



INTERNATIONAL
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International Travel to the U.S.

Presented to:

Appalachian Regional Commission



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International Trade Administration
U.S. Department of Commerce
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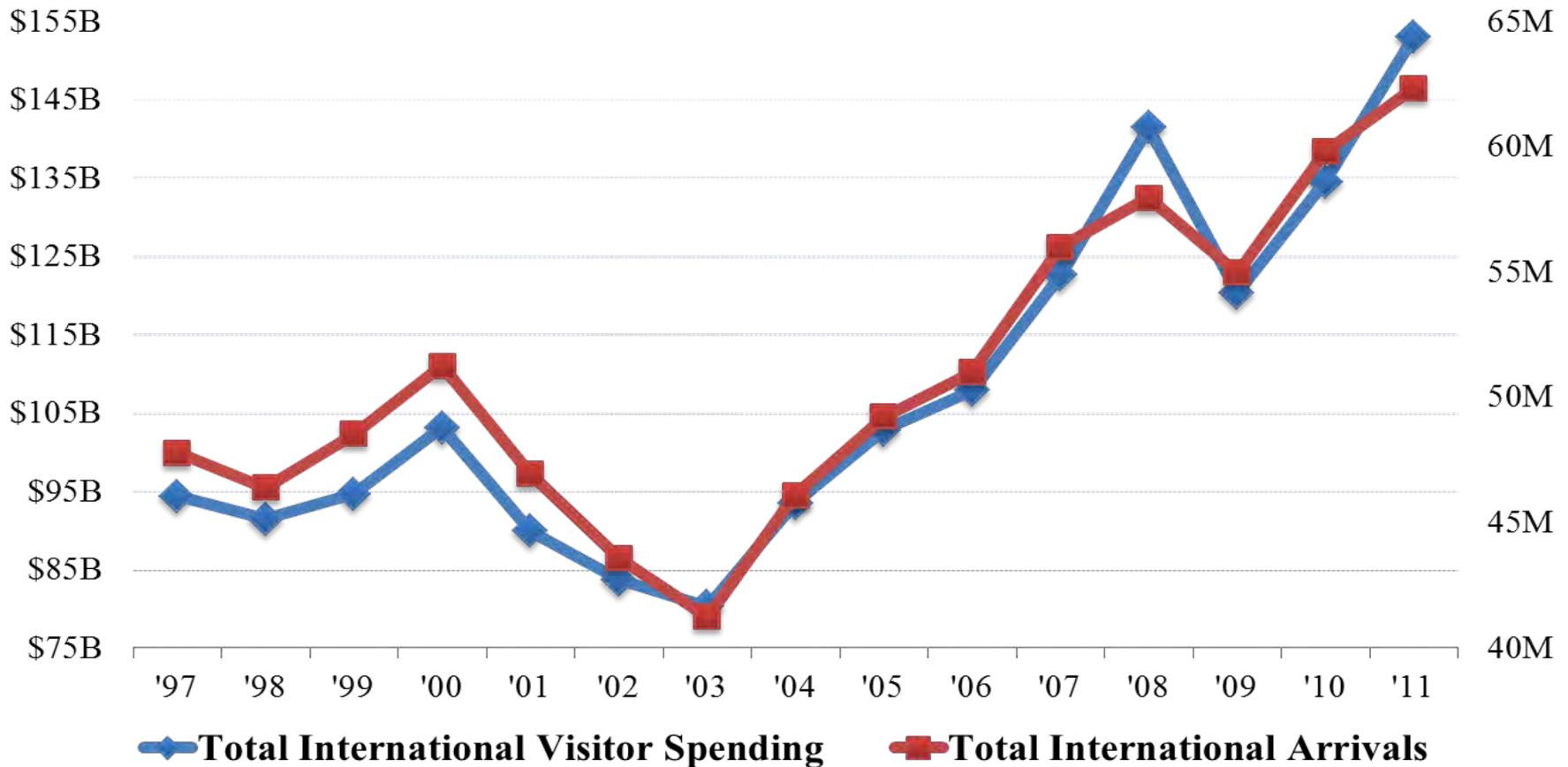
Agenda for Today

- U.S. International Travel Trends
- Short & Long Term Forecast for Arrivals to U.S.
- National Travel and Tourism Strategy
- Corporation for Travel Promotion/Brand USA Overview
- Questions



U.S. Visitors & Spending (1997-2011)

Visitor spending (receipts) closely mirrors visitor volume. Visitor volume was a record 62.3 million, while spending was a record \$153 billion in 2011.



