United States Role With Travel & Tourism

Presented to
Tourism and International Cooperation for Development Course

George Washington University & UNWTO

Presented by

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Topics for Today

1. Impact on U.S. Economy
2. Tourism Leadership
   - Tourism Policy Council
   - U.S. Travel and Tourism Advisory Board
   - Multilateral Engagement
   - Corporation for Travel Promotion
   - Other Intergovernmental Groups
# Impact of Travel & Tourism on U.S. Economy (2011)

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Travel &amp; Tourism Output</td>
<td>$1.2 trillion</td>
</tr>
<tr>
<td>Total Travel &amp; Tourism Employment</td>
<td>7.6 million</td>
</tr>
<tr>
<td>Travel &amp; Tourism Percentage of GDP</td>
<td>2.7%</td>
</tr>
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## Travel & Tourism as a Leading Export (2011)

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Travel &amp; Tourism exports</td>
<td>$153 billion</td>
</tr>
<tr>
<td>Percentage of service exports</td>
<td>25%</td>
</tr>
<tr>
<td>Travel trade surplus</td>
<td>$43 billion</td>
</tr>
<tr>
<td>Employment from Travel &amp; Tourism exports</td>
<td>1 million</td>
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</tbody>
</table>
## Engagement with Travel & Tourism

### The World
- Organisation for Economic Co-operation and Development (OECD)
- Asia-Pacific Economic Cooperation (APEC)
- Multilateral organizations’ tourism committees to advance policy agenda

### U.S. Government
- Tourism Policy Council (TPC) Interagency council to coordinate on tourism policy
- Office of Travel and Tourism Industries (DOC/ITA/MAS office responsible for travel and tourism & liaison to CTP)

### Industry
- Travel & Tourism Advisory Board (TTAB) Private sector advisory board to the Secretary
- Corporation for Travel Promotion (CTP) Private sector corporation board appointed by the Secretary to promote the USA
President’s Executive Order

- Signed January 2012
  - Created Task Force on Travel and Competitiveness
  - Tasked with developing National Travel and Tourism Strategy with new policies and initiatives to promote domestic and international travel.
5 Primary Sections

– Promoting the United States
– Enabling and Enhancing Travel and Tourism to and within the U.S.
– Providing World-Class Customer Service and Visitor Experience
– Coordinating Across Government
– Conducting Research and Measuring Results
Promoting the United States

- Provide a Welcoming Entry Experience to Foreign Visitors
- Coordinate with Brand USA and Leverage Partnerships
- Provide User-Friendly Planning Tools and Resources
Enabling Travel and Tourism

- Lower Barriers to Trade in Travel Services and Increase Travel Flows
- Streamline the Visa Application Process
- Improve Customer Service at Ports of Entry
- Enhance Passenger Screening
- Maintain and Improve Transportation Infrastructure
World-Class Customer Service

- Improve Visitor Services at Federally-Managed Sites
- Foster a Skilled Hospitality and Tourism Industry Workforce
- Support Small Business in Travel and Tourism
Establish Travel and Tourism as a U.S. Government Priority

Support Tourism Development
Research and Results

- Conduct Research
- Monitor and Evaluate Results
Tourism Policy Council leading implementation

4 Working Groups chaired by different departments

- Marketing and Promotions (Agriculture and State)
- Ease of Travel (Commerce, Homeland Security and State)
- Visitor Services (Commerce, Interior and Transportation)
- Research (Commerce, Homeland Security and State)

Each WG developing Action Plans for 2013
Tourism Leadership: Tourism Policy Council

Secretary of Commerce leads the Tourism Policy Council based on the National Tourism Organization Act of 1996 (Public Law 104-288)

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

**OBJECTIVES:**
-- Provide single point of contact for industry and agencies
-- Ensure senior level commitment at the inter-agency level
-- Synthesize travel and tourism data
-- Keep the public informed through coordination inside USG
-- Provide conduit between the USG and the Travel and Tourism Advisory Board

**WORKING GROUPS:** Travel Facilitation, Sustainable Tourism, Research and Measurement, Communications, Crisis Management
Agencies of the Tourism Policy Council

Legislated
- Department of Commerce
- Department of Homeland Security
- Department of the Interior
- Department of Labor
- Department of State
- Department of Transportation
- Office of Management and Budget

Invited
- Department of Agriculture
- Department of Treasury
- Executive Office of the President
- Export-Import Bank of the U.S.
- Office of the U.S. Trade Representative
- Small Business Administration
- U.S. Army Corps of Engineers
Secretary of Commerce appoints up to 30 members to represent the diverse nature of the industry.

**PURPOSE:** Advise the Secretary on government policies and programs that affect the U.S. travel and tourism Industry.


**Objectives:**

-- Offer counsel on current and emerging issues

-- Provide a forum for discussing and proposing solutions to industry-related challenges
Policy Challenges

- Visas
- Border Security
- Pandemics
- Market Barriers
- Competitiveness
- Climate Change
- Sustainability
OECD Tourism Committee serves as a forum of exchange for monitoring policies and structural changes affecting the development of international tourism.

