large carrier accounted for 149 million passenger miles or 0.5 million passenger miles per motorcoach.

The most minor carriers, those with fleets of fewer than 10 motorcoaches, operated the smallest average number of passenger miles per motorcoach. They averaged 7.2 million passenger miles per carrier for 10.3 billion or 25.6% of industry passenger miles.

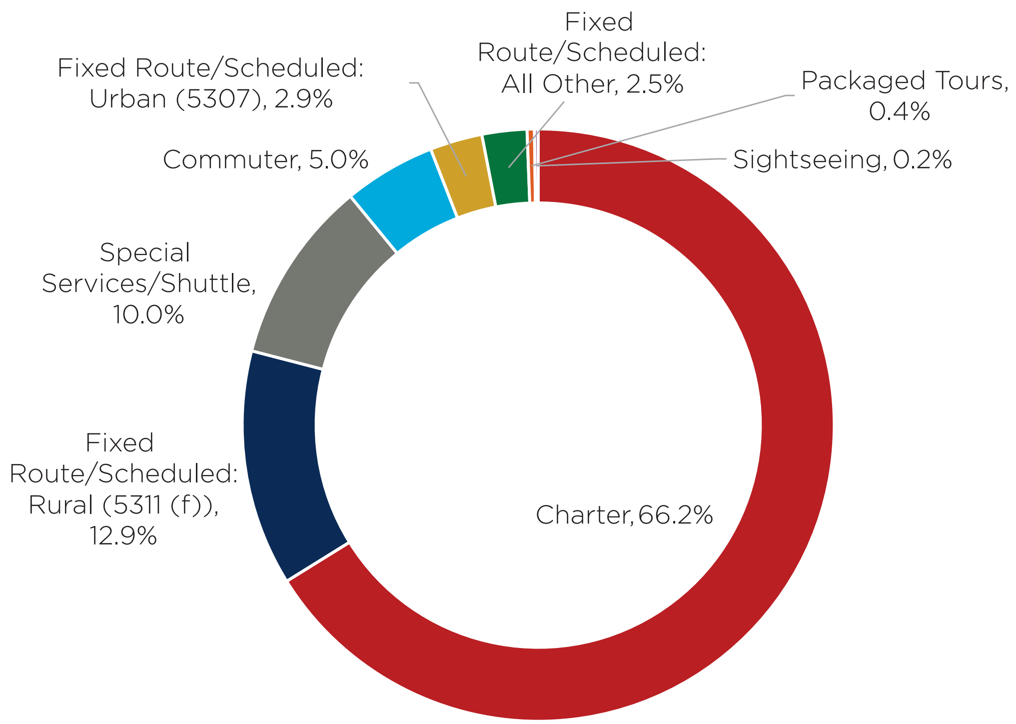
MOTORCOACH PASSENGER MILES IN 2024 BY FLEET SIZE

Motorcoach Fleet Size	Passenger Miles		Average Passenger Miles per:	
	Number	Percent	Motorcoach	Carrier
1-9 buses	10,335,125,879	25.6%	932,017	7,218,179
10-24 buses	6,547,454,668	16.2%	1,241,423	23,808,926
25-49 buses	5,336,954,711	13.2%	1,282,220	44,848,359
50-99 buses	5,012,541,451	12.4%	1,480,820	111,389,810
100+ buses	13,070,328,430	32.4%	527,945	148,526,459
Industry Total	**40,302,405,140**	**100.0%**	**828,119**	**20,574,849**

