

The Importance of Travel Promotion:  
Congress Must Act to Protect the Full Benefits of Travel to the United States

- The Travel Promotion Act addresses America's travel crisis by establishing a nationally coordinated travel promotion campaign, at no cost to the American taxpayer.
- Overseas travel to the United States has declined at a time when global international travel is skyrocketing – between 2004 and 2005, overseas business travel to the US declined by 10% while, over the same period, international business travel to Europe increased by 8%.
- Inbound international travel is a leading American “export”, generating a \$7.2 billion positive trade balance in 2006 and more than \$100 billion per year to the American economy.
- International travelers are more fearful of U.S. government officials (70%, according to a recent survey) than the threat of terrorism or crime (54%).
- Studies show that those who have visited the United States are more likely to have a favorable opinion of America – by a wide margin – and support U.S. policies.
- Unlike most other developed nations, the United States does not operate a nationally coordinated travel promotion campaign – doing so would change perceptions and accurately communicate America's travel policies.
- The private sector cannot, on its own, adequately communicate America's travel policies and frequent changes to those policies. The federal government has adopted the travel policies. At the very least, the federal government should be a partner in limiting the negative impact of those policies.