Sources: Department of Commerce, Office of Tourism Industries; Department of Commerce, Bureau of Economic Analysis; Statistics Canada; Banco de Mexico.



Travel & Tourism As a Leading Export (2011)

Travel & Tourism exports **\$153 billion**

Percentage of total exports **7%**

Percentage of service exports **25%**

Travel trade surplus **\$43 billion**

Employment from tourism exports **1.1 million**



Top Travel Export Markets (2011 Receipts, \$Billions/year)

Origin Country	Travel Receipts 2011p	Passenger Fare Receipts	Total Travel Receipts 2011p
Canada	\$19.4	\$4.6	\$24.0
Japan	\$11.4	\$5.3	\$16.7
United Kingdom	\$9.8	\$3.4	\$13.2
Mexico	\$6.5	\$2.8	\$9.4
Brazil	\$4.7	\$2.0	\$6.8
Germany	\$5.1	\$1.5	\$6.6
China	\$4.3	\$1.5	\$5.7
France	\$3.5	\$1.2	\$4.7
India	\$3.2	\$1.4	\$4.6
Australia	\$3.9	\$0.6	\$4.5
South Korea	\$3.7	\$0.1	\$3.8
U.S. TOTAL	\$116.3	\$36.7	\$153.0



Top Origin Markets for International Travelers to the U.S.

Origin of Visitor	2011 (000s)	2011/2010 (% change)	2011/2000 (% change)
International Total *	62,325 🏆	4%	22%
1 Canada	21,028 🏆	5%	43%
2 Mexico	13,414	0%	27%
Overseas **	27,883 🏆	6%	7%
3 United Kingdom	3,835	-0%	-18%
4 Japan	3,250	-4%	-36%
5 Germany	1,824	6%	2%
6 Brazil	1,508 🏆	26%	105%
7 France	1,504 🏆	12%	38%
8 South Korea	1,145 🏆	3%	73%
9 People's Rep. of China	1,089 🏆	36%	337%
10 Australia	1,038 🏆	15%	92%

* International travelers include all countries generating visitors to the U.S.

** Overseas includes all countries except Canada and Mexico.



Record year for travel to U.S.



Top Origin Markets for International Travelers to the U.S.

Origin of Visitor	2011 (000s)	2011/2010 (% change)	2011/2000 YTD (% change)
11 Italy	892 	6%	46%
12 Spain	700 	9%	94%
13 India	663 	2%	142%
14 Netherlands	601	5%	9%
15 Venezuela	561	14%	-3%
16 Argentina	512	17%	-4%
17 Columbia	497 	0%	19%
18 Switzerland	477 	22%	21%
19 Sweden	438 	18%	36%
20 Ireland	347	-4%	21%



Record year for travel to U.S.



Top U.S. Destinations¹ for Overseas Visitors (2010)

Top States	Market Share	Top Cities	Market Share
New York	32.8%	New York City	32.1%
Florida	22.1%	Los Angeles	12.7%
California	21.3%	Miami	11.8%
Nevada	9.5%	Orlando	10.3%
Hawaii	8.1%	San Francisco	10.0%
Guam	5.0%	Las Vegas	9.2%
Massachusetts	4.9%	Washington, D.C.	6.6%
Illinois	4.5%	Honolulu.	6.2%
Texas	3.9%	Boston	4.5%
New Jersey	3.7%	Chicago	4.3%

¹ These percentages are based on multiple responses.



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Overseas Shoppers & Cultural Heritage Travelers





Activities Participation of Overseas Travelers to the U.S Shoppers & CHT Visitors 2010

Activities	Overseas to U.S. 2010	Overseas Shoppers 2010	Overseas CHT 2010
Shopping	88%	100%	90%
Dining in Restaurants	84%	87%	86%
Sightseeing in Cities	45%	47%	59%
Visit Historical Places	40%	41%	68%
Amusement/Theme Parks	29%	31%	34%
Visit Small Towns	28%	29%	37%
Art Galleries/Museums	24%	25%	41%
Cultural Heritage Sites	24%	25%	41%
Water Sports/Sunbathing	22%	23%	25%
Visit National Parks	20%	20%	34%



Top Countries Generating Visitor Who Shopped or Participated in CHT Activities in 2010

Region / Countries	Shopping 2010 (000)	Cultural Heritage Traveler 2010 (000)
Total Overseas*	23,199	15,369
U.K.	3,828	2,402
Japan	3,689	1,093
Germany	1,578	1,295
Brazil	1,253	580
France	1,230	999
Australia	905	634
South Korea	882	351
Italy	696	567

* One night or longer.
** Overseas includes all countries except Canada and Mexico.