Trip Types

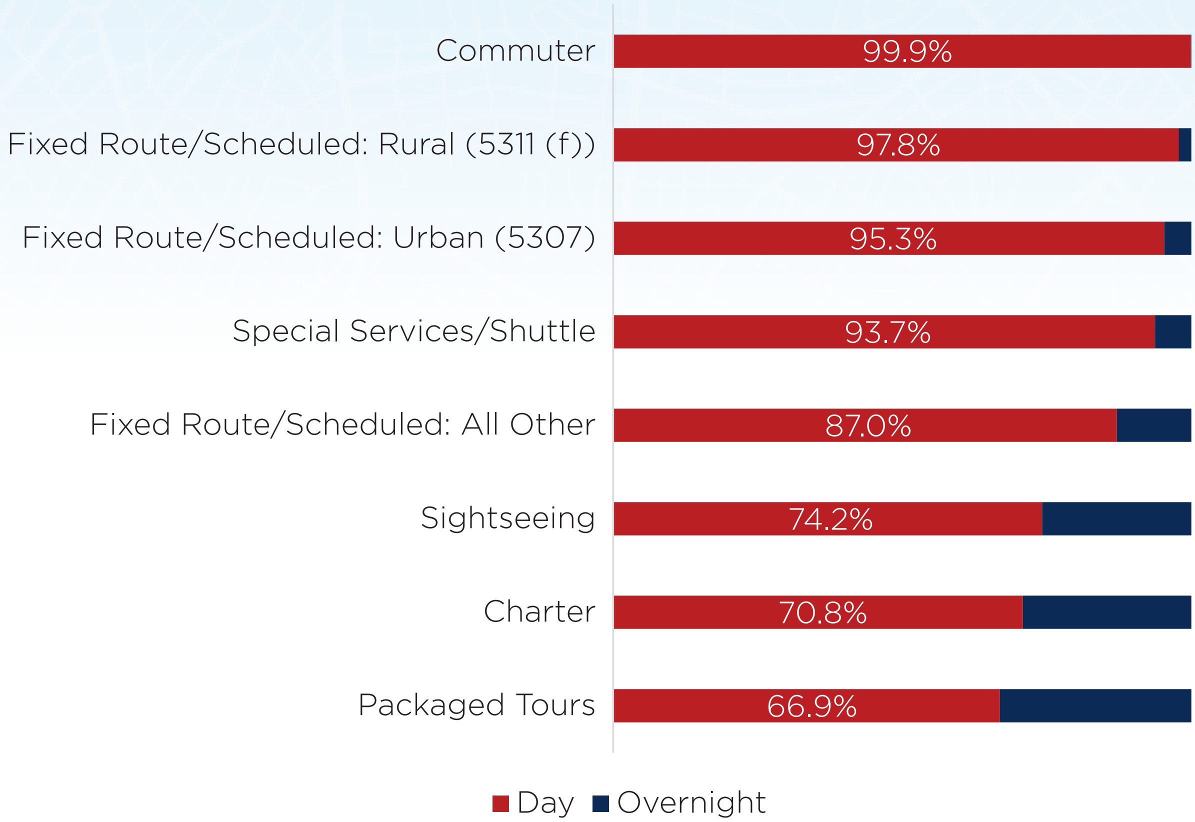
Charter trips constituted 66.2% of all trips in 2024, with the majority (70.8%) being day trips. Slightly more than one in 10 trips (12.9%) was a rural scheduled trip, and almost all (97.8%) of these trips were day trips.

The highest percentage of overnight trips was for packaged tours, with 33.1% being overnight. Packaged tours constituted 0.4% of all trips.



SIZE AND ACTIVITY

MOTORCOACH TRIPS BY DETAILED TYPE OF SERVICE (PERCENT OF TRIPS)

