



INTERNATIONAL
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National Travel & Tourism Office Updates

**Isabel Hill, Director
National Travel & Tourism Office
U.S. Department of Commerce**





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National Travel & Tourism Strategy

Overarching Goals

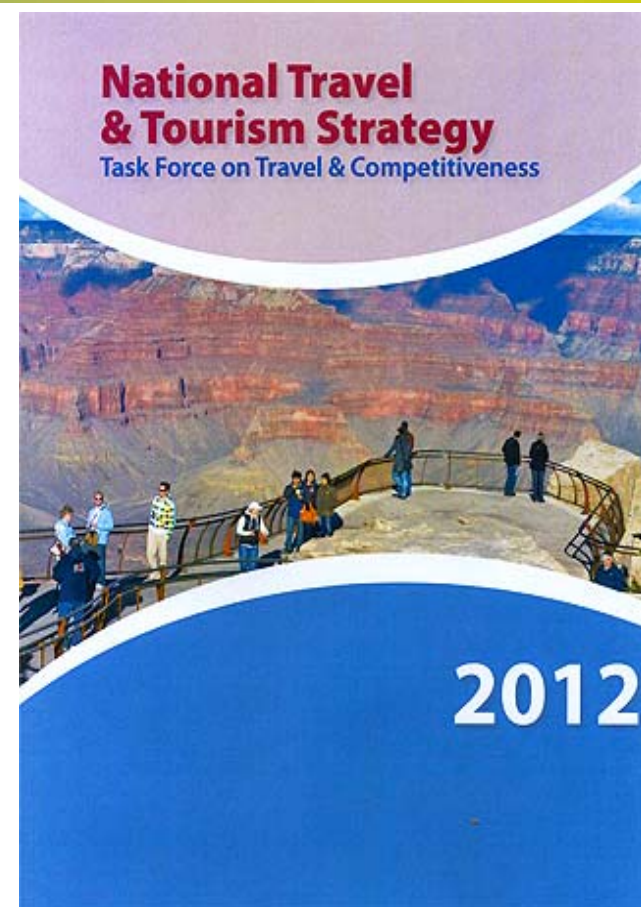
- ✓ Attract and welcome 100 million international visitors, who we estimate will spend \$250 billion annually, by the end of 2021.
- ✓ Encourage Americans to travel within the United States and its territories to see all that our country has to offer.



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National Strategy Priorities

- 1. Promote the United States**
- 2. Enable and enhance travel and tourism to and within the United States**
- 3. Provide world-class customer service and visitor experience**
- 4. Coordinate across government**
- 5. Conduct research and measure results**





Top 10 Source Markets (2013)

	Visitation	% Change	Spending	% Change
1.	Canada	3%	Canada	5%
2.	Mexico	1%	Japan	3%
3.	United Kingdom	2%	United Kingdom	-1%
4.	Japan	1%	Mexico	5%
5.	Brazil	15%	Brazil	9%
6.	Germany	2%	China	16%
7.	China	23%	Germany	-3%
8.	France	3%	Australia	7%
9.	South Korea	9%	France	17%
10.	Australia	7%	India	10%



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U.S.-China Joint Commission on Commerce & Trade

- Main forum for promoting commercial opportunities and addressing bilateral trade matters between the U.S. and China
- JCCT Tourism Working Group established in 2005
- Co-Chaired by the National Travel and Tourism Office and the China National Tourism Administration



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JCCT Tourism Working Group

- JCCT Tourism Working Group addresses issues specifically related to travel and tourism:
- Record of Success
 - MOU opening outbound group leisure travel from China to the U.S.
 - Engagement on visa policies to support growth
 - Engagement on implementation of new tourism law

