

GET AMERICA'S ECONOMY BACK ON TRACK

SUPPORT THE "TRAVEL PROMOTION ACT" (TPA) – S. 1023/H.R. 2935

Why TPA? Up to \$4 Billion in Economic Stimulus at No Cost to American Taxpayers

While international travel has boomed over the past several years, with 48 million more overseas trips taken in 2008 than in 2000, America actually lost visitors, welcoming 633,000 fewer overseas travelers last year.

| ECONOMIC COST OF LOST TRAVEL TO THE UNITED STATES 2000-2008 | | | | |
|---|---------------|-------------------|--------------|-----------|
| Lost Arrivals | Lost Spending | Lost Tax Receipts | Lost Payroll | Lost Jobs |
| 58 million | \$182 billion | \$27 billion | \$47 billion | 245,000* |

* avg per year

If the United States had simply kept pace with global travel trends, 58 million more overseas travelers would have visited the United States between 2000 and 2008 – and would have generated an estimated 245,000 new U.S. jobs in 2008 alone.



EUROPEAN UNION: \$800 MILLION UNITED STATES: ZERO

| NATION | PROMOTION SPENDING IN MILLIONS (2005) |
|-----------|---------------------------------------|
| Greece | \$151.4 |
| Mexico | \$149.2 |
| Malaysia | \$117.9 |
| Australia | \$113.3 |
| U.K. | \$89.2 |
| Turkey | \$80.0 |
| France | \$63.3 |
| Italy | \$61.9 |
| China | \$60.0 |
| Canada | \$58.5 |
| Egypt | \$46.0 |
| Tunisia | \$43.0 |
| Germany | \$38.7 |
| Portugal | \$38.3 |
| Thailand | \$32.1 |

Source: World Tourism Organization

Well-Executed Travel Promotion Campaign Would Yield 20:1 Return on Investment

- ★ \$4 Billion in New Visitor Spending Annually
- ★ \$321 Million in New Federal Tax Revenue Annually
- ★ 1.6 Million New International Visitors Annually
- ★ Reduce Federal Budget Deficit by \$425 Million Over Ten Years

Source: Oxford Economics, Congressional Budget Office

International Travel to United States is Powerful Economic, Diplomatic Stimulus

- ★ The average overseas visitor to the United States spends \$4,500 per visit.
- ★ 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.
- ★ International visitors are America's largest service export, benefit all regions of the country and provide "new dollars" to the American economy without straining precious federal, state and local resources.
- ★ Ninety percent of employers in the travel industry are small businesses, and one-in-eight Americans are employed by the travel industry.
- ★ Those who have visited the United States are 74 percent more likely to have a favorable opinion of the country than those who have not visited. As America seeks to build stronger allies, visitors present an extraordinary opportunity to conduct "people-to-people" diplomacy.

United States Losing the Competition for International Travelers

- ★ 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 48 million more people around the world traveling "long haul."
- ★ Declines in visitation since 9/11 have cost the U.S. an estimated \$182 billion in lost visitor spending and \$27 billion in lost tax receipts.
- ★ 245,000 jobs were NOT created in 2008 due to the shortfall in international visitation.
- ★ International travel to the U.S. declined by 10 percent in the first quarter of 2009.

The Reason: U.S. Does Not Communicate, Compete for Travelers

- ★ 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.
- ★ According to a 2006 survey by the Discover America Partnership, potential travelers are more concerned about treatment by U.S. immigration officials than crime or terrorism.
- ★ 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.
- ★ America's competitors are spending billions of dollars in promotion programs to attract visitors. The United States spends zero.

Solution: Pass the Travel Promotion Act

- ★ "The Travel Promotion Act" (S. 1023 / H.R. 2935) would establish a public-private campaign jointly managed by government and the private sector – *at no cost to U.S. taxpayers*.
- ★ The "Travel Promotion Act" (S. 1023 / H.R. 2935) is sponsored by Senators Dorgan (D-ND) and Ensign (R-NV) and Congressmen Delahunt (D-MA-10th) and Blunt (R-MO-7th) in the 111th Congress.
- ★ In 2008, the bill passed the House of Representatives with strong, bipartisan support from 243 co-sponsors and also garnered the support of 52 U.S. senators – including President Obama, Vice President Biden, White House Chief of Staff Emanuel, Secretaries Clinton, Salazar, Solis and LaHood when they were Members of Congress