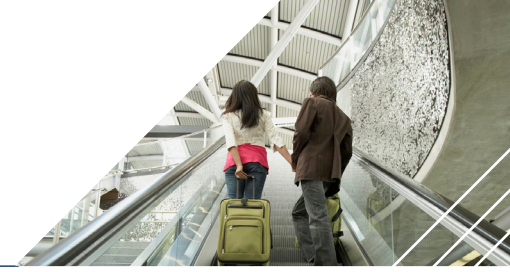
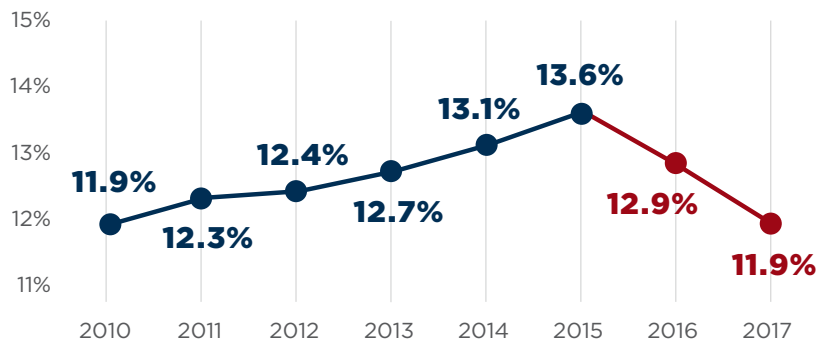


# INTERNATIONAL INBOUND TRAVEL



- The U.S. faces a pressing challenge: **America's share of the international travel market has declined from 13.6 percent in 2015 to 11.9 percent in 2017**, a troubling trend given that global long-haul travel increased 7.9 percent in the same period. America isn't winning when it's falling behind global heavyweights like China, Germany, France, the U.K., Spain and others.
- **Had the U.S. maintained its 2015 market share, it would have received 7.4 million more visitors** from abroad and **\$32.2 billion** in additional traveler spending. That translates to **100,000 more American jobs**. It is comparable to:
  - Opening 25 **auto plants**—equal to the 4,000-job plant Toyota announced for Alabama in January 2018
  - Opening two **new Amazon headquarters**, which will bring 50,000 jobs to a U.S. destination/city
- A bold new **national strategy on travel and tourism** should include preserving funding for **Brand USA**, America's travel promotion organization; expansion of the **Visa Waiver Program**; growth in trusted traveler programs; and additional border screening personnel.

## U.S. Share of Global Long-Haul Travel



## Since 2015, the U.S. is one of only two top global destinations to decline in long-haul travel

Percent Change in Arrivals from 2015 to 2017



Source: U.S. Travel Association