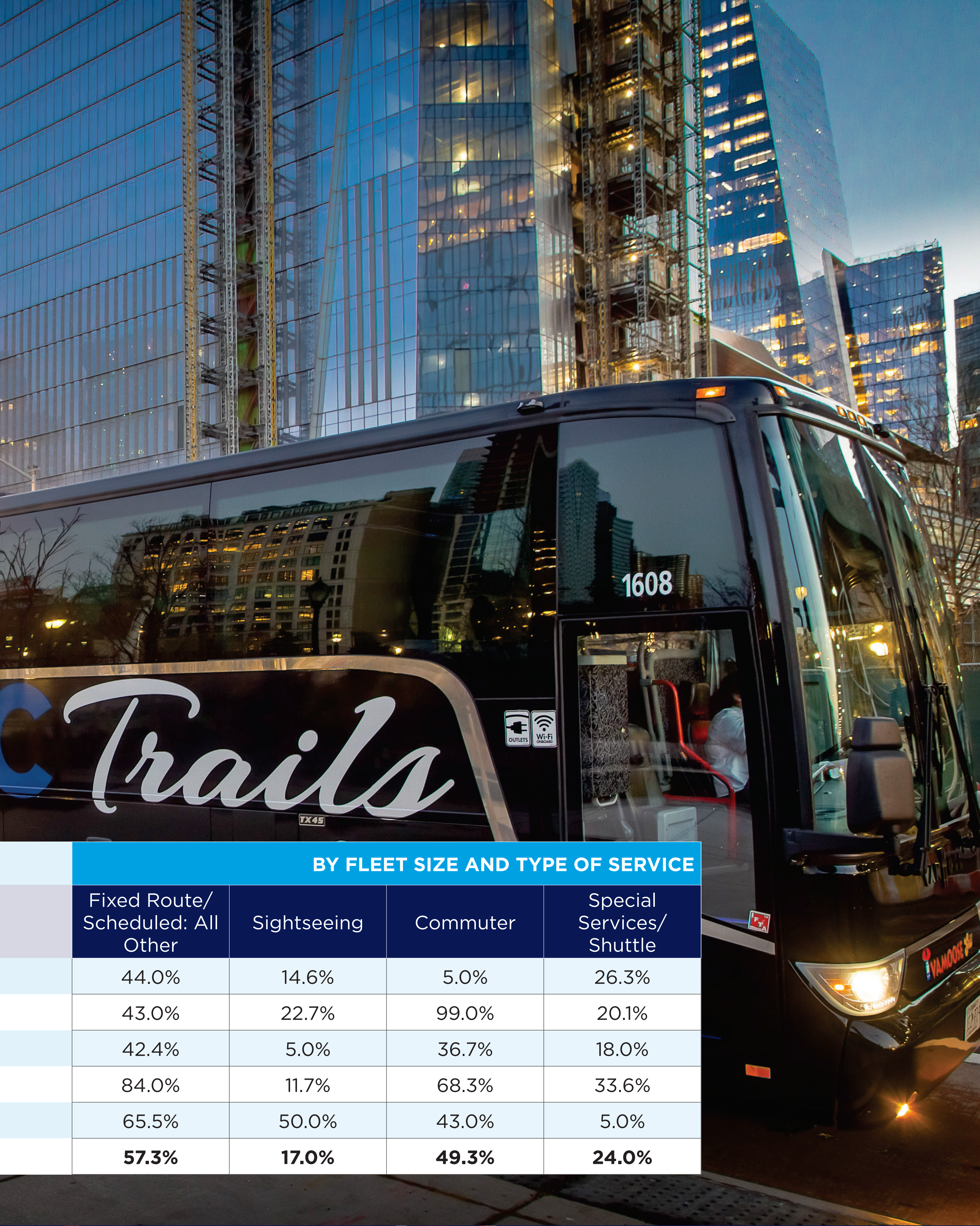


Average Utilization Rate

Motorcoach utilization was highest for charter service at 65.0%. Among motorcoach carriers, it was highest for the smallest companies, at 69.0%. The utilization rate is lowest for packaged tours, with only a 21.2% utilization rate, however, it is most efficient for larger companies, at 52.5% for companies with 100 motorcoaches or more.

MOTORCOACH CARRIER UTILIZATION RATE IN 2023

Motorcoach Fleet Size	Charter	Packaged Tours	Fixed Route/ Scheduled: Urban (5307)	Fixed Route/ Scheduled: Rural (5311 (f))
1-9 buses	69.0%	22.5%	68.3%	42.5%
10-24 buses	67.8%	21.9%	85.0%	18.0%
25-49 buses	64.0%	17.9%	44.0%	38.3%
50-99 buses	56.8%	8.6%	50.3%	52.8%
100+ buses	46.4%	42.5%	25.0%	80.0%
Industry Total	**65.0%**	**21.2%**	**52.6%**	**47.8%**



	BY FLEET SIZE AND TYPE OF SERVICE			
	Fixed Route/ Scheduled: All Other	Sightseeing	Commuter	Special Services/ Shuttle
	44.0%	14.6%	5.0%	26.3%
	43.0%	22.7%	99.0%	20.1%
	42.4%	5.0%	36.7%	18.0%
	84.0%	11.7%	68.3%	33.6%
	65.5%	50.0%	43.0%	5.0%
	57.3%	**17.0%**	**49.3%**	**24.0%**

SIZE AND ACTIVITY

Employment

In the United States and Canada, the motorcoach industry employed 75,859 individuals in 2024 (a 1.4% decrease from 2023), averaging 39 employees per carrier and 1.6 employees per motorcoach. The largest carriers with over 100 motorcoaches averaged 404 employees per carrier and 1.4 employees per motorcoach. Minor carriers with fewer than 10 motorcoaches averaged 12 employees per company and 1.6 employees per motorcoach.

MOTORCOACH CARRIER EMPLOYMENT IN 2024 BY FLEET SIZE

Motorcoach Fleet Size	Employment				Average Employment Mileage per:	
	Total	Full-time	Part-time	Percent	Motorcoach	Carrier
1-9 buses	17,328	7,789	9,539	22.8%	1.6	12
10-24 buses	8,888	3,688	5,200	11.7%	1.7	32
25-49 buses	9,738	4,692	5,047	12.8%	2.3	82
50-99 buses	4,361	2,526	1,836	5.7%	1.3	97
100+ buses	35,544	20,329	15,215	46.9%	1.4	404
Industry Total	**75,859**	**39,023**	**36,836**	**100.0%**	**1.6**	**39**

SIZE AND ACTIVITY

Future Plans

The 2024 Census asked companies to indicate if they would be acquiring or retiring coaches in 2025, and the means they would be using to acquire or eliminate.

PLANNED MOTORCOACH ACQUISITIONS BY FLEET SIZE (PERCENT OF COMPANIES)

Motorcoach Fleet Size	Plans to Acquire	New Purchase	New Lease	Used Purchase	Used Lease
1-9 buses	33.8%	18.1%	6.4%	34.0%	7.4%
10-24 buses	31.8%	54.8%	1.4%	16.4%	1.4%
25-49 buses	13.0%	57.6%	15.2%	15.2%	0.0%
50-99 buses	13.0%	58.6%	13.8%	6.9%	3.4%
100+ buses	8.4%	42.1%	31.6%	10.5%	5.3%
Industry Total	**53.5%**	**35.1%**	**7.6%**	**18.4%**	**3.5%**

Over half of responding carriers indicated they would acquire motorcoaches in 2025, with more than a third purchasing new coaches and slightly less than two in 10 carriers purchasing used coaches. According to the survey results, leases seem to be an uncommon means of acquisition for carriers.