Activity Participation while in the U.S. (2010)

Activities	Overseas (%)	U.K. (%)	Germany (%)	France (%)	Japan (%)
Shopping	88	88	84	86	92
Dining in Restaurants	84	94	85	81	88
Sightseeing in Cities	45	45	38	55	45
Visit Historical Places	40	42	48	55	12
Amusement Parks	29	34	26	27	13
Visit Small Towns	28	27	34	30	29
Water Sports/Sunbathing	22	28	24	17	38
Art Gallery/Museum	24	22	25	38	7
Cultural Heritage Sites	24	25	42	37	9
Touring Countryside	19	22	38	17	15
Visit National Parks	20	21	31	31	7

Note: Multiple choice responses allowed for activities. Activity participation is not destination specific.



National Travel and Tourism Strategy

- President Obama issued an Executive Order on January 19, 2012
- Established a Task Force on Travel and Competitiveness – co-chaired by Secretary of Commerce John Bryson & Secretary of the Interior Ken Salazar
- 90 days completion target – Delivered to the President in April
- Enthusiastic engagement of all federal agencies with nexus to travel and tourism
- Solid input from more than 160 individuals and organizations through the Federal Register process & the Travel and Tourism Advisory Board
- 5-year strategy whose primary goal is to increase travel and tourism to and within the United States, reaching 100 million annual visitors by 2021 who will spend \$250 billion
- Strategy has five main components: Promoting the United States, Enabling and Enhancing Travel and Tourism to and within the United States, Providing World-Class Customer Service and Visitor Experience, Coordinating across Government and Conducting Research and Measuring Results
- Tourism Policy Council will meet soon to begin development of the implementation work plans
- Requires strong liaison to the private sector



Tourism Policy Council

Secretary of Commerce leads the **Tourism Policy Council**
based on the *National Tourism Organization Act of 1996*

PURPOSE: Coordinate national policies and programs related to travel and tourism, recreation, and national heritage resources

OBJECTIVES:

- Address policy concerns (inter-agency link to TTAB & CTP)
- Provide single point of contact for industry and government agencies
- Ensure senior level inter-agency focus
- Coordinate travel and tourism data



Tourism Policy Council Members

Department of Agriculture

Department of Commerce
(EDA/USFCS/NOAA/MBDA)

Department of Homeland Security

Department of Housing & Urban Development

Department of Interior

Department of Labor

Department of State

Department of Transportation

Executive Office of the President

Office of the Vice President

Office of Management & Budget

Small Business Administration

U.S. Army Corps of Engineers

Additionally Invited:

*President's Committee on the Arts and
the Humanities*

Environmental Protection Agency

*Department of Health and Human
Services*

*Advisory Council on Historic
Preservation*



Travel & Tourism Advisory Board

Secretary of Commerce leads the Travel & Tourism Advisory Board

Who?

- Chartered in 2003
- 30 private sector members in 2010-2011
- Appointed by the Secretary of Commerce
- Represent the diverse nature of the travel & tourism industry

What?

- Advises the Secretary on policies and programs that affect the U.S. travel & tourism industry
- Offers counsel on current and emerging issues
- Provides a forum for discussing and proposing solutions to industry-related challenges



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Corporation for Travel Promotion (CTP)

March 10,
2010 –
President
Obama Signs
the Travel
Promotion Act





Travel Promotion Act Established The CTP

- Aim is to increase international travel to the United States and communicate U.S. entry requirements more effectively.
- Directs DHS to collect \$10 as part of Electronic System for Travel Authorization (ESTA) fees to fund the CTP.
- Establishes a liaison function and expands Commerce's responsibilities.
- Expands research role of DOC's Office of Travel and Tourism Industries.



Corporation for Travel Promotion Mission

To Develop and Execute a Plan To :

- Promote the United States to world travelers; to provide information to those interested in traveling to the United States
- Identify and address perceptions regarding U.S. entry policies
- Identify opportunities to promote tourism to rural and urban areas equally





Corporation for Travel Promotion Federal Funding

- FY 2011 – Up to \$10 million for start up expenses; no match – already distributed.
- FY2012 – Up to \$100 million; \$50 million match from industry.
- FY2013-FY 2015 – Up to \$100 million; \$100 million match from industry.
- Match Composition: at least 20% in cash; remainder can be in-kind.



