



Discover America Partnership®

An Initiative of the Travel Industry Association

FACT OF THE WEEK

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Isn't It Ironic? Canadian Government Helping Travelers Enter United States, Support American Economy

Travel Promotion Act Would Create Campaign to Better Communicate U.S. Security Policies and Attract Overseas Visitors

Tomorrow, January 31, 2008, the U.S. government will no longer accept oral declarations of citizenship from U.S. and Canadian travelers entering the United States at America's land borders. Both Canadian and U.S. travelers will be required to show either a valid passport, or a valid driver's license together with a birth certificate, in order to enter the United States.

Enhancing our border security is critical. But what is the U.S. government doing to avoid a repeat of last summer's chaos and confusion when new Western Hemisphere Travel Initiative (WHTI) measures were rolled out for air travelers?

The Canadian government has taken the unusual step of running public service announcements on *Canadian broadcast outlets* to let Canadians know of America's new security policies – essentially helping Canadians enter the United States.

Has anyone heard from the U.S. government? Press releases and warnings from Customs and Border Protection officials don't add up to an effective communications campaign.

While it's nice that America's number one travel partner is educating its citizens on how best to enter the United States and spend their appreciating Canadian dollars, it would be even nicer if America had a plan to communicate its changing security policies. Canadian travel to the United States is worth more than \$13 billion annually – our economy cannot afford a mistake in WHTI implementation.

The Solution? The Travel Promotion Act (S.1661 / H.R. 3232) would establish a nationally coordinated travel promotion campaign jointly managed by government and the private sector to better communicate America's travel policies and welcome foreign visitors. The legislation has the support of more than 150 members of the House of Representatives and 40 Senators.

For more information on the importance of overseas travel to the United States, visit www.poweroftravel.org/pdf/DAP_blueprint.pdf.

The Discover America Partnership is an initiative of the Travel Industry Association. It is an effort led by some of America's foremost business leaders to strengthen America's image around the globe. These leaders recognize that public diplomacy is not the sole responsibility of government, but also of business and the American people.