

SUCCESSFUL PUBLIC-PRIVATE PARTNERSHIPS
PROMOTION MAJOR TOURIST DESTINATIONS

Malcolm SMITH, Vice President

U.S. TRAVEL
ASSOCIATION

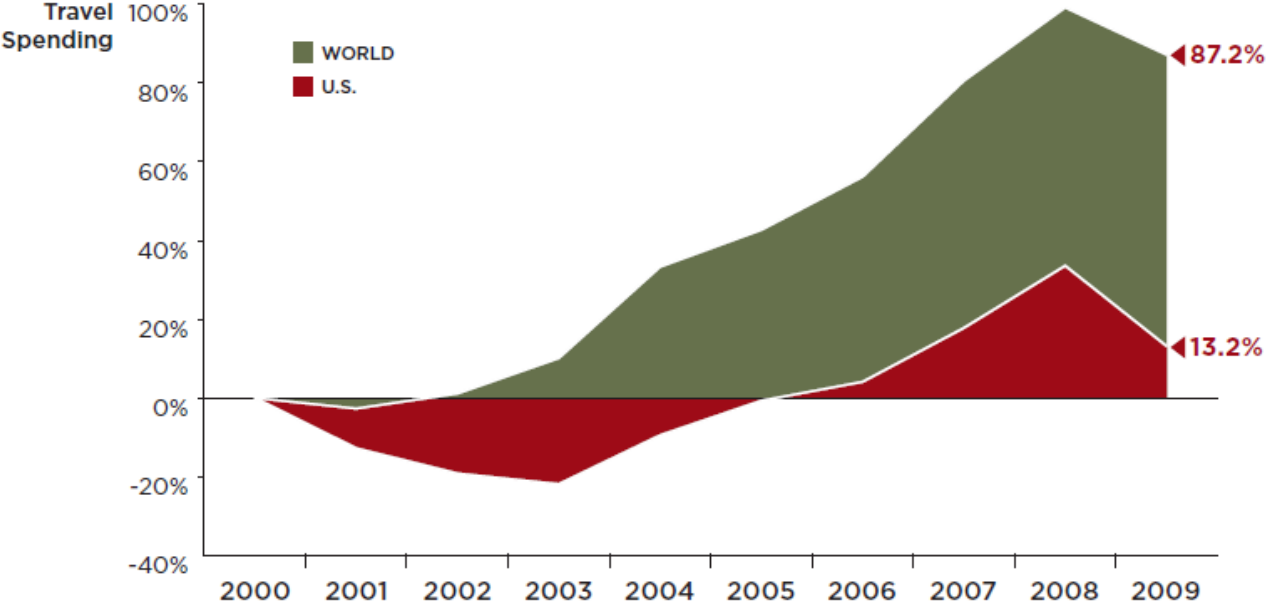


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2000-2009 “The Lost Decade”

FIGURE 1. TRAVEL SPENDING GROWTH FROM 2000: WORLD V. U.S.

Source: UNWTO



World travel market:
grew by 60+ million
annual travelers



U.S. travel market:
stayed the same

*America’s share of long-haul travel declined from 17% to 12%

Lost Opportunity



Spending - \$606B



Taxes - \$37B



Jobs - 467K

“Apollo Project” January 2006



2009 U.S. Travel's CEO Roundtable Meets with the President



Travel Promotion Act Passes: March 4, 2010



CEO Hired May 2011



Discover
America
.com

Roles in the Travel Industry



DiscoverAmerica.com

PROMOTE

- Lead the nation's global marketing effort
- Communicate U.S. entry and security processes
- Create a welcoming experience for International tourists

TRAVEL & TOURISM INDUSTRY

ADVISE



Advise the Secretary of Commerce on Issues Affecting the Travel Industry

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ADVOCATE

- Advocate for policies to remove travel barriers
- Communicate benefits of travel to policymakers
- Leverage industry to solve complex problems

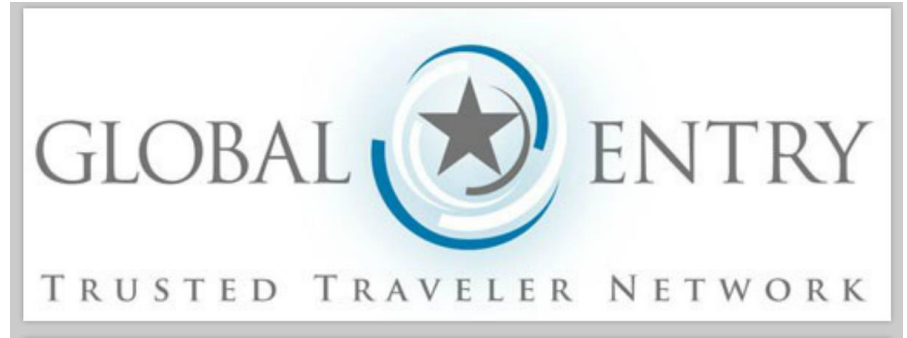
International Advocacy Issues

Visa Waiver Program:
Protection and expansion

Airport Modernization:
Improving infrastructure

Travel Facilitation:
Global Entry expansion

Travel Promotion:
Reauthorize Brand USA



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