

U.S. TRAVEL
ASSOCIATION®

**DRIVING
GROWTH:**

**Benefiting from a
United Industry**





Ellen Davis

**Executive Vice President,
Business Strategy and
Industry Engagement**



U.S. TRAVEL

A S S O C I A T I O N[®]



U.S. Travel's Three Strategic Priorities

1

**Demonstrate that
Travel is Essential**

2

**Help People Get
from Point A to
Point B**

3

**Provide Value to
our Members**

Travel is Essential



Travel's Economic Impact: Georgia





Building Congressional Champions

Creating a Compelling Travel Narrative



Seamless Travel: Helping People Get From Point A to Point B



Travel Isn't Seamless — Yet

How We Get There:

1.

Visas

2.

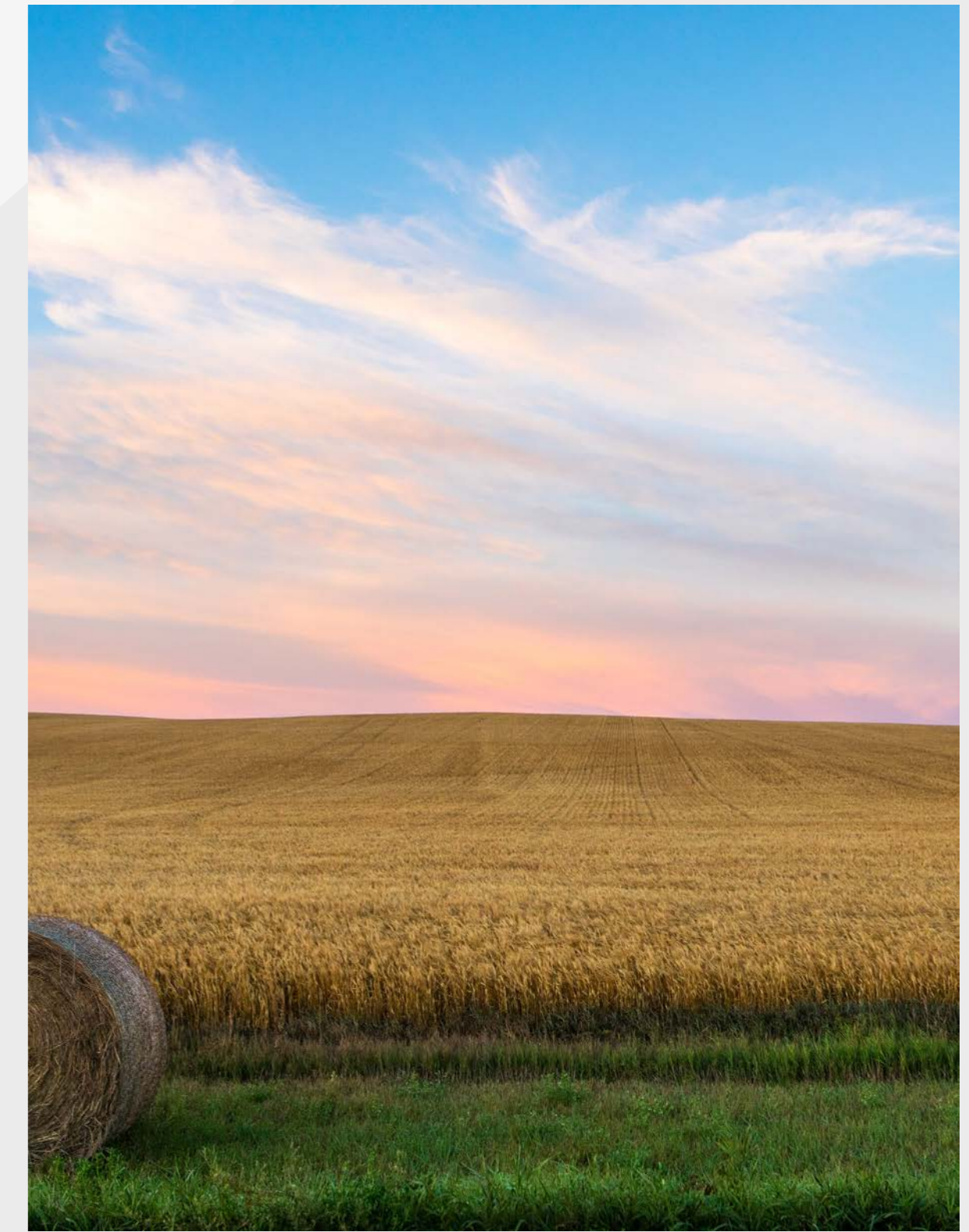
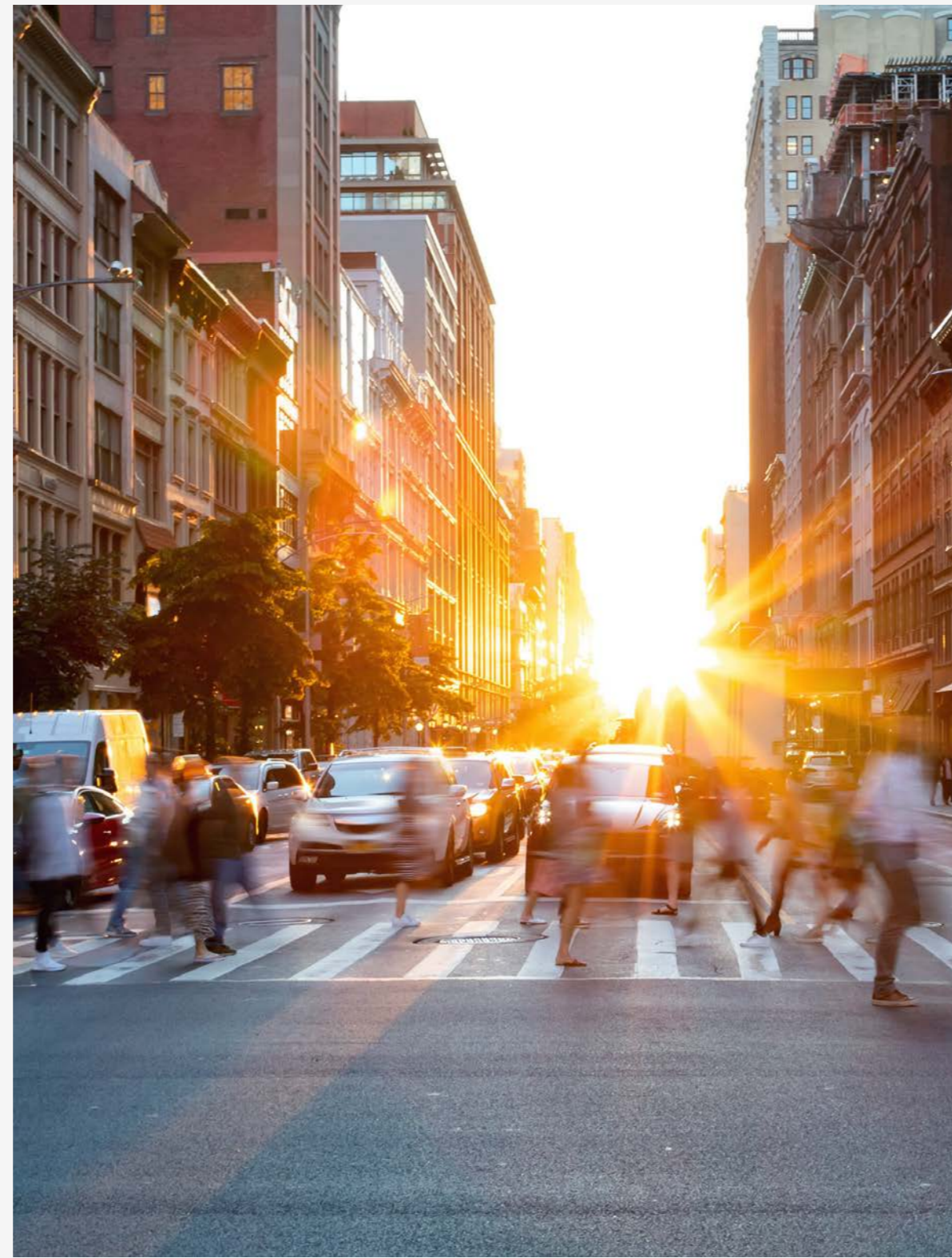
Customs

3.

Ease of
Travel

MISSION:

Grow Travel To and Within the U.S.