PLANNED MOTORCOACH ELIMINATIONS BY FLEET SIZE (PERCENT OF COMPANIES)

Motorcoach Fleet Size	Plans to Eliminate	Selling coaches	Decommissioning	Trading-in to manufacturer
1-9 buses	25.5%	21.3%	5.3%	4.3%
10-24 buses	31.6%	35.6%	5.5%	8.2%
25-49 buses	17.3%	51.5%	12.1%	9.1%
50-99 buses	13.3%	24.1%	3.4%	17.2%
100+ buses	12.2%	36.8%	15.8%	31.6%
Industry Total	**34.0%**	**26.7%**	**5.9%**	**8.3%**

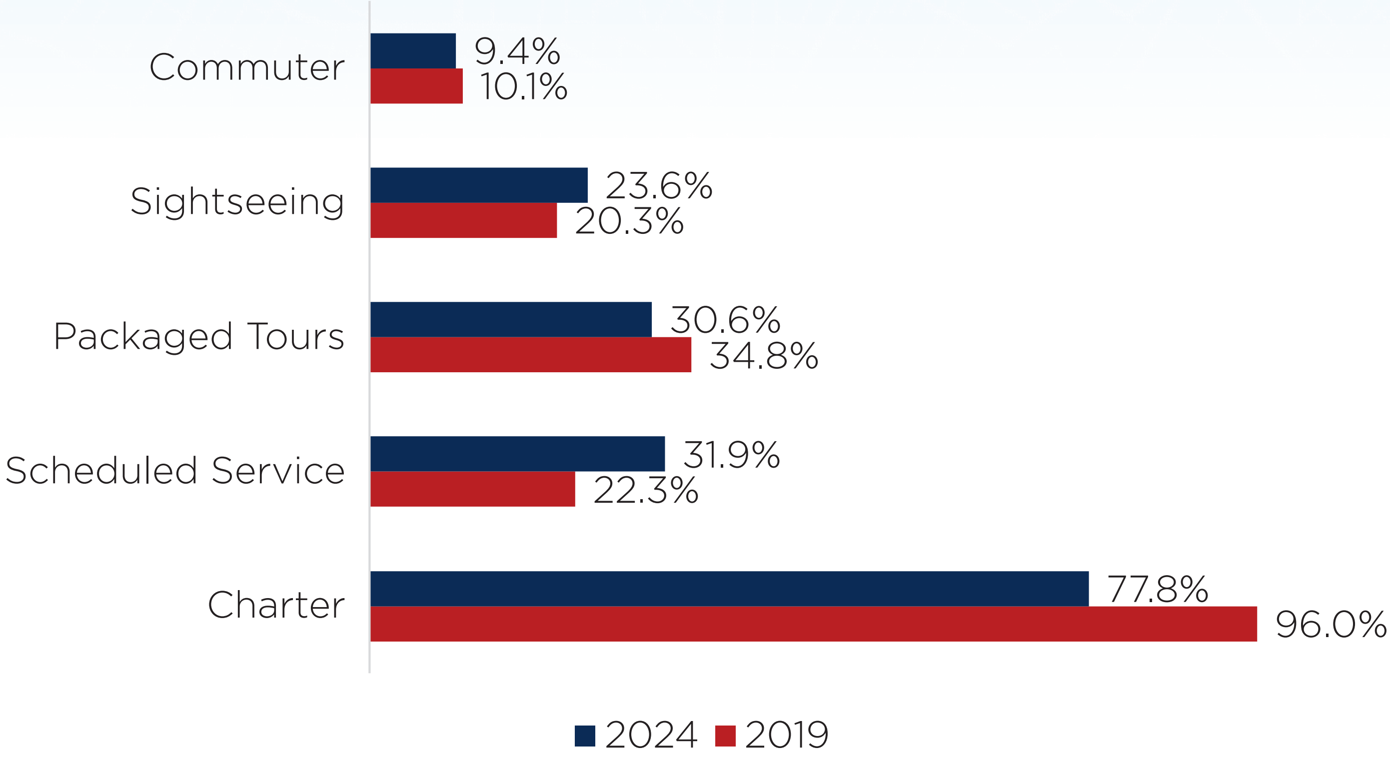
Slightly more than a third of responding carriers indicated they would be eliminating motorcoaches in 2025, with the most common elimination method being selling motorcoaches.

SIZE AND ACTIVITY

Services Provided

The motorcoach industry offers diverse services. Many carriers offer multiple types of service. According to the survey, eight in 10 carriers (77.8%) offered charter services, around three in 10 offered special services (34.0%), almost a third offered packaged tours (30.6%), and slightly less than a quarter offered sightseeing tours (23.6%).

