

TRAVEL LEADERSHIP SUMMIT

WASHINGTON, DC



Get America's Economy Back on Track: Pass the "Travel Promotion Act" (TPA) – S. 1023/H.R. 2935

The "Travel Promotion Act" would develop a program to market the U.S. as a travel destination and explain U.S. travel security rules to international travelers – at no cost to American taxpayers. The bill is currently co-sponsored by more than half of the U.S. Senate and more than 60 bipartisan members of the House of Representatives. This legislation will help recoup our lost share of the travel market around the world, generate spending and taxes, reduce the U.S. deficit and most importantly create thousands of good-paying jobs in the U.S.:

- The average overseas visitor to the United States spends \$4,500 per visit.
- The United States welcomed 633,000 fewer overseas visitors in 2008 than in 2000 – remaining below pre-9/11 levels of overseas visitors for the seventh consecutive year – despite a weak dollar that made the U.S. a travel bargain and 56 million more people around the world traveling "long haul."
- Overseas travel to the U.S. declined by 10.3% in the first five months of 2009.
- The decline in overseas travel to the United States post-9/11 is directly linked to the mistaken, but widespread perception that visitors are not as welcome as they may have been previously and that many security policies are intrusive and unnecessary.
- The United States has no means of direct communication with travelers, leaving all messages, new security policies and improvements to the travel process to be filtered by the foreign media.
- In contrast, America's competitors are spending billions of dollars in promotion programs to attract visitors. The United States spends zero.
- The Congressional Budget Office reports that the bill will reduce the deficit by \$425 million over the next 10 years.
- Oxford Economics estimates that a well executed promotion program, as outlined in the Travel Promotion Act, would attract 1.6 million new international visitors annually, create \$4 billion in new spending and drive \$321 million in new federal tax revenue.



ECONOMIC COST OF LOST TRAVEL TO THE UNITED STATES 2000-2008				
Lost Arrivals	Lost Spending	Lost Tax Receipts	Lost Payroll	Lost Jobs
58 million	\$181 billion	\$27 billion	\$47 billion	244,000*

* avg per year

The U.S. travel community urges Members of the House of Representatives to co-sponsor the "Travel Promotion Act" – H.R. 2935, and urges both the House and the Senate to pass the legislation and send it to President Obama's desk this year.