

The U.S. Travel Association

...formerly 
Travel Industry Association



U.S. TRAVEL
ASSOCIATION



**Strategies and Responses to the Global
Economic Downturn.**

The 3rd UNWTO/PATA Forum on Tourism Trends and Outlook

US Travel Association Action



Leadership comes together

Enhanced effort to facilitate travel

Talk to media

Talk to government

Value of travel

Private Sector Reaction

- Open direct communication channels to industry in other countries.



Visit USA Committee, International Advisory Committee, Trade Show Delegates, Foreign Representation.

Private Sector Reaction

- Connect to existing relationships to work together world wide



The 3rd China-U.S.
Tourism Directors Summit
October 22-23rd, 2009
Orlando, FL





Advocate-Policy Priorities

Domestic

Meetings and Events

Highway/FAA
Reauthorization

Environment and
Sustainability

International

Travel Promotion

Visa Improvements

Entry Enhancements

Advocate-Dual Track Campaigns



**Legislative
Advocacy**



**Strategic
Communications**

Getting Your Message Out



C-SPAN



Advocate International

Travel Promotion Act

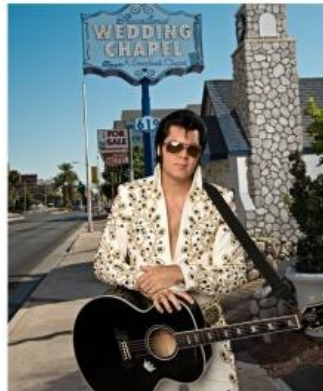
Visa Waiver Expansion

Entry Reform

Environmental Sustainability

Air Travel Reform

Meetings Mean Business



DEMOCRATS, WE'LL BE WATCHING.

Travel and tourism in Las Vegas is facing real challenges. That can only be addressed with leadership and action by the next President. Don't be caught.

— **Brendan Paul**
President, Governor's Advisory Board and Vice President, TIA

This week, as the Democratic Convention gets underway in Denver, we're watching closely here in Las Vegas. We want to hear a real plan from Senator Clinton to help make travel and tourism in the U.S. work better for travelers and visitors who come here.

Good leadership, the senator's first priority is making tourism and it's exciting travel a higher priority than it needs to be. Whether it's the antiquated air travel system or the red tape that is leading millions of international travelers to stay away from America, this issue and viability of our country needs real attention.

What's more, it's not just an economic issue. Travel to the U.S. is critical to our trade deficit. Surveys show those who have visited the U.S. are 24% more likely to have a positive opinion of this country since they have visited here.

It's time for smart decisions from Washington, and a real plan from the Presidential candidates. A plan to end unnecessary waiting times at airports and relaxed flight, it also to lead us technology in air decongesting air traffic control systems. A plan to address skyrocketing fuel costs. A plan to attract more foreign visitors by streamlining the entry process, better explaining travel policies and marketing the U.S. as a premier destination.

These issues are too important to ignore. Senator Clinton, do you make your presidential speech in Denver, we'll be listening for what you have to say. Next week, we'll do the same when Senator McCain gives his acceptance speech. Remember who we are. Thank you for your help. Please don't let us down.

www.LasVegasWatching.com





International

Visa and Entry

Visa Process

Continue
VWP Expansion

Protect Current
VWP Countries

Reduce Visa
Wait Times

Entry Experience

Support Model
Ports Program

Expand
Global Entry

Launching Loaned
Executive Program

Promotion

TPA
Reintroduced

Administration
Support

Broad Industry
Action Needed

Measuring the ROI to the economy

Expanded
Visa Waiver
Program

+1,000
News
Stories

Developed
New
Allies

Multiple
Congressional
Hearings

Travel
Promotion Act

Model Ports
Expanded

More
Customs
Officers

Amplified
Voice

Unified
Industry



U.S. Travel Responds to Meetings and Incentive Travel Criticism (by Media-Congress)

Domestic

MEETINGS MEAN BUSINESS.

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Home Value of Meetings Issues & Trends Take Action News & Resources

Meetings are far more than a collection of speeches or talking points. They are an opportunity for people of similar interests to come together and share their stories about how they are coping as well as what they are doing to increase business.
- John Baldoni, Leadership at Work

ABOUT MEETINGS MEAN BUSINESS
Meetings Mean Business is a campaign working to protect the millions of American jobs that depend on business travel and events. Meetings Mean Business supports a robust travel industry that employs millions of hardworking Americans in hotels, restaurants and conference centers across the country.