Overall U.S. Competitiveness Score

Rank	Country	Score
1	United Kingdom	72/100
2	France	66/100
3	Turkey	65/100
4	Italy	61/100
5	Canada	59/100
6	UAE	59/100
7	Spain	58/100
8	Germany	54/100
9	Greece	52/100

Rank	Country	Score
10	Thailand	52/100
11	Australia	51/100
12	Brazil	50/100
13	Saudi Arabia	50/100
14	South Africa	49/100
15	Mexico	49/100
16	Singapore	47/100
17	USA	47/100
18	China	47/100

MOST DESIRED DESTINATIONS

#1 UNITED STATES

SPAIN

FRANCE

ITALY

CANADA

JAPAN

AUSTRALIA

MEXICO

UNITED KINGDOM

GREECE

Source: Future Partners
(January 2023)

TOP VISITED DESTINATIONS

FRANCE

SPAIN

#3 UNITED STATES

ITALY

TURKEY

MEXICO

UNITED KINGDOM

GERMANY

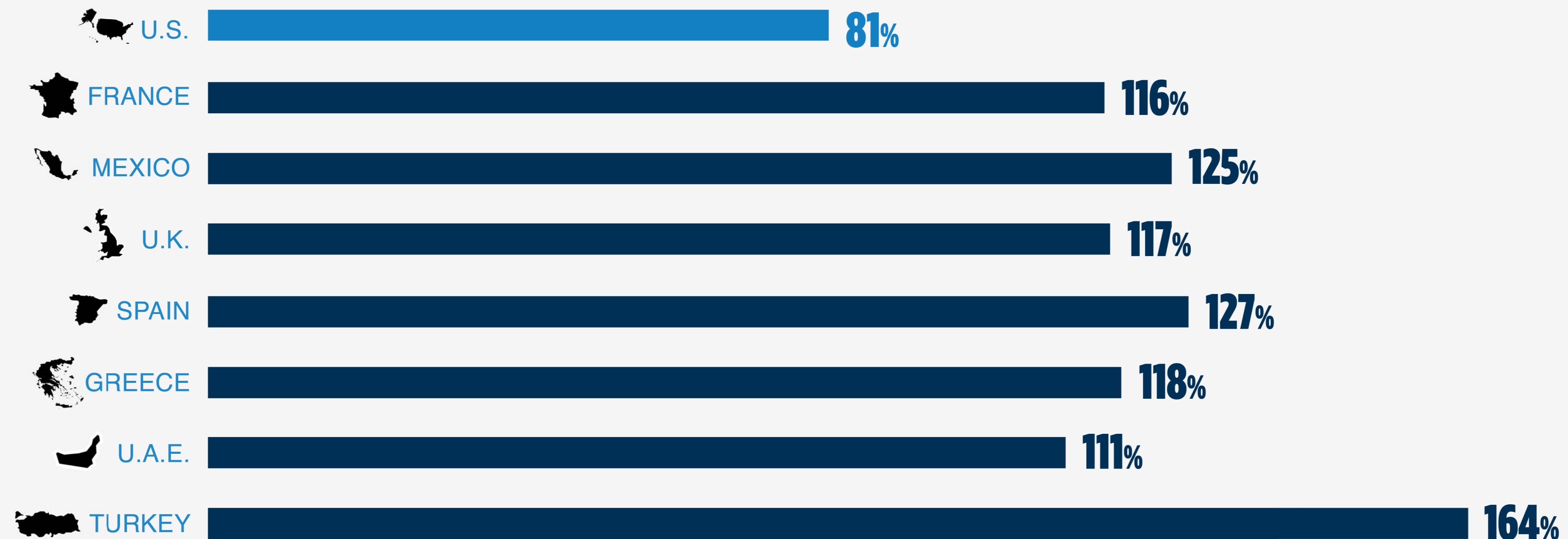
GREECE

CHINA

Source: Tourism Economics
(2023 Forecast)

INTERNATIONAL COMPETITIVENESS: SPENDING IN USD

INTERNATIONAL VISITOR SPENDING IN 2023*
% OF 2019 LEVEL (USD)