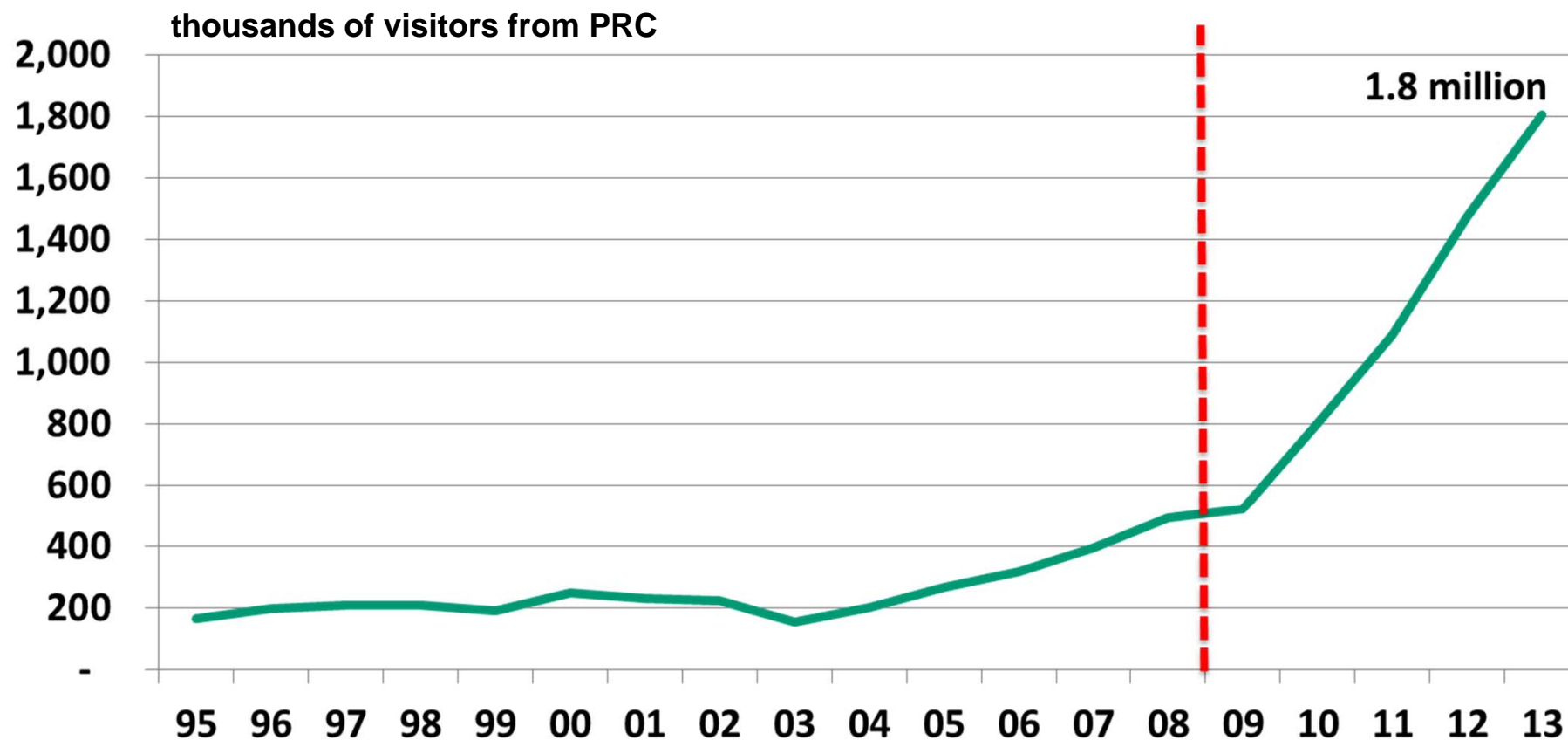


MOU Implementation

Phase	Date Implemented	Number of provinces	Total provinces
1	June 2008	9	9
2	November 2009	12	21
3	January 2011	3	24
4	January 2012	3	27
5	January 2013	2	29



Visitors to the U.S. from PRC





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2014-15 Work Plan Priorities & Progress

- Full Implementation of the MOU
- Enhanced understanding of tourism laws and policies
- Cooperation in tourism development
 - Travel and Tourism Cooperative Event
 - Set the agenda



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Key Issues - U.S. Perspective

- Expansion of air capacity – new air services agreement to enable growth
- Airport infrastructure development in the U.S and China
- Support investments in travel and tourism
- Open the sale of outbound travel to foreign owned companies
- Enhance cooperation in marketing and destination development



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Travel & Tourism Cooperative Event

- Cooperative Event in Travel and Tourism
- DOC and PRC agreed to have a meeting on travel and tourism
- Goal to have industry input into opportunities and issues to set the agenda moving forward
- Partnered with U.S. Travel with support of Brand USA