MOTORCOACH TRIP TYPES BY SERVICE AND FLEET SIZE



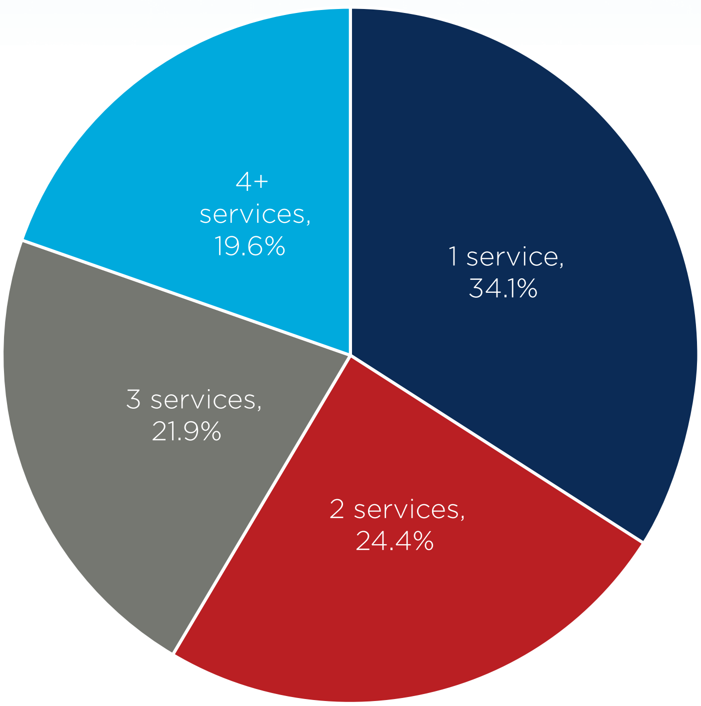
Comparing results to 2019, the data suggests that charter services—while being offered by most carriers—are becoming a less important part of the industry than in the past, as are packaged tours. Meanwhile, there seems to be an increase in demand for sightseeing and scheduled service.

MOTORCOACH TRIP TYPES BY SERVICE AND FLEET SIZE

Motorcoach Fleet Size	Charter	Packaged Tours	Fixed Route/ Scheduled: Urban (5307)	Fixed Route/ Scheduled: Rural (5311 (f))	Fixed Route/ Scheduled: All Other
1-9 buses	87.2%	29.8%	6.4%	4.3%	7.4%
10-24 buses	100.0%	31.5%	2.7%	0.0%	5.5%
25-49 buses	93.9%	57.6%	21.2%	12.1%	30.3%
50-99 buses	79.3%	31.0%	17.2%	41.4%	34.5%
100+ buses	78.9%	47.4%	36.8%	21.1%	52.6%
Industry Total	**77.8%**	**30.6%**	**9.4%**	**8.3%**	**14.2%**

In 2024, 65.9% of carriers provided more than one service. Approximately a third of (34.1%) carriers had mileage in 2024 for just one service, 24.4% offered two services, 21.9% provided three services, and 19.6% offered four or more services.

PERCENTAGE OF CARRIERS BY NUMBER OF SERVICES PROVIDED IN 2023



Sightseeing	Commuter	Special Services/ Shuttle
35.1%	1.1%	35.1%
23.3%	6.8%	42.5%
12.1%	15.2%	42.4%
20.7%	20.7%	48.3%
42.1%	52.6%	31.6%
23.6%	**9.4%**	**34.0%**

Motorcoach Fleet Size	Charter	Packaged Tours	Fixed Route/ Scheduled: Urban (5307)
1-9 buses	30.7%	13.0%	23.6%
10-24 buses	49.4%	13.6%	0.0%
25-49 buses	36.7%	2.0%	18.5%
50-99 buses	33.8%	2.2%	7.8%
100+ buses	24.8%	23.1%	6.5%
Industry Total	**30.5%**	**9.5%**	**13.5%**

SIZE AND ACTIVITY

Vehicle Mileage

Industry motorcoaches traveled 1.7 billion miles in 2024 (a 6.6% increase from 2023), averaging 886,777 miles per carrier and 35,692 miles per motorcoach. The largest carriers with over 100 motorcoaches averaged 37,989 miles per motorcoach, while minor carriers with fewer than ten motorcoaches averaged 4,766 miles per motorcoach.

MOTORCOACH VEHICLE MILEAGE IN 2024 BY FLEET SIZE

Motorcoach Fleet Size	Vehicle Miles		Average Vehicle Miles per:	
	Number	Percent	Motorcoach	Carrier
1-9 buses	52,850,465	3.0%	4,766	36,911
10-24 buses	108,142,875	6.2%	20,504	393,247
25-49 buses	216,545,523	12.5%	52,026	1,819,710
50-99 buses	419,001,842	24.1%	123,783	9,311,152
100+ buses	940,494,281	54.1%	37,989	10,687,435
Industry Total	**1,737,034,987**	**100.0%**	**35,692**	**886,777**

Revenues

In 2024, respondent carriers to the Motorcoach Census reported that, on average, 30.5% of their revenues were from charter services. This was followed by 15.1% from other scheduled services and 13.5% from urban scheduled services.