* Full-year forecast based on Q1-Q3 historic database

SOURCE: Tourism Economics

Commission on Seamless and Secure Travel





Commission Field Visit in Atlanta

Report Findings and Recommendations



Providing Value to Our Members



STANDARD



HYBRID



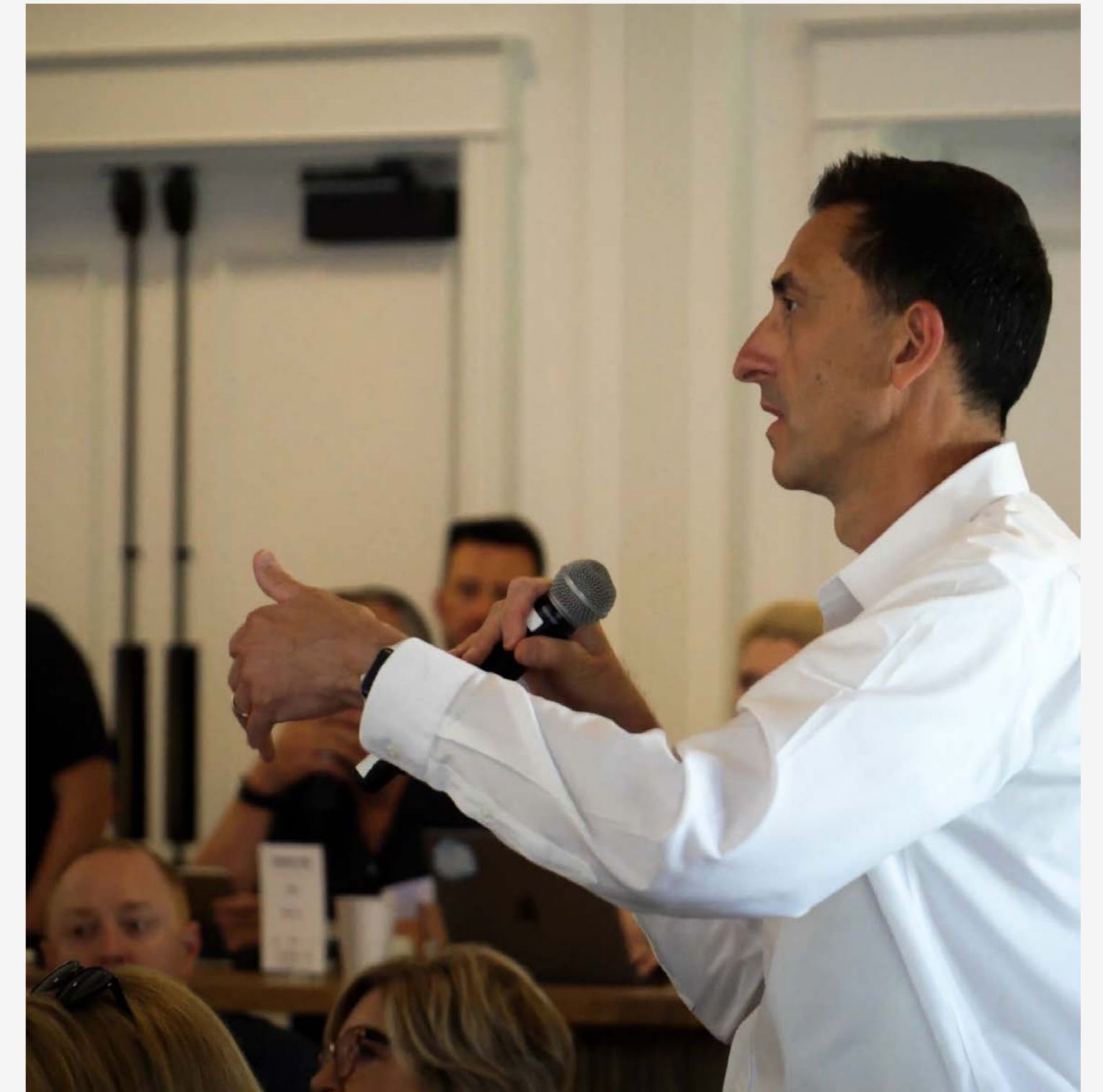
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ALLY



Becoming Informed and Engaged with U.S. Travel



IPW: Driving \$5.5 Billion in Travel Every Year



IPW: Critical to the Growth of Overseas Markets



Leveraging IPW for Georgia Tourism Growth



Engagement with U.S. Travel

1

Join U.S. Travel

2

Build Visibility
Through U.S.
Travel Programs

3

Help us Unite
the Industry

Ways to Get Involved



Sign Up for Updates

TRAVEL ACTION
NETWORK
U.S. TRAVEL ASSOCIATION





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ASSOCIATION®

U.S. Travel SmartBrief

Stay in-the-know with all things travel. Sign up for the new U.S. Travel Association SmartBrief today.



A person is running on a beach at dusk or dawn. The sky is filled with many seagulls in flight. The text "THANK YOU" is written in large white letters, with "For Your Commitment to Travel" written below it in smaller white letters. The background is a dark, moody landscape with a beach and a body of water.

THANK YOU
For Your Commitment to Travel

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