CONNECTING YOU TO GLOBAL MARKETS
Where we fit in the Federal Maze

President

Vice President

Cabinet

Enforcement & Compliance

Industry & Analysis

U.S. Commercial Service

National Travel & Tourism Office

U.S.

U.S. Embassies & Consulates

Clients

INTERNATIONAL TRADE ADMINISTRATION

THE WHITE HOUSE

WASHINGTON

PRESIDENT

VICE PRESIDENT

CABINET

https://www.trade.gov/travel-tourism-industry
Let our global network work for you.

The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you’re looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with opportunities and increase your bottom line.

Our Services

**Export Counseling**
- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and import regulations of foreign markets.
- Learn about U.S. government export controls, compliance and trade financing options.

**Market Intelligence**
- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

**Business Matchmaking**
- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.

**Commercial Diplomacy**
- Address trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

Worldwide Recognition
As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network
Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.

Results Driven
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.

U.S. COMMERCIAL SERVICE Overview

https://www.trade.gov/travel-tourism-industry
Grow U.S. tourism to increase U.S. jobs

Our mission is to help you bring more international visitors to your destinations
Companies that export, grow faster

Destinations that promote internationally attract more visitors
Commercial Service Partners & Clients

Airlines
Attractions
Associations
Cruise Lines
CVBs
DMOs
Entertainment Areas
Gaming

Hotels, Motels, Resorts
Motor coach Operators
Railway/Train Operators
Rental Car Companies
Restaurants
Shopping areas
Tour Operators
Travel related services
Serve as one point of contact for the world

Guide you to best opportunities

Create webinars with market information

Help you consider new markets

Review your Website for Globalization

How can we help you

Attract international Visitors?
How can we help you attract international visitors?

- Single Destination Promotion
- Recruit Qualified FAM Participants
- In-Person & Virtual Tourism Fairs
- Find Travel Distribution Partners in Target Market
- Travel Market Intelligence
- Travel & Tourism Check-in Webinars

U.S. COMMERCIAL SERVICE Overview

https://www.trade.gov/travel-tourism-industry
Develop Promotional & Educational Events
Let us plan and manage a high-profile event that features your destination or service at one of our unique facilities like an ambassador's residence.

Access Trade and Consumer Media
You host the event; we amplify it by inviting our vetted international media contacts to attend.

Make the Most out of International Sales Calls
We can set up 1-on-1 meetings with vetted international partners - ask for the Gold Key Service.

Find Travel Distribution Partners
Get a vetted list with complete contact details of up to five qualified overseas contacts.

Increase Traffic at Your Trade Show Booths
Our trade event services include arranging appointments with international buyers, developing press awareness, and ramping with translation services.

How can we help you Attract international Visitors?

U.S. COMMERCIAL SERVICE Overview
https://www.trade.gov/travel-tourism-industry
How can we help you attract international Visitors?

**Recruit Qualified FAM Participants**
Work with our foreign posts to develop invitations, create lists of top targets and recruit participants.

**Develop an Effective Marketing Plan**
Just getting started in your international promotion efforts? Our team can help you identify top markets.

**Access the Newest Travel Market Research**
In addition to existing off-the-shelf research, we can prepare a tailored analysis of the market for you.

**Profile Your Potential International Partners**
Reduce the risk of entering into a new business relationship with new foreign partners with our international company profile service.

**Keep Up with Emerging Market & Industry Trends**
Join us for one of our frequent webinars which focus on key issues facing the travel industry.

**Virtual Tourism Fairs**
Choose your market target, team up with other destinations and services in your region and we'll handle the logistics of hosting a virtual tourism fair.
2022 National Travel and Tourism Strategy

Discover federal efforts to support travel and tourism in the United States. Travel and tourism is a critical driver of economic growth and employment in the United States and integral to the United States’ unmatched cultural reach.

As we rebuild the United States’ travel and tourism sector, we have an opportunity not only to strengthen our nation’s global competitiveness, but also to create a more equitable, more resilient, and more sustainable industry.

MESSAGE FROM THE SECRETARY

Pillars

I. Promoting the United States as a Travel Destination
Leverage existing programs and assets to promote the United States to international visitors and broaden marketing efforts to encourage visitors to underserved communities.