PERCENTAGE OF REVENUES BY TYPE OF SERVICE PROVIDED IN 2024

Fixed Route/ Scheduled: Rural (5311 (f))	Fixed Route/ Scheduled: All Other	Sightseeing	Commuter	Special Services/ Shuttle
7.9%	11.2%	4.5%	0.0%	9.1%
0.0%	6.8%	10.7%	7.4%	12.1%
17.7%	10.7%	3.3%	7.0%	4.1%
15.1%	23.2%	1.1%	7.8%	8.9%
0.0%	27.8%	1.7%	13.4%	2.8%
11.3%	**15.1%**	**4.8%**	**7.5%**	**7.8%**

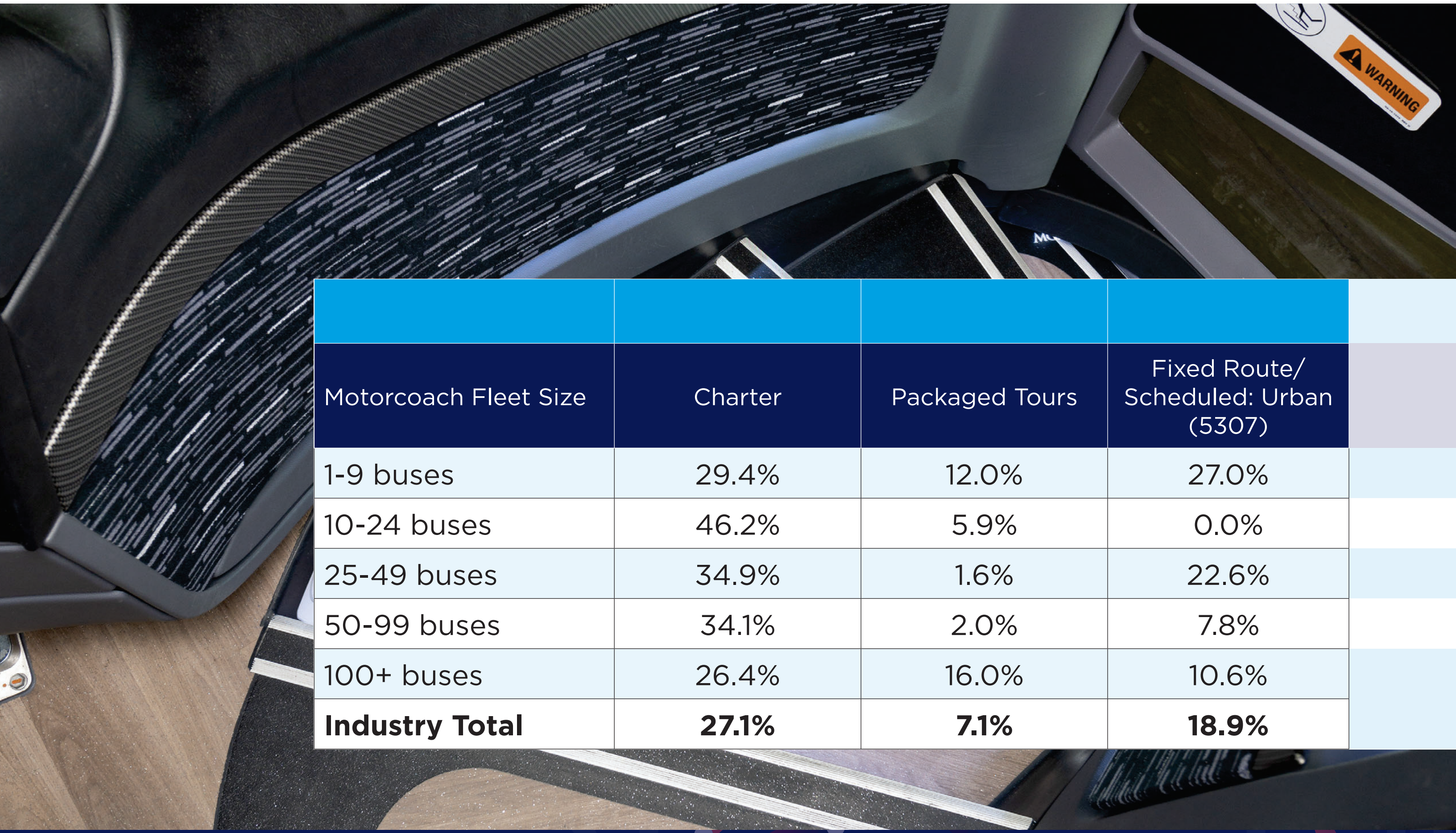
SIZE AND ACTIVITY

Passengers

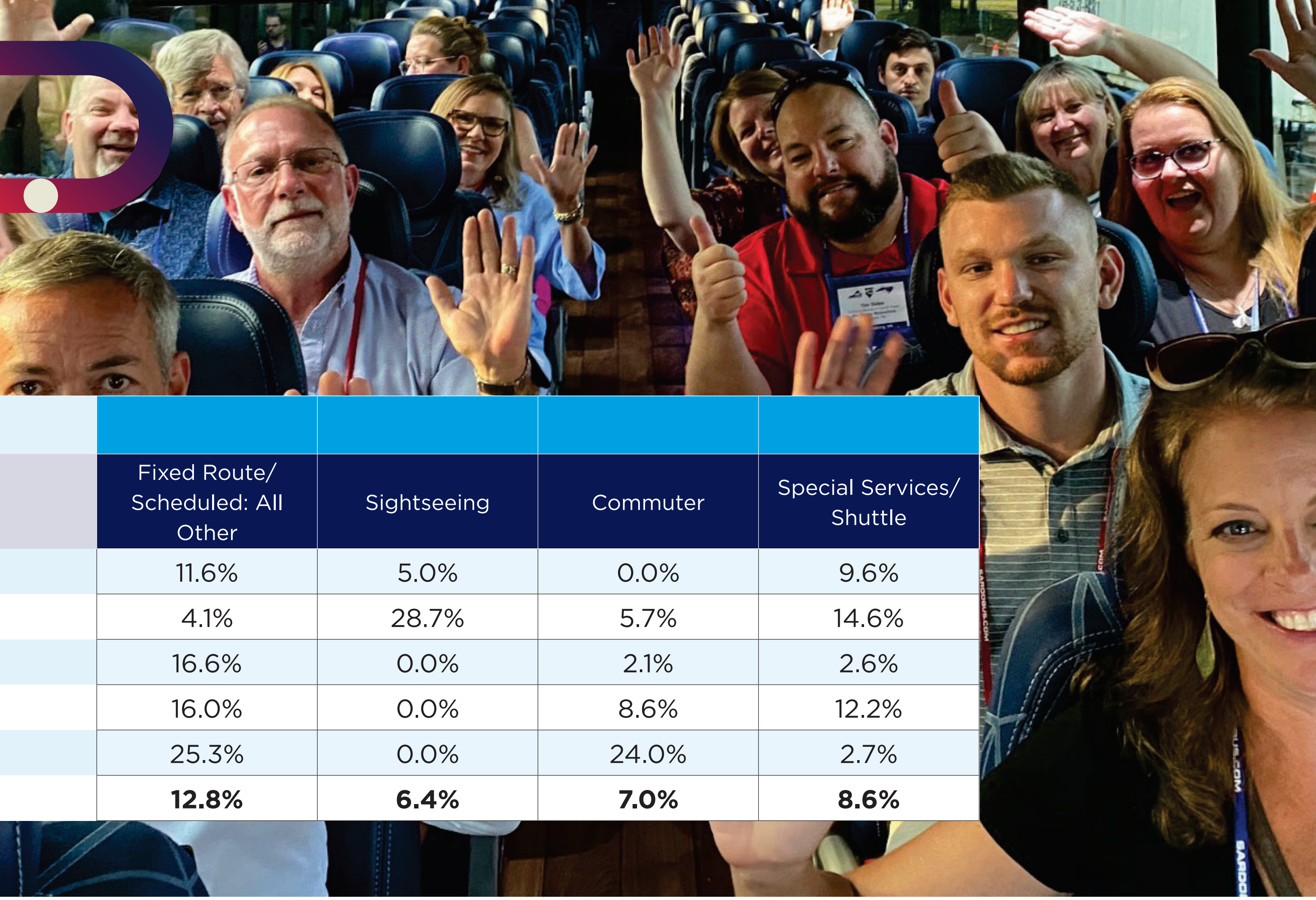
In 2024, respondent carriers to the Motorcoach Census reported that, on average, 28.9% of their passengers were for charter services. This was followed by 14.9% for urban scheduled services and 13.6% for rural scheduled services.

PERCENTAGE OF PASSENGERS BY TYPE OF SERVICE PROVIDED IN 2024

Motorcoach Fleet Size	Charter	Packaged Tours	Fixed Route/ Scheduled: Urban (5307)	Fixed Route/ Scheduled: Rural (5311 (f))
1-9 buses	29.9%	13.1%	23.1%	7.7%
