



Travel Promotion: Key Messages

Travel Promotion Will Make America More Competitive, My Community Stronger

- The United States has been the only industrialized nation without a nationally coordinated program to attract an increasing pool of valuable international travelers.
- The average overseas visitor to the United States spends in excess of \$4,000. Oxford Economics estimates that a well-executed promotion program will attract 1.6 million new international visitors to the U.S. annually and create \$4 billion in new spending.
- While 46 million more people worldwide traveled long haul in 2009 than in 2000, the United States welcomed 2.4 million *fewer* overseas visitors, remaining below pre-9/11 levels of overseas visitors for the ninth consecutive year despite a weak dollar that made the U.S. a travel bargain.

Travel Promotion Means Jobs and Economic Stimulus for Local Communities

- The failure of the United States to simply *keep pace* with the growth in international long-haul travel over the past decade has cost our economy an estimated \$509 billion in total spending and \$32 billion in direct tax receipts, according to U.S. Travel.
- This “lost” visitor spending could have created or sustained 441,000 American jobs in the years over the past decade.
- While America’s best-known places stand to benefit immediately, visits to all U.S. travel destinations will increase on subsequent trips by international travelers.

The Travel Community Has Achieved An Extraordinary Feat

- The tens of thousands who have written letters in support of the legislation, participated in the Travel Leadership Summits, marched during Travel Rally Day, and helped spread the word about why travel matters have proven what can happen when we stand together with one voice.
- Despite a politically charged environment on Capitol Hill, the common sense legislation gained overwhelming bipartisan support from both chambers of Congress. It is a tangible demonstration of a commitment from our government to strengthen the U.S. travel industry.

Transition to Corporation for Travel Promotion Begins

- The new law establishes a Corporation for Travel Promotion through the U.S. Department of Commerce. The Corporation will be managed by an executive director with oversight by an 11-member board comprised of representatives from various segments of the travel community.
- With funding provided by the travel industry and a federal matching program, the Corporation will develop a strategy to promote the U.S. as a destination and communicate our entry requirements.
- It is critical that the Corporation be established and the money collected by the federal government happen as quickly as possible because the new law provides a 2-to-1 match for the travel industry’s contribution in the first year, with a 1-to-1 match in subsequent years.