H. Facilitating Travel To and Within the United States
Reduce barriers to travel in travel services and make it safer and more efficient for visitors to enter and travel within the United States.

III. Ensuring Diverse, Inclusive, and Accessible Tourism Experiences
Extend the benefits of travel and tourism by supporting the development of diverse tourism products, focusing on underserved communities and populations. Address the financial and workplace needs of travel and tourism businesses, supporting destination communities as they expand their tourism economies. Deliver world-class experiences and customer service on federal lands and waters that showcase U.S. assets while protecting them for future generations.

IV. Fostering Resilient and Sustainable Travel and Tourism
Reduce travel and tourism’s contributions to climate change and build a travel and tourism sector that is resilient to natural disasters, public health threats, and the impacts of climate change. Build a sustainable sector that integrates protecting natural resources, supporting the tourism economy, and ensuring equitable development.
Global Marketing Campaign

The combined following of U.S. embassy and consulate social media accounts surpasses **6.5 million followers**.

Working with nationwide community and federal partners, we take U.S. destination content and amplify it through these channels.

The content is translated and optimized for local markets and shared through official U.S. embassy social channels.

Follow along: [@CSTravelTourism](https://twitter.com/CSTravelTourism)
Travel & Tourism

Our team of U.S. and international industry specialists in 200 global cities is dedicated to enhancing the global competitiveness of the U.S. travel and tourism industry, expanding market access, increasing exports, and expanding the worldwide presence of U.S. firms fostering new business contacts.

Featured Events & Resources

Featured Events
Learn about upcoming in-person and virtual travel industry events where you can meet our industry experts.

Digital Strategies for Travel and Tourism
Maximize your digital outreach strategy by learning about preferred platforms for researching, booking, and promoting travel and tourism destinations.

COVID-19 Travel Industry Monitor
To track the state of the travel and tourism industry in the United States, the National Travel and Tourism Office (NTTO) has created this data visualization tool called the COVID-19 Travel Industry Monitor.
Companies can find assistance locally in more than 100 Commercial Service offices nationwide.

https://www.trade.gov/contact-us

**Your Local Office**

**Aron Davidson**
Global Teams Leader for Travel & Tourism
(619) 241-1710
aron.davidson@trade.gov

https://www.trade.gov/travel-tourism-industry
Forecast of International Inbound Visitor Arrivals to the United States

Presented by:

julie heizer
National Travel & Tourism Office
Industry & Analysis
International Trade Administration
U.S. Department of Commerce
National Travel & Tourism Office

• Serves as **primary point of contact** for travel and tourism issues within the federal government and at the national level

• Conducts **research** and produces **national statistics** on travel and tourism

• Serves as **Secretariat** to the **Tourism Policy Council** and coordinates input of the industry from the **U.S. Travel and Tourism Advisory Board** to the Secretary of Commerce

• Serves as the **principal liaison** to **Brand USA**

• Represents U.S. travel and tourism policy in **international fora** such as G-20, APEC, OECD, OAS, WTTC and UNWTO
U.S. International Visitor Arrivals
Current State of Visitation December 2022

Top Inbound Markets

North America

Overseas

Canada (Oct)
Mexico (Oct)
Spain
Ireland
Italy
U.K.
France
Germany
Netherlands
Colombia
Argentina
Brazil
India
Australia
Taiwan
South Korea
China
Japan

Share of December 2019
Forecast: Visitor Arrivals from North America

Index (2019=100)

Actual  |  Forecast

Canada  |  Mexico

2019   |  2020   |  2021   |  2022   |  2023   |  2024   |  2025   |  2026   |  2027
0       |  0      |  0      |  0      |  0      |  0      |  0      |  0      |  0
100     |  100    |  100    |  100    |  100    |  100    |  100    |  100    |  100
120     |  120    |  120    |  120    |  120    |  120    |  120    |  120    |  120

* Indicates forecast value.
Forecast: Visitor Arrivals from Europe

Index (2019=100)

Actual vs. Forecast for selected European countries:
- U.K.
- Germany
- France
- Italy
- Spain
- Netherlands
- Ireland

Years: 2019 to 2027

Note: Actual data is compared with forecast data for each year.
Forecast: Visitor Arrivals from South America

Index (2019=100)