10-24 buses	39.3%	7.6%	0.0%	0.0%
25-49 buses	33.6%	1.6%	23.9%	19.7%
50-99 buses	36.2%	3.1%	5.1%	18.8%
100+ buses	26.7%	10.7%	10.7%	0.0%
Industry Total	**28.9%**	**8.0%**	**14.9%**	**13.6%**



Motorcoach Fleet Size	Charter	Packaged Tours	Fixed Route/ Scheduled: Urban (5307)
1-9 buses	29.4%	12.0%	27.0%
10-24 buses	46.2%	5.9%	0.0%
25-49 buses	34.9%	1.6%	22.6%
50-99 buses	34.1%	2.0%	7.8%
100+ buses	26.4%	16.0%	10.6%
Industry Total	**27.1%**	**7.1%**	**18.9%**



	Fixed Route/ Scheduled: All Other	Sightseeing	Commuter	Special Services/ Shuttle
	11.6%	5.0%	0.0%	9.6%
	4.1%	28.7%	5.7%	14.6%
	16.6%	0.0%	2.1%	2.6%
	16.0%	0.0%	8.6%	12.2%
	25.3%	0.0%	24.0%	2.7%
	12.8%	**6.4%**	**7.0%**	**8.6%**

Mileage

In 2024, respondent carriers to the Motorcoach Census reported that, on average, 27.1% of their mileage was from providing charter services. This was followed by 18.9% from urban scheduled services and 12.5% from other scheduled services.

