

# NATIONAL TRAVEL & TOURISM STRATEGY (2022)



On June 6, 2022, the Commerce Department and Tourism Policy Council [released](#) an updated National Travel and Tourism Strategy (NTTS), providing a comprehensive blueprint for the federal government to use to facilitate travel to and within the United States, with a new focus on making travel more inclusive and sustainable.

The new NTTS sets an ambitious **five-year goal of attracting 90 million international visitors to the United States each year**, which would generate \$279 billion to support American travel workers and businesses. U.S. Travel plans to continue working with the Administration and Congress to ensure the country can not only meet these goals, but exceed them.

## KEY ELEMENTS

During development of the National Strategy, U.S. Travel sent letters to the Administration, advising on key priorities for the industry. Copies of the letters can be found [here](#) and [here](#). The final NTTS includes several of our suggested priorities, including:

- Helping local destinations bid for international events.
- Investing in the systems and technology needed to improve the effectiveness and efficiency of airport security screenings and visa processes, including touchless identification technology, digital visa processing, and one-stop security screening between international and domestic flights.
- Supporting the use of sustainable fuels for aviation, cruise ships and buses.
- Investing in man-made and natural infrastructure to support green travel and ecotourism, including electric vehicle charging infrastructure, walkways, parks, greenspaces, and recreational waterways.

Other key elements of the updated NTTS include:

- Improving government communication to international travelers about travel opportunities and regulations in the U.S.
- Collaborating with professional sports leagues and other private sector groups on travel marketing campaigns built around U.S.-hosted international events.
- Supporting local workforce development and registered apprenticeship programs.
- Using federal funding to elevate underrepresented groups in travel marketing, attractions, and workforce development programs.
- Working with travel stakeholders to reduce physical, social, and language barriers to travel.

# NATIONAL TRAVEL & TOURISM STRATEGY CONTINUED



- Promoting sustainable tourism, including by providing grants to sustainable tourism businesses and working with Brand USA and other industry groups to design messaging that promotes sustainable tourism practices.
- Promoting outdoor recreation on federal lands and improving the maintenance and resilience of critical facilities and infrastructure at our national parks, national wildlife refuges, and other public lands and waters.

## FURTHER DETAILS

The full NTTS can be found on the Commerce Department's website [here](#), as well as a summary [here](#).