U.S. TRAVEL ASSOCIATION



@ustravel @travelcoalition



77.5M INTERNATIONAL VISITORS



\$246BIN EXPORTS

\$2.1T TOTAL OUTPUT GENERATED



\$947.1BTRAVELER
SPENDING





8.1M DIRECT TRAVEL JOBS



15.1M AMERICAN JOBS SUPPORTED







RESEARCH



INDUSTRY COMMS



GRASS ROOTS



GOV'T RELATIONS



STOP. COLLABORATE, AND LISTEN.







ADVOCATING FOR OUR INDUSTRY YEAR-ROUND



USTRAVEL.ORG/ NTTW



PROTECTING THE VISA WAIVER PROGRAM



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 <u>decision</u> 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 <u>delayed</u> 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.

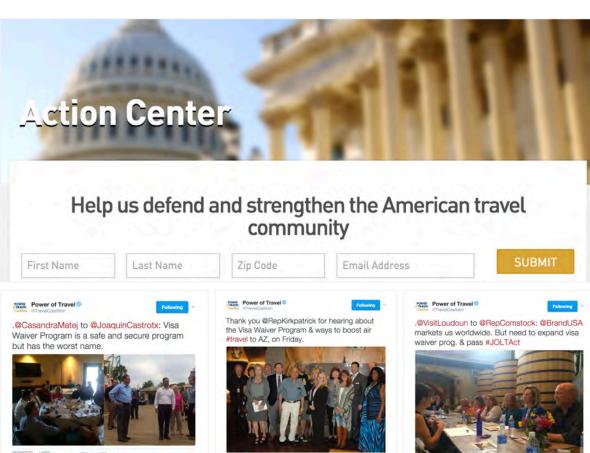
U.S. Travel continues to engage Administration officials in Washington, offering our industry's perspective as they advance ways forward with their European counterparts. It is a topic some will recall was discussed with a senior White House official at our most recent CEO Roundtable. We are also collaborating 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.





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



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URGING CONGRESS TO ACT ON ZIKA





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













PROVING THE POWER OF TRAVEL PROMOTION





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.









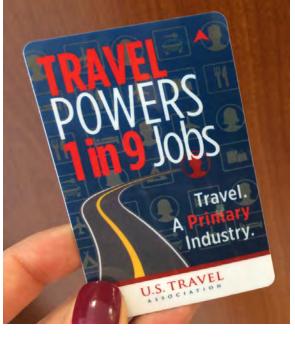
CAMPAIGNING FOR TRAVEL'16













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