PERCENTAGE OF PASSENGERS BY TYPE OF SERVICE PROVIDED IN 2024

	Fixed Route/ Scheduled: Rural (5311 (f))	Fixed Route/ Scheduled: All Other	Sightseeing	Commuter	Special Services/ Shuttle
	7.7%	7.7%	5.6%	0.0%	10.5%
	0.0%	14.0%	17.0%	6.0%	10.8%
	20.5%	15.7%	0.0%	2.2%	2.5%
	16.8%	21.8%	0.6%	10.7%	6.2%
	0.0%	18.6%	0.5%	25.2%	2.7%
	12.1%	**12.5%**	**5.5%**	**9.9%**	**7.0%**

APPENDIX:
STUDY METHODOLOGY

The American Bus Association Foundation commissioned the Motorcoach Census to measure the size and activity of the motorcoach transportation service industry in the United States and Canada. The study estimates and reports the total industry size and activity for 2024. This appendix describes the data sources and methodologies used in the study. The appendix describes the target population, the survey frame, the survey data collection and processing, the industry size estimation, and the industry activity estimation.

Target Population

The study's target population is the motorcoach transportation service industry in the United States and Canada in 2024. The sector consists of private-sector organizations that lease/own and operate motorcoaches and offer motorcoach transportation services to the public, including private and public sector organizations on a contract basis. The industry includes, for example, motorcoach transportation companies that are hired on a contract basis by state or city transit authorities to transport commuters. The industry excludes governments, transit agencies, or other public-sector organizations that lease/own and operate motorcoaches and offer motorcoach transportation services to the public. The industry also excludes private and public-sector organizations that lease/own and operate motorcoaches solely for their use, such as businesses that operate motorcoaches to shuttle their employees.

Motorcoach transportation services include motorcoach charter services, tour, and sightseeing services using motorcoaches, and motorcoach passenger transportation over regular routes and on regular schedules, such as airport shuttle services, commuter transportation services, and scheduled intercity and rural transportation services. The seven types of motorcoach transportation services used in this study are defined here:

- **Charter**
  A preformed group (organization, association, tour company, shuttle service, church, school, etc.) that hires a motorcoach for exclusive use under a fixed contract.
- **Packaged/Retail Tour**
  A planned or prearranged trip offered for sale by a motorcoach transportation company (including a tour company that leases/owns and operates motorcoaches) at a fixed price to leisure travelers. The price usually includes lodging, meals, sightseeing, and transportation.
- **Sightseeing**
  A service motorcoach or tour company offers to carry passengers to points of interest within a specified area.
- **Commuter**
  A fixed-route bus service characterized by service predominantly in one direction during peak periods, limited stops, use of multi-ride tickets, and routes of extended length, usually between the central business district and outlying suburbs.
- **Scheduled**
  A specified, ticketed, predetermined regular-route service between cities or terminals.
- **Airport Shuttle**
  A private motorcoach service usually operating on a fixed route to transport passengers to and from airports.
- **Special Operations**
  Published, regular-route service to special events, such as fairs and sporting events, or service for employees to work sites.

For this study, a motorcoach, or over-the-road bus (OTRB), is defined as a vehicle designed for long-distance transportation of passengers, characterized by integral construction with an elevated passenger deck located over a baggage compartment. It is at least 30 feet in length. This definition closely matches the definition of an OTRB written into U.S. law: “a bus characterized by an elevated passenger deck located over a baggage compartment” (Section 3038 of Public Law 105-178, 49 USC 5310 note). This definition of a motorcoach excludes the typical city transit bus and city sightseeing buses, such as double-decker buses and trolleys.

Survey Frame

Tourism Economics assembled a list (i.e., survey frame) of carriers in the United States and Canada that potentially offer motorcoach transportation services to the public. The list was developed using information from the following sources:

- American Bus Association Foundation
- Dun and Bradstreet
- U.S. Department of Transportation
- Motor Coach Canada

Survey Data Collection and Processing

Online survey questionnaires with cover letters from the ABA were sent electronically to potential carriers and Tourism Economics sent weekly reminders to carriers during the four-week survey period. The ABA sent notices several times to its members by e-mail encouraging them to participate in the survey.

Submitted electronic questionnaires were reviewed for completeness and validity. The data were tabulated and evaluated for duplicates, inconsistencies, irregularities, and respondent-specific values significantly different from average reported values. The final survey database contained usable responses from 288 motorcoach carriers.

Estimation Approach

Tourism Economics calculated sample totals for the types of activity measured (e.g., mileage, passengers, and employment) to estimate the total population for the motorcoach industry activity. Then, the total number of motorcoaches in each fleet size category was estimated using the mean motorcoaches operated in each fleet size category of the sample population. Third, the sample totals were multiplied by weights to calculate population totals for each fleet size category. Each fleet size category was weighted by the estimated population total of motorcoaches divided by the sample total in the category. After weighing the sample totals by fleet size, the population totals for each fleet size were summed to calculate an industry total.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This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. Combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

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