Actual vs. Forecast

- Brazil
- Colombia
- Argentina

- 2019: 100
- 2020: 20
- 2021: 110 * (Forecast)
- 2022: 80
- 2023: 60
- 2024: 80
- 2025: 100
- 2026: 110 * (Forecast)
- 2027: 80

Note: The forecasted values for 2021 and 2026 are marked with an asterisk (*) to indicate projections.
Forecast: Visitor Arrivals from Asia & Oceania

Index (2019=100)

Actual | Forecast

Japan | China | South Korea | India | Australia | Taiwan

2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027

0 | 20 | 40 | 60 | 80 | 100 | 120 | 140

National Travel & Tourism Office, International Trade Administration, U.S. Department of Commerce
Forecast: Total Visitor Arrivals

Visitor Arrivals (thousands) | Index (2019=100)

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<th>Forecast</th>
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</table>
Forecast: Visitor Arrivals in 2027
Forecast Available at: Trade.gov/travel-and-tourism-research
National Travel and Tourism Strategy

- Focuses federal efforts to support travel and tourism in the U.S.
- Establishes a five-year goal of attracting **90 million visitors**, who will spend **$279 billion** annually
- Envisions private and public sectors working together to increase the value and volume of tourism
National Strategy Pillars

• Promoting the U.S. as a Travel Destination

• Facilitating Travel to and within the U.S.

• Ensuring Diverse, Inclusive and Accessible Tourism Experiences

• Fostering Resilient and Sustainable Travel and Tourism
Promoting the U.S. as a Travel Destination

Goal: Leverage existing programs and assets to promote the United States to international visitors and broaden marketing efforts to encourage visitation to underserved communities.

Strategy 1: Streamline the communication of U.S. travel policy.

Strategy 2: Promote ethnic and geographic diversity of destinations.

Strategy 3: Promote responsible and sustainable tourism.

Strategy 4: Leverage large-scale international events to increase visitation.
Facilitating Travel To and Within the U.S.

Goal: Reduce barriers to trade in travel services and make it safer and more efficient for visitors to enter and travel within the United States.

Strategy 1: Position the United States as a leader in verifying traveler identities.

Strategy 2: Expand remote processing opportunities.

Strategy 3: Strengthen partnerships for traveler facilitation.
Ensuring Diverse, Inclusive and Accessible Tourism Experiences

**Goal:** Extend the benefits of travel and tourism by supporting the development of diverse tourism products, focusing on underserved communities and populations. Address the financial and workplace needs of travel and tourism businesses, supporting destination communities as they expand their tourism economies. Deliver world-class experiences and customer service on federal lands and waters that showcase U.S. assets while protecting them for future generations.

- **Strategy 1:** Assist communities in providing accessible and authentic travel and tourism experiences.
- **Strategy 2:** Address challenges related to increased visitation at land and water communities.
- **Strategy 3:** Balance demand for high quality experiences with community needs.
- **Strategy 4:** Cultivate and amplify an ethos of conservation, stewardship, and resilience.
- **Strategy 5:** Increase access to technology for visitor management and interpretive services.
- **Strategy 6:** Address community barriers to creating equitable and just tourism economies.
- **Strategy 7:** Attract and retain a diverse workforce.
Fostering Resilient and Sustainable Travel and Tourism

**Goal:** Reduce travel and tourism’s contributions to climate change and build a travel and tourism sector that is resilient to natural disasters, public health threats, and the impacts of climate change. Build a sustainable sector that integrates protecting natural resources, supporting the tourism economy, and ensuring equitable development.

**Strategy 1:** Ensure underserved communities can receive disaster assistance and develop greater institutional capacity.

**Strategy 2:** Support communities in resiliency planning.

**Strategy 3:** Reduce travel and tourism’s carbon emissions.

**Strategy 4:** Support nature-based solutions for climate mitigation and adaptation.

**Strategy 5:** Protect natural assets to ensure travel and tourism resources for the future.

**Strategy 6:** Build a sustainable tourism ecosystem in the United States.

**Strategy 7:** Provide timely data on climate-related events and natural disasters.
Implementation

• Whole of Government approach to managing the work of the Strategy
• Focus on key deliverables within each pillar
• High-level engagement and oversight
Thanks for Your Time & Attention


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