Commerce Responsibilities With the CTP

Duties of the Secretary of Commerce

- appoints the members of the Board of Directors (in consultation w/ State & DHS)
- approves the annual objectives of the CTP (in consultation with State & DHS)
- submits periodic reports to Congress
- Serves as liaison to the CTP

Broader Department Role

- Work with CTP State and DHS to:
 - enhance the entry and exit experience
 - collect data on the total number of international visitors that visit each State
 - support the development of programs to increase the number of international visitors to the United States
- OTTI to continue and expand its full program of research to measure international travel to the U.S., including evaluating the success of the CTP against its objectives
- Facilitate payment to the CTP under MOU with the CTP and Treasury



Corporation For Travel Promotion Status Update

- Initial Board has been appointed (& 1-year term appointees reappointed; 2-year term appointments now being reviewed)
- CTP incorporated as a private not-for-profit corporation
- Key staff hired; additional hiring continues to fill out need
- Received \$10 million in startup funding for FY 2011
- Received \$16 million to date in FY2012 of the \$100M available to them for match
- Administrative processes for in-kind contribution consideration still being worked
- Fundraising efforts are in full swing
- Brand Identity Launched at World Travel Mart in London, November 7
- Promotion Campaign Launched at International Pow Wow in L.A., April 23
- Advertising and marketing campaign underway in Canada, Japan and the UK
- Expected expansion to additional markets as they move forward



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Brand USA's Television Advertisement

Original Song by
Rosanne Cash
Invites Visitors to
"Come and Find
Your Land of Dreams"

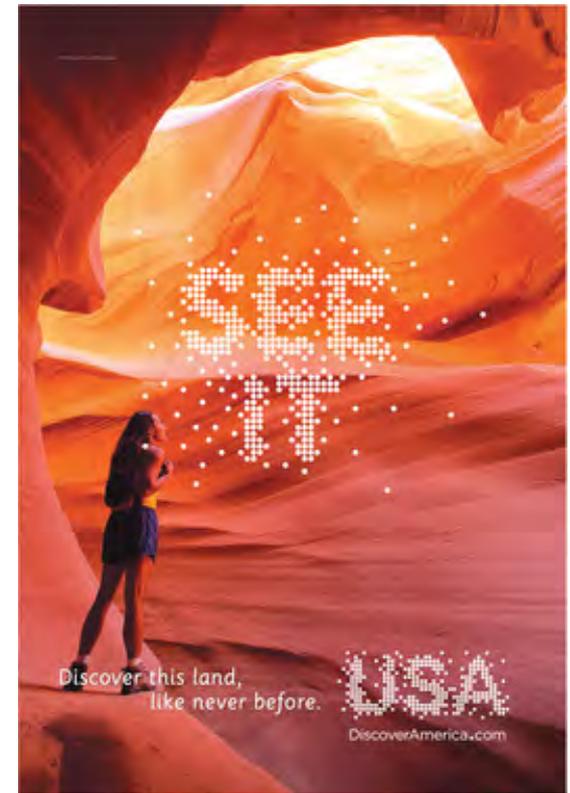
<http://www.YouTube.com/DiscoverAmerica>





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“Discover this land, like never before” Campaign Theme





Corporation for Travel Promotion Board of Directors



Stephen Cloobek,
Chairman
Chairman and CEO,
Diamond Resorts
International,
Las Vegas, NV



Caroline Beteta,
Vice Chair
President and CEO,
California Travel &
Tourism Commission,
Sacramento, CA



George Fertitta
CEO,
NYC & Company,
New York, NY



Daniel Halpern,
President and CEO,
Jackmont Hospitality,
Atlanta, GA



Tom Klein
President,
Sabre Holdings,
Southlake, TX



David Lim
Chief Marketing
Officer,
Amtrak,
Washington, D.C.



Mark Schwab
Sr. Vice President
Star Alliance,
Chicago, IL



Diane Shober
Tourism Director,
State of Wyoming,
Cheyenne, WY



Randy Garfield
President, Walt Disney
Travel Company,
Orlando, FL



Roy Yamaguchi
Owner and Founder,
Roy's Restaurants,
Honolulu, HI



Lynda S. Zengerle
Partner,
Steptoe & Johnson LLP,
Washington, D.C.



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How to Find Us

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YOU

Merci

Gracias

<http://tinet.ita.doc.gov>

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Köszönettel

Bedankt

Vielen
Dank

Obrigado!