



Discover America Partnership®

An Initiative of the Travel Industry Association

FACT OF THE WEEK

March 5, 2008

Foreign Press Continues to Bash U.S. Travel Experience While America Remains Silent

*Travel Promotion Act Would Create a Public-Private Partnership to Attract Overseas Visitors
and Tell America's Side of the Story*

**With Headlines Like These, No Wonder Overseas Travelers Are Avoiding
the United States**

***The Sydney Morning Herald* "Coming to America Isn't Easy"**

February 28, 2008, "US visa requirements and airport entry procedures have become the stuff of legend."

***German Financial Times* "Business Travel to USA Is Unpopular"**

February 19, 2008, "Conferences are moving to other countries with simpler entry conditions where travelers are not made to feel like potential terrorists."

***The Irish Independent* "Fortress America"**

February 16, 2008, "Why hassle yourself to go to America, when the Caribbean is there, the Maldives, all of these other markets?"

***The Guardian (UK)* "America - more hassle than it's worth?"**

February 12, 2008, "Brits visiting America down 11% since 9/11, despite the weak dollar."

***The Sunday Times of London* "Travel to America? No Thanks"**

January 20, 2008, "It's already a nightmare, but now they want to make entry into the USA tougher. So let's not go"

Negative stories about travel to the United States abound in the foreign press, but who is telling America's side of the story? Our government is silent. The private sector, on its own, is not equipped to better communicate the latest security policies.

Because the United States has no effective communications strategy, necessary security improvements have helped create the unwarranted impression that America is no longer a welcoming nation. The result is an 11 percent decline in overseas travel to the United States since 9/11, costing America nearly \$150 billion in lost visitor spending and nearly 250,000 jobs.

The Solution? The Travel Promotion Act (S.1661 / H.R. 3232) establishes a public-private promotion campaign jointly managed by government and the private sector – *at no cost to U.S. taxpayers* – to better communicate America’s travel policies and welcome foreign visitors. The legislation has the support of more than 160 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.

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