Announcement: President Obama meets with travel industry leaders to discuss the importance of meetings and events to the U.S. economy.
[Click here for photo](#) | [Click here for story](#)

THE FACTS >
Meetings and Events:

1. Business travel creates 2.4 million jobs. Meetings & events are directly responsible for 1 million jobs in the United States.
2. Nearly 200,000 travel-related jobs were lost in 2008, with another 247,000 predicted to be lost in 2009 (US Labor and Commerce Department).
3. If the 1 million jobs generated by

TAKE ACTION >
Don't let dangerous political rhetoric jeopardize the jobs of the one in eight Americans employed by the travel industry. You can make a difference by speaking out today!

NEWS & RESOURCES

Travel industry says bailout rhetoric goes too far
March 18, 2009 | Boston Herald

Resorts Worried About Companies Cutting Retreats
March 16, 2009 | CBS 4 Denver

Recession saps budget critics'

[More >>](#)

**Want to lose one million more jobs?
Just keep talking.**

All Americans are angry at the recent revelations of bad judgment and excess by some corporate leaders - especially when the result is a taxpayer-funded clean up.

However, targeting business meetings and events is the wrong answer. With their political rhetoric and short-sighted legislation, Congress is sending a message to TARP recipients and every other business that Congress doesn't want those meetings to happen. The results are predictable. Thousands of companies - not just TARP recipients - are cancelling their meetings out of fear.

For every meeting that is cancelled, jobs are lost - it's that simple - and it's happening all across the country. 1 out of every 8 jobs in this country is linked to travel and tourism - and those Americans will be even angrier if they lose their job because of political rhetoric.

The overwhelming majority of business meetings are not for senior executives - they are for top salesmen, high performing employees and valued customers and business partners. Business gets done and companies grow because of these meetings and events.

We've released a code of conduct for companies using taxpayer dollars. We encourage Congress and Treasury to embrace these standards - and stop the rhetoric. Visit our website for more details - www.meetingsmeanbusiness.com.

MEETINGS MEAN BUSINESS.

U.S. TRAVEL ASSOCIATION

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NBTANATIONAL BUSINESS TRAVEL ASSOCIATION
Connecting the Business Travel World

American Hotel & Lodging Association
www.ahla.com

Site

MPI
MEETING PROFESSIONALS INTERNATIONAL

pcma
Professional Convention Management Association

Destination Marketing Association International



US Travel Association-CEO Roundtable Meeting with President Obama at the White House

Government response

- Recognition of the problem
- Willingness to work with industry
- Recognition of industry value



2009 U.S. Outbound: Overseas, Asia, and

Month	Overseas (Air Traffic)	Change	Asia (Air Traffic)	Change	Oceania (Air Traffic)	Change
January	2,093,157	-7%	437,095	-12%	66,177	-10%
February	1,908,755	-8%	358,594	-11%	65,299	-18%
March	2,361,183	-12%	429,966	-17%	58,118	-12%
April	2,401,893	1%	413,535	-4%	50,703	1%
May	2,766,652	-4%	446,247	-10%	51,929	-3%
June	3,144,645	-4%	506,990	-2%	65,998	7%
July	3,239,170	4%	492,157	2%	77,673	2%
August	2,781,883	5%	427,808	-1%	61,794	6%
Year to Date (YTD)	20,697,338	-3%	3,512,392	-7%	407,691	-4%

U. S. Government Efforts in Assisting in the Recovery Through Travel and

- Use the Travel and Tourism team members of Commercial Service in-market to boost tourism flows and investment
- Expand Statistical and Market studies for better understanding of markets and for guiding marketing activities, including forecasts and others such as:
 - Survey of International Air Traveler data
 - China 3-pronged study of trade, government and consumers
 - Japan consumer study
 - Japan Travel Trade Barometer



U. S. Government Efforts in Assisting in the Recovery Through Travel and

- USG serves as the Lead Shepherd for the APEC Tourism Working Group to ensure regional coordination of tourism policy, and support in tourism development.
- Opening of the U.S.-China market to include 21 provinces as of November 6, 2009.
- Awarded a Market Development Cooperator Grant to the National Tour Association to establish an office in Shanghai for educational and business development opportunities in expanding the Chinese market (\$281,225 plus NTA match of 2 to1 for total of \$967,456).
- TPA (if passed) will strengthen partnership with private sector



U.S. TRAVEL
A S S O C I A T I O N