

# U.S. TRAVEL

A S S O C I A T I O N



@ustravel

@travelcoalition



77.5M  
INTERNATIONAL  
VISITORS



\$246B  
IN EXPORTS

\$2.1T  
TOTAL OUTPUT  
GENERATED



\$947.1B  
TRAVELER  
SPENDING



8.1M  
DIRECT  
TRAVEL JOBS



15.1M  
AMERICAN JOBS  
SUPPORTED

# **PUBLIC AFFAIRS**



## **MEDIA RELATIONS**



## **RESEARCH**



## **INDUSTRY COMMS**



## **GRASS ROOTS**



## **GOV'T RELATIONS**



STOP. COLLABORATE, AND LISTEN.



Google Docs



ADVOCATING FOR OUR INDUSTRY YEAR-ROUND



USTRAVEL.ORG/  
NTTW



TRAVELCOALITION.  
ORG



# PROTECTING THE VISA WAIVER PROGRAM

U.S. TRAVEL  
ASSOCIATION

## FROM THE DESK OF ROGER DOW

Dear Board and CEO Roundtable Members:

U.S. Travel continues to closely monitor the visa reciprocity dispute within the European Union, including today's [decision](#) on the matter. The U.S. is in the EU's crosshairs because Washington requires visas for visitors from Poland, Romania, Bulgaria, Croatia and Cyprus, while Americans benefit from the bloc's waiver. The dispute also extends to Canada, which imposes visa obligations on two EU nations while Canadians enjoy the EU's exemption.

Today, the European Commission in Brussels [delayed](#) a decision on this critical matter while talks evolve toward a resolution.

Altering or even suspending participation in the Visa Waiver Program would obviously result in great cost to bilateral travel among some of our most critical long-haul markets.

U.S. Travel continues to engage Administration officials in Washington, offering our industry's perspective as they advance ways forward with their European counterparts. It is a topic some will recall was discussed with a senior White House official at our most recent CEO Roundtable. We are also collaborating with leaders at WTTC and the European Travel Commission to determine how U.S. Travel and our members can be supportive of advocacy efforts in Brussels. The VWP reciprocity issue was also a focus of the [press conference](#) I conducted at IPW last month, where I was joined by David Scowsill of WTTC.

### BRUSSELS UNDER ATTACK BREAKING NEWS

"We condemn those who wish nothing more than to make us all fearful of going about our daily lives in peace."

U.S. TRAVEL ASSOC. PRES. & CEO ROGER DOW

23

FRIDAY

### Visa Waiver Program Crucial to Homeland Security and Travel

from U.S. Travel PRO 10 months ago

U.S. TRAVEL  
ASSOCIATION

Countries in #Visa Waiver Program = America's strongest, most trusted allies. Get the facts: [ow.ly/za5V301hPgO](#)



RETWEETS 8 LIKES 6

1:07 PM - 12 Jan 2017

2 8 8

## The Visa Waiver Program

How the Program Enhances National Security



### WHAT IS THE VISA WAIVER PROGRAM?

U.S. TRAVEL  
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The Visa Waiver Program (VWP) allows citizens from designated countries to travel to the United States for business or leisure trips for up to 90 days without first obtaining a "tourist" (B-1/B-2) visa from a U.S. Embassy or Consulate. There are 38 countries currently participating in the program.

The VWP is an important tool for increasing security standards, advancing information sharing, strengthening international partnerships, and promoting legitimate trade and travel to the United States.

In 2015, more than 23 million visitors to the United States, 60 percent of all overseas visitors—i.e., international visitors other than those from our next-door neighbors Canada and Mexico—arrived through the VWP.

While visiting the United States, they generated \$190 billion in economic output for the U.S. economy and supported nearly one million jobs. Largely as a result of the VWP, travel is our nation's number one services export, generating a trade surplus of \$98 billion in 2015.

The Secretary of Homeland Security, in consultation with the Secretary of State, is authorized to designate those countries eligible to participate in the VWP, based on a determination that the country meets the applicable statutory and policy requirements.

The U.S. government supports expansion to countries able to meet the statutory and policy standards and willing and

## Action Center

Help us defend and strengthen the American travel community

First Name

Last Name

Zip Code

Email Address

SUBMIT

Power of Travel  
@TravelCoalition

Following

.@CassandraMatej to @JoaquinCastro: Visa Waiver Program is a safe and secure program but has the worst name.



RETWEETS 2 LIKES 4

10:34 AM - 12 Aug 2016

San Antonio Tourism, Visit San Antonio and TTA

2 4

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@TravelCoalition

Following

Thank you @RepKirkpatrick for hearing about the Visa Waiver Program & ways to boost air #travel to AZ, on Friday.



RETWEETS 7 LIKES 9

1:50 PM - 15 Aug 2016 from Chicago, IL

You and Pegasus CRB

4 9

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@TravelCoalition

Following

.@VisitLoudoun to @RepComstock: @BrandUSA markets us worldwide. But need to expand visa waiver prog. & pass #JOLTAct



2:05 PM - 9 Aug 2016

4 3



# URGING CONGRESS TO ACT ON ZIKA



**Emergency Preparedness and Response: Zika Virus**

U.S. Travel believes it is critically important to present the most accurate and timely information to its members and the traveling public regarding the Zika virus.

[Open Toolkit >](#)



**As Federal Funds to Combat Zika Wane, Travel Industry Urges Action in Congress**

U.S. Travel Association

**SPEAK UP**

Urge Congress to combat Zika virus.

02:11

HD vimeo

## As Federal Funds to Combat Zika Wane, Travel Industry Urges Action in Congress

This is "As Federal Funds to Combat Zika Wane, Travel Industry Urges Action in Congress" by U.S. Travel on Vi...



