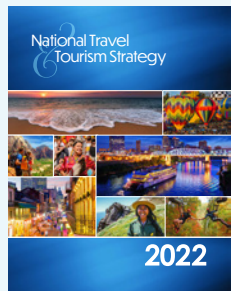




ITA FACT SHEET

National Travel and Tourism Strategy: Year One Successes

Travel and tourism is a critical driver of economic growth and employment in the United States, supporting 7.4 million American jobs through \$1.9 trillion of economic activity in 2021. As we rebuild the U.S. travel and tourism sector following the pandemic, we have an opportunity not only to strengthen our nation’s global competitiveness in travel and tourism, but also to create a more equitable, more resilient, and more sustainable travel and tourism industry. **This is what the five-year National Travel and Tourism Strategy (Strategy) aims to achieve.**



Released in June 2022 by Secretary of Commerce Gina Raimondo on behalf of the federal interagency Tourism Policy Council (TPC), the Strategy:

- Focuses federal efforts to support travel and tourism in the United States;
- Establishes a five-year goal of attracting 90 million visitors who are estimated to spend \$279 billion annually; and
- Envisions the public and private sectors working together to increase the volume and the value of travel and tourism.

The Strategy is organized around **four pillars**: 1) Promoting the United States as a Travel Destination; 2) Facilitating Travel To and Within the United States; 3) Ensuring Diverse, Inclusive, and Accessible Tourism Experiences; and 4) Fostering Resilient and Sustainable Travel and Tourism. Federal agencies are focused on more than 100 identified actions under the four pillars.

According to data from the **Department of Commerce’s (Commerce) National Travel and Tourism Office (NTTO)**, the United States is **on track to meet the 90 million visitor goal by 2027**, with international visitation to the United States reaching nearly 51 million in 2022 and spending by these visitors at almost \$165 billion. NTTO is housed in the **Industry and Analysis** business unit and is dedicated to enhancing the global competitiveness of the U.S. travel and tourism industry.

In recognition of the one-year anniversary of the launch of the Strategy, the following are a sample of initiatives led by federal departments and agencies that have advanced real progress in the first year under the four pillars:

- **Supporting communities in recovery:** **Commerce’s Economic Development Administration** invested \$750 million in American Rescue Plan funding to support travel, tourism, and outdoor recreation communities whose economies were hard hit by the pandemic. The \$240 million in competitive grant funding is distributed across 126 awards, which are expected to generate \$1.1 billion in private investment and create or save 10,291 jobs. More than 50 percent

of these awards are expected to benefit historically underserved communities and populations.

- **Driving visitation to the United States from top markets:** **Commerce (U.S. Commercial Service and NTTO)**, in collaboration with the **Department of State (State)**, is leading an initiative at U.S. Embassies to coordinate U.S. Government efforts to promote travel to the United States. To date, 21 embassies have created strategic Tourism Country Plans.



- **Helping communities prepare for extreme weather and climate changes and protecting travel and tourism assets: Commerce's National Oceanic and Atmospheric Administration**

unveiled a \$2.6 billion framework to invest in climate resilience and coastal communities with funding from the Inflation Reduction Act – an investment that will create jobs and bolster our economy. The funding will also support critical improvements and accessibility services at visitor centers within the National Marine Sanctuary System.

- **Expediting the travel screening process: DHS's Transportation Security Administration (TSA)**

continues to enroll record numbers of travelers into its TSA PreCheck expedited screening program. TSA PreCheck enrolled approximately 4 million new travelers in FY 2023. About 34 million travelers now benefit from TSA PreCheck after being vetted through federal programs, further facilitating the travel experience.

- **Facilitating travel by issuing visas at record pace:**

In FY 2023, **State** issued record-breaking numbers of nonimmigrant visas: nearly 10.5 million globally, surpassing any high-water mark in recent history. U.S. embassies and consulates issued 55 percent more nonimmigrant visas in FY 2023 compared to last fiscal year, and 20 percent more than during the same period in pre-pandemic FY 2019. Today, more people can travel to the United States than ever before.

- **Supporting Native American communities:**

The **Forest Service**, in partnership with the American Indian Alaska Native Tourism Association, provided \$990,000 in NATIVE Act grants to six tribes to develop recreation and tourism infrastructure and/or technical assistance in Native American communities over a two-year project period.

- **Enhancing secure travel and the travel experience:**

The **Department of Homeland Security's (DHS) Customs and Border Protection (CBP)** continues to expand biometric exit through public-private partnerships with the airlines and airports to enhance security and the travel experience. Currently, CBP has biometric exit at 46 airports and has processed 363 million travelers through facial biometrics at air, land, and sea ports.

- **Expanding accessibility for travelers at federal lands and waters:**

The **Department of the Interior** is repairing and improving infrastructure and facilities in national parks, wildlife refuges and other sites to improve the visitor experience and enhance accessibility so that all travelers can enjoy U.S. public lands and waters. For example, the **National Park Service** invested \$31 million to rehabilitate the Foothills Parkway West in Great Smoky Mountains National Park, where improvements at scenic overviews and pullouts include new ramps with curb cuts to provide easier access to interpretive panels and to meet accessibility guidelines.

- **Strengthening economic opportunities for communities:**

The **Environmental Protection Agency**, the **Department of Agriculture's Forest Service**, the **Northern Border Regional Commission**, and the **Appalachian Regional Commission