The Committee promotes sustainable economic growth through tourism initiatives.

Two key areas of priority:
- development of new methodologies
- promotion of better use of statistics.
Asia Pacific Economic Cooperation (APEC)

- APEC Tourism Working Group promotes sustainable economic development through tourism and promotes investment and development throughout the Asia-Pacific region.
- APEC Tourism Charter reflects a commitment to improve the economic, cultural, social and environmental well-being of APEC-member economies through tourism.
OAS has developed a Tourism Security plan aimed at strengthening the capacity of the public and private tourism sectors to prevent and respond to potential terrorist or other security attacks on tourist and sites and facilities.

The program provides specialized security training and works to promote public-private security partnerships to protect the citizens of the Western Hemisphere.
Signed by President Obama
March 4, 2010

Establishes an independent nonprofit **Corporation for Travel Promotion:**
- To promote the U.S. to world travelers
- To augment USG communications on entry/exit policies
Corporation for Travel Promotion (CTP)
http://www.corporationfortravelpromotion.org

- Private, nonprofit organization incorporated in DC
- Board appointed by the Secretary of Commerce
- Received $10 million in first year for start-up funding
- Can draw up to $100 million in subsequent years in match funding for operations and programs
- Must submit annual objectives for approval by the Secretary of Commerce
- Must submit an annual marketing plan and budget
Corporation for Travel Promotion Board of Directors

Caroline Beteta  
President and CEO,  
California Travel & Tourism Commission,  
Sacramento, CA  
*State Tourism Office Representative*

Arne Sorenson  
Chairman and CEO,  
Marriott  
Chevy Chase, MD  
*Accommodations Representative*

George Fertitta  
CEO,  
NYC & Company,  
New York, NY  
*City Convention and Visitors Bureau Representative*

Daniel Halpern,  
President and CEO,  
Jackmont Hospitality,  
Atlanta, GA  
*Small Business/ Retail/ Association Representative*

Tom Klein  
President,  
Sabre Holdings,  
Southlake, TX  
*Travel Distribution Services Representative*

David Lim  
Chief Marketing Officer,  
Amtrak,  
Washington, D.C.  
*Intercity Passenger Railroad Representative*

Mark Schwab  
Senior Vice President,  
United Airlines,  
Chicago, IL  
*Passenger Air Sector Representative*

Diane Shober  
Tourism Director,  
State of Wyoming,  
Cheyenne, WY  
*State Tourism Office Representative*

Randy Garfield  
Executive VP,  
Worldwide Sales & Travel Destinations,  
Disney, Orlando, FL  
*Attractions/Recreation Representative*

Roy Yamaguchi  
Owner and Founder,  
Roy’s Restaurant  
San Francisco, CA  
*Restaurant Representative*

Lynda S. Zengerle  
Partner,  
Steptoe & Johnson LLP,  
Washington, D.C.  
*Immigration Law & Policy Representative*
Corporation for Travel Promotion

- **Key staff**
  - Incoming CEO **CHRIS THOMPSON** (Visit Florida)
  - VP of Strategic Outreach **JOEL SECUNDY**

- **Agency of Record**
  - JWT with WPP sister agencies including Mediacom, The Brand Union and Hill & Knowlton
The Brand USA logo

- Designed to capture the American spirit and create a fresh new brand identity that welcomes the world to come experience the boundless possibilities in America.
- Celebrates the idea that no one thing defines the USA - but that each visitor interaction and each experience helps create the distinctly dynamic fabric of the American experience.
Welcome to the USA

Introducing the first-ever coordinated global marketing effort dedicated to welcoming international travelers to the United States.
Commercial Service Travel & Tourism Team

- OTTI co-chairs team
- Hundreds of industry professionals participated learning from OTTI and CS experts
Cultural Heritage Tourism

- Industry leader in development and furtherance of cultural heritage tourism sector in the United States
- Developed and implemented 2005 Cultural Heritage Tourism Summit in conjunction with the private sector
- Co-hosted 2011 and 2012 Cultural Heritage Tourism Exchanges
- Serve with various CHT-related bodies, including Partners in Tourism, U.S. Cultural Heritage Tourism Marketing Council and The One Travel Conference
- Work focused on inclusion of cultural heritage tourism sites and destinations in all discussions about U.S. brand and product offerings
Other Intergovernmental Partnerships

- Western States Tourism Policy Council (9 agencies)
- Southeast Tourism Policy Council (9 agencies)
- Partners in Tourism (11 agencies; 30 NGOs)
- America’s Great Outdoors/Federal Interagency Council on Outdoor Recreation (FICOR) with Interior, Agriculture, Army, Commerce and White House Council on Environmental Quality
Available on OTTI’s website:
http://tinet.ita.doc.gov

- Summary tables highlighting specific tourism trends
- More than 30 market and regional profiles
- Forecast of international travelers to U.S. through 2016
- Information on OTTI’s programs