Updated travel guidance from @CDCgov on #Zika virus: [ow.ly/rCnt305n3Dz](https://www.cdc.gov/travel/updates/zika.html)

Find industry resources at [ustravel.org/zika](http://ustravel.org/zika)



**#TravelTuesday:** Find talking points and additional travel industry resources about #Zika at [ustravel.org/zika](http://ustravel.org/zika)

Information about Zika virus



RETWEETS 3 LIKES 3

4:23 PM - 26 Jul 2016



September 7, 2016

Dear Representative,

On behalf of the United States travel industry, we are imploring Congress to make it a priority to provide the necessary funding to address the growing threat of the Zika virus.

As we stated in a letter to Congress prior to its August recess that was signed by over 100 companies, and as we are stating again, a failure by Congress to act quickly jeopardizes not only health but also the U.S. economy. The number of individuals with the Zika virus has grown and there have been multiple instances of local transmission. The impact to the travel industry will have adverse and wide spread economic ramifications. Our nation's travel industry generates \$2.1 trillion in economic output, is an economic engine driving job creation across the United States, and is a top 10 employer in 49 states and the District of Columbia. That economic activity, as well as the millions of jobs supported by travel, could be put at very significant risk as a result of the virus and quick action by Congress can help prevent this.

Funding for Zika efforts will ramp up local responses to the growing threat, support an acceleration of research and development on vaccines as well as advanced approaches to mosquito control. According to the National Institutes of Health and CDC, money will run out at the end of September so it is imperative that Congress makes funding a

**ZIKA FUNDING: LONG OVERDUE**

ACTION	STATUS
PRESIDENT'S FUNDING REQUEST	212 DAYS AGO
TRAVEL INDUSTRY CALLS FOR RESOURCES	112 DAYS AGO
ZIKA REACHES MAINLAND USA	61 DAYS AGO

The CDC says that existing funds to combat the Zika virus will run out at the end of September. The U.S. Travel Association, the American Hotel & Lodging Association and hundreds of travel organizations are calling on Congress to immediately approve adequate emergency funding for vaccine trials, research and prevention efforts. How much longer will we have to wait?



The #Zika virus puts travelers & travel economy at risk. Urge Congress to combat Zika. [ow.ly/qZ2b304422j](https://www.ow.ly/qZ2b304422j)

**TAKE ACTION**

Urge Congress to combat the Zika virus.

RETWEETS 3 LIKES 1

4:25 PM - 14 Sep 2016



Travel Community Hails Passage of Federal Zika Funding. Read more: [ow.ly/oxb0304GvY](https://www.ow.ly/oxb0304GvY)




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# PROVING THE POWER OF TRAVEL PROMOTION

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[Programs / Toolkit](#)  
**Power of Travel Promotion Report**



**U.S. TRAVEL ASSOCIATION PUBLICATIONS**  
Contact Publications by email for more information on purchasing bound copies of the Power of Travel Promotion report.  
**202.408.8422**  
[Email >](#)

**CONTACT US**

**LINKS TO ADDITIONAL RESOURCES**

- [Travel's Economic Impact in Your State or District](#)
- [ITA / State Tourism Office Budget Subscription](#)

When a destination markets itself effectively, everything from local businesses to public services and residents win. Use these resources to educate elected officials and key stakeholders on the power of travel promotion.

**Toolkit includes:**

- Power of Travel Promotion Report
- Executive Summary
- Fact Sheet
- Case Studies
- Sample Letters (for local business owners and tourism organizations)
- Media Talking Points
- Sample Op-ed
- Tweet Sheet and Social Media Tips
- Graphics

[Download All Files \(ZIP\)](#)

**U.S. TRAVEL ASSOCIATION**

**Webinar: The Power of Travel Promotion**  
**Wednesday, Jan. 18 at 2:00 p.m. ET**

**REGISTER NOW**

Our work to demonstrate the industry's essential contribution is never done. And whether it's new lawmakers or a new session, we can't stop driving home travel's economic impact—especially the significant ROI that travel promotion delivers.

When a U.S. destination markets itself effectively, everything from local businesses to public services and residents win. Unfortunately, this fact is often misunderstood by some state and local lawmakers.

**Power of Travel** [@TravelCoalition](#) [Following](#)

"The data from economists lends credibility to the importance of having #tourism promotion" -- FL Sen. @JackLatvala

Press Availability: Senator Jack Latvala / VISIT FLORIDA



Press Availability: Senator Jack Latvala / VISIT FLORIDA

8:14 AM - 9 Jan 2017

**U.S. Travel** [@USTravel](#)

Travel promotion does more than attract visitors —it drives economic growth & spurs #jobs in local communities. Report

**Full Report: [ustravel.org/travelpromotion](http://ustravel.org/travelpromotion)**

In 2015, the travel industry generated \$67 billion in state and local tax revenue—enough to pay the salaries of:

- 86,720,000 secondary school teachers
- 48,985,000 state and local police and firefighters
- 13 million (88%) elementary school teachers

RETWEETS: 6 LIKES: 4

8:45 PM - 9 Jan 2017

**POWER of TRAVEL Coalition**

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**Action Center**

**Action Alert**

Promote the Value of VISIT FLORIDA

Recent criticisms surrounding the value of VISIT FLORIDA are misguided and short-sighted. It's time for the industry to speak out and remind our lawmakers of the immense benefits that travel promotion brings to the state.

As we enter the new legislative session, it's a critical moment to renew focus on the value of marketing the Sunshine State. We understand the benefits that tourism generates for Florida, including tax revenue that supports state and local services like education and public safety, and we need to ensure our leaders realize these benefits as well.

**Investing in travel promotion helps destinations thrive and compete.**





# CAMPAIGNING FOR TRAVEL'16



# U.S. TRAVEL

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