

Canada Introduces Verified **Traveler Program**

This UK Airport Just **Dropped the 100-milliliter Liquid Limit**

France Now Issuing **Digital Schengen Visas**

Canadian Government Launches **Tourism Growth Strategy**

Turkey **Eliminates Visa Requirements**

China **Scraps Visa Requirements**

Spain Has Launched a **Digital Nomad Visa**

Dubai Airport to Introduce **Single Biometric System**

VisitBritain Launches New **Multi-million-pound International Campaign** to Drive Tourism

## HOW GLOBAL COMPETITORS ARE SURGING AHEAD IN THE RACE TO MODERNIZE TRAVEL

**The U.S. is falling behind in the race to grow and modernize travel.** The U.S. is only 84% recovered from pre-pandemic levels of international visitation and our market share continues to decline. Other nations are taking bold, decisive steps to advance and modernize their travel economies—all while the U.S. is hindered by self-imposed barriers that continue to stall growth.

Some of the best examples of steps our global competitors are taking to modernize the travel experience, improve entry processes and leverage technology to further increase their own market share of international travelers are outlined below.

### FRANCE

- **Key Initiatives**

- Allowed visa-free entry for [93 countries](#), more than twice the number of countries that can travel visa-free to the United States.
- [Digitalizing](#) the Schengen visa procedure (France will be the [first country](#) to start issuing digital Schengen visas).
- Invested €1.9 billion in the [Destination France Plan](#), setting a roadmap for post-pandemic recovery and a 10-year vision for the industry's growth.

- **Notable Growth**

- Maintained its position as the [world's most popular destination](#).
- Predicted that the travel and tourism sector will create [56,000](#) jobs annually by 2033.
- [Increased](#) market share from 6.2% (2019) to 6.7% (2023).

### UNITED KINGDOM

- **Key Initiatives**

- Rolled out [new multi-million pound campaign](#) to boost tourism, focusing on markets where the UK is seeing the strongest recovery.
- [Utilized electronic visa waivers \(EVWs\)](#) to streamline the application process and provide a downloadable link within 24 hours.
- [Updated rules](#) around taking liquids and large electrical items through airport security.

- **Notable Growth**

- Reached 95% recovery in international visitor arrivals and 105% recovery in international visitor spending in 2023 compared to 2019 (Tourism Economics).
- [Grew](#) market share from 2.7% (2019) to 2.9% (2023).

### TURKEY

- **Key Initiatives**

- Created the [Turkey Promotion and Development Agency \(TGA\)](#) under the Ministry of Culture and

Tourism to position Turkey as a popular destination for domestic and international tourism.

- [Dropped](#) visa requirements for six new countries in 2024—including U.S. and Canada.
- **Notable Growth**
  - Increased international visitor arrivals 9% and international visitor spending 58% in 2023 compared to 2019 (Tourism Economics).
  - [Increased](#) global market share from 3.5% (2019) to 4.5% (2023).
  - [Forecasted](#) a 5.5% annual growth in travel and tourism GDP over the next decade, surpassing the country's overall economic growth rate by over twofold.
  - Predicting that travel and tourism will contribute [nearly \\$117 billion USD](#) to Turkey's GDP by 2032 and create over [716,000 new jobs](#) within the next decade

## CANADA

- **Key Initiatives**
  - Launched [Canada 365](#), a national strategy to improve travel infrastructure, modernize the travel experience, attract international events, enhance federal coordination and increase global visitors and travel spending.
  - Extended visa-free travel to [13 new countries in 2024](#).
  - Introduced new [traveler verification program](#), allowing eligible travelers to keep shoes, belts and jackets on and electronics and liquids in their carry-on bags.
- **Notable Growth**
  - Set to [surpass 2019 levels](#) of total tourism revenue, reaching \$109.5 billion by the end of 2023 (a year earlier than projected post-COVID recovery).
  - Increased international visitor spending 8% in 2023 compared to 2019 (Tourism Economics).

## UNITED ARAB EMIRATES

- **Key Initiatives**
  - Launched [UAE Tourism Strategy 2031](#) to boost international visitors, increase development and investment and grow travel's GDP contribution to \$122 billion.
  - [Doubled](#) the number of countries allowed to enter visa-free and introduced [multi-entry traveler visas](#) for select nations, allowing up to 90 days per visit for five years.
  - [Leveraged biometric technology](#) including ["Smart Gates"](#) for quick, contactless passport control.
- **Notable Growth**
  - Increased international visitor arrivals 6% and international visitor spending 19% in 2023 compared to 2019 (Tourism Economics).
  - [Increased](#) market share from 1.6% (2019) to 2.2% (2023).

## SPAIN

- **Key Initiatives**
  - Allowed visa-free entry for [93 countries](#), more than double the number of countries that can travel to the U.S. without a visa.
  - Participates in the [Single European Sky/SESAR initiative](#) to modernize air traffic management.
  - Launched [Sustainable Tourism Strategy 2030](#) to boost the competitiveness and profitability of the Spanish travel industry.
- **Notable Growth**
  - [Boosted](#) market share from 5.7% (2019) to 6.6% (2023).
  - Grew international visitor spending 11% in 2023 compared to 2019 levels (Tourism Economics).
  - [Increased](#) jobs in the travel and tourism industry by 5.4% in 2023 compared to the year prior, now employing 2.5 million workers.

## CHINA

- **Key Initiatives**

- [Scrapped visa requirements](#) for 11 countries since 2023.
- [Simplified the visa application process](#) to make it easier for American tourists to visit.
- [Reduced visa application fees](#) for over a dozen countries until the end of 2024.

- **Notable Growth**

- Predicted that travel and tourism will [contribute \\$1.48 trillion](#) to China’s economy by the end of 2023, up over 150% from 2022.
- Reached approximately [4,600 weekly international flights](#), with expectations to escalate to 6,000 by the end of 2024, up from 500 weekly flights at the start of 2023.
- [Forecasted](#) that travel will support over 74 million Chinese jobs in 2024, up over 18% from 2022. And by 2033, the travel industry will support nearly one in seven jobs across China.

## COMPARISON OF INBOUND RECOVERY

