

# GET AMERICA'S ECONOMY BACK ON TRACK

## SUPPORT THE "TRAVEL PROMOTION ACT" (TPA) – S. 1023

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

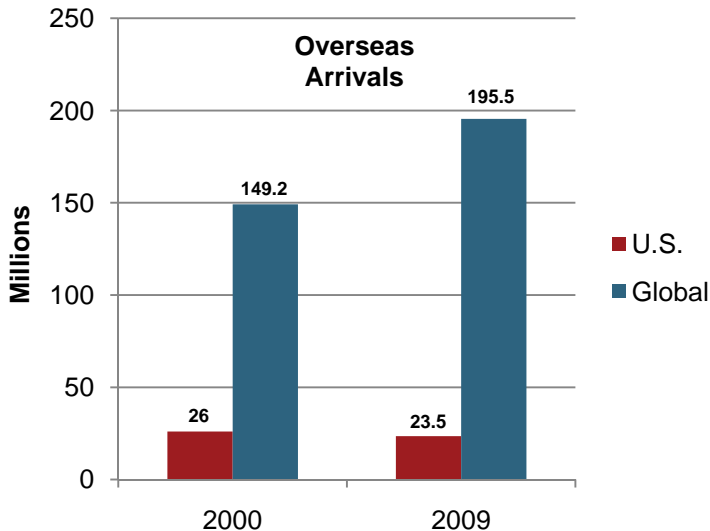
While international travel has boomed over the past decade, with 46 million more international travelers taking long-haul trips in 2009 than in 2000, America actually lost visitors, welcoming 2.4 million fewer overseas travelers than in 2000.

#### THE LOST DECADE: ECONOMIC COSTS OF LOST LONG-HAUL TRAVEL TO THE U.S., 2000-2009

	Lost Arrivals	Lost Spending	Lost Tax Receipts	Lost Payroll	Lost Jobs
<b>Direct</b>	68 million	\$214 billion	\$32 billion	\$55 billion	252,000
<b>Total</b> (Includes indirect & induced impacts)	-	\$509 billion	-	\$139 billion	441,000

If the United States had simply kept pace with global travel trends, 68 million more overseas travelers would have visited the United States in the past decade – and could have created or sustained an estimated 441,000 U.S. jobs during these past years.

#### LOST U.S. MARKET SHARE OF OVERSEAS TRAVEL = LOST JOBS AND REVENUE



Source: U.S. Department of Commerce, Tourism Economics

#### 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: U.N. World Tourism Organization

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

- ★ 1.6 Million New International Visitors Annually
- ★ \$4 Billion in New Visitor Spending Annually
- ★ 40,000 U.S. Jobs
- ★ \$321 Million in New Federal Tax Revenue Annually
- ★ Reduce Federal Budget Deficit by \$425 Million Over 10 Years

Source: Oxford Economics, Congressional Budget Office

# SUPPORT THE “TRAVEL PROMOTION ACT” (TPA)

## International Travel to United States is Powerful Economic, Diplomatic Stimulus

- ★ The average overseas visitor to the United States spends more than \$4,000 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 each year, 40,000 U.S. jobs and drive \$321 million in new federal tax revenue.
- ★ The Congressional Budget Office reports that the bill will reduce the deficit by \$425 million over the next 10 years.
- ★ International visitors are America’s largest service export, benefit all regions of the country and provide “new dollars” to the American economy.
- ★ Ninety percent of employers in the travel industry are small businesses, and one in eight American jobs is directly and indirectly dependent on travel.

## United States Losing the Competition for International Travelers

- ★ The United States welcomed 2.4 million fewer overseas visitors in 2009 than in 2000 – remaining below pre-9/11 levels of overseas visitors for the ninth consecutive year – despite a weak dollar that made the U.S. a travel bargain and 46 million more people worldwide traveling long haul.
- ★ The failure of the United States over the past decade to simply keep pace with the growth in international long-haul travel has cost the U.S. an estimated \$509 billion in total lost visitor spending and \$32 billion in direct lost tax receipts.
- ★ Had the U.S. kept pace with this worldwide growth in travel, 441,000 American jobs could have been created or sustained during these past years.
- ★ International travel to the U.S. is forecast to decline by about 6 percent in 2009 over 2008.

## 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. 1299, 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” 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.
- ★ The Senate approved S. 1023 by a strong bipartisan vote of 79 to 19 on Sept. 9, 2009.
- ★ The text of S. 1023 was included in H.R. 1299 and passed the House of Representatives on November 6, 2009.
- ★ The Senate must approve H.R. 1299 in order to move the bill to the President for enactment.