



**Asia-Pacific
Economic Cooperation**

2016/TWG49/021
Agenda Item: 22

Travel and Tourism in the United States

Purpose: Information
Submitted by: United States



49th Tourism Working Group Meeting
Kokopo, Papua New Guinea
31 August – 1 September 2016

Travel and Tourism in the United States

National Travel and Tourism Office
U.S. Department of Commerce

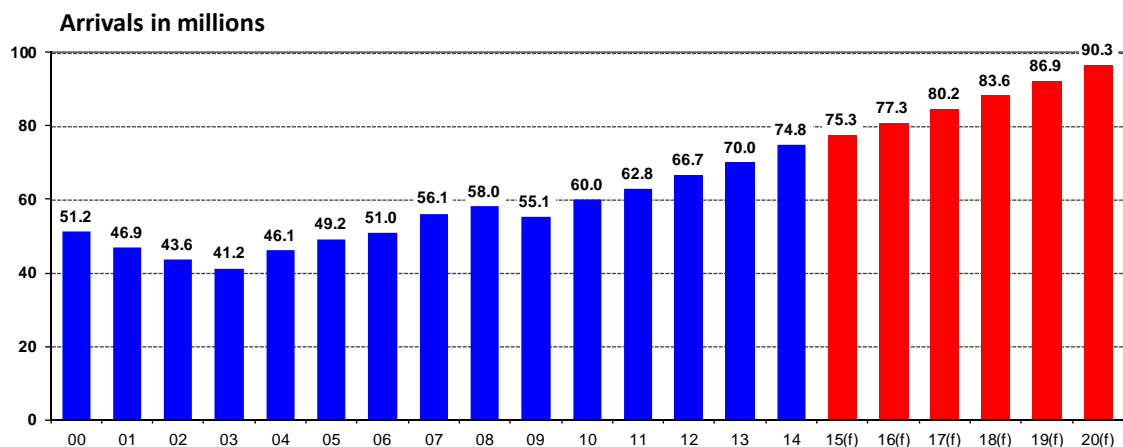
Impact of Travel and Tourism on the U.S. Economy (2015)

Travel and Tourism Exports	\$220.8 billion
International Travelers to the United States	77.5 million
Percentage of Total Exports	10%
Percentage of Service Exports	31%
Travel Trade Surplus	\$61 billion
Employment from Tourism Exports	1.1 million

Top Markets: Visitation and Spending 2015

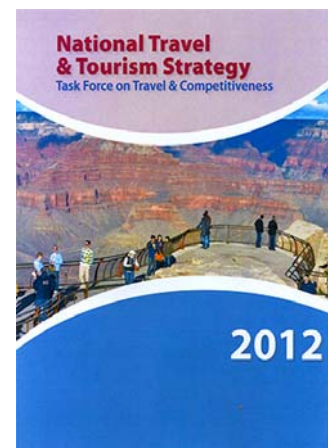
	Economy	Visitation (millions)	Economy	Spending (billions)
1.	Canada	20.7 ↓	China	\$26.9 ↑
2.	Mexico	18.4 ↑	Canada	\$22.1 ↓
3.	United Kingdom	4.9 ↑	Mexico	\$18.9 ↑
4.	Japan	3.8 ↑	Japan	\$16.6 ↓
5.	China	2.6 ↑	Brazil	\$13.6 ↑
6.	Germany	2.3 ↑	United Kingdom	\$12.6 ↓
7.	Brazil	2.2 ↓	India	\$10.6 ↑
8.	South Korea	1.8 ↑	South Korea	\$8.8 ↑
9.	France	1.8 ↑	Germany	\$6.8 ↓
10.	Australia	1.5 ↑	Australia	\$5.7 ↓

International Visitors to the United States: Forecast



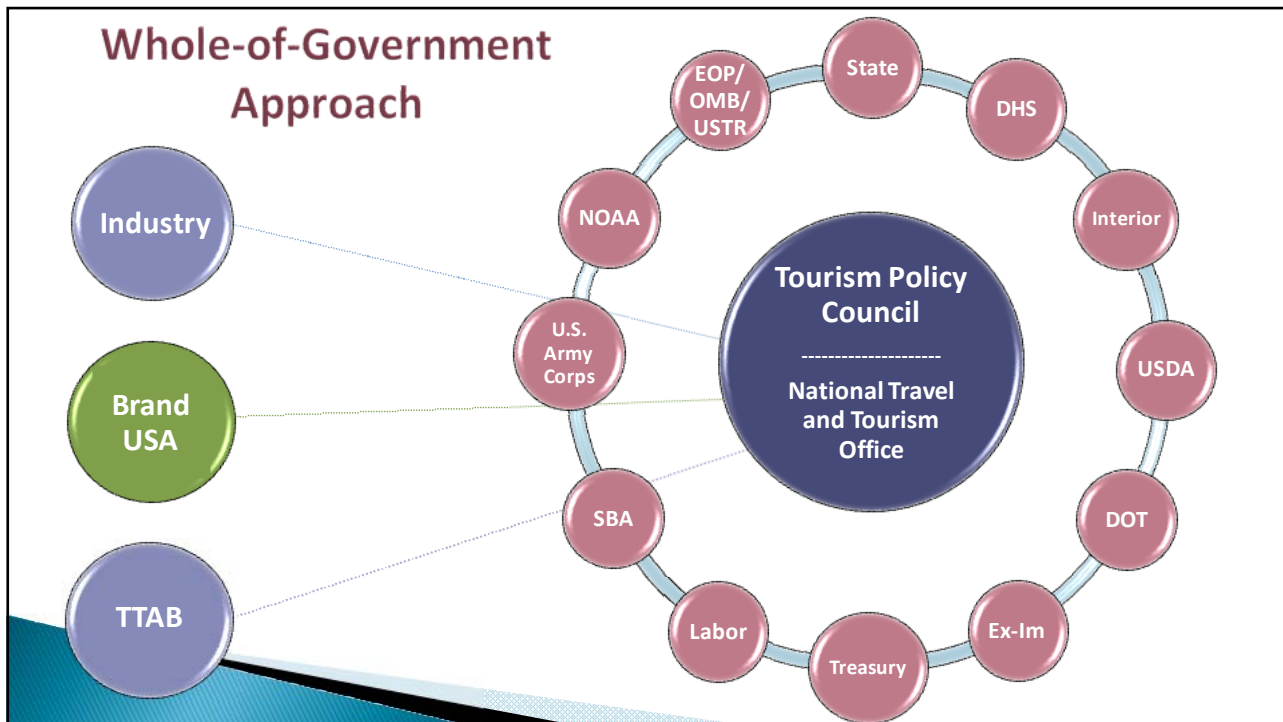
National Travel and Tourism Strategy

- ▶ Attract and welcome **100 million international visitors**, who we estimate will spend \$250 billion, annually by the end of 2021.
- ▶ Encourage Americans to **travel within the United States** and its territories to see all that our country has to offer.



Priorities to Achieve Goal

- ▶ Promote the United States.
- ▶ Enable and enhance travel and tourism to and within the United States.
- ▶ Provide world-class customer service and visitor experience.
- ▶ Coordinate across government.
- ▶ Conduct research and measure results.



Key Successes

- ▶ On track to meet National Strategy goal.
- ▶ Integrated tourism country plans in place in top 11 markets.
- ▶ Agreements to expand reciprocal trusted traveler programs with additional countries negotiated.
- ▶ National Park Centennial.
- ▶ Enhanced engagement with key markets – China and India.
- ▶ “Best in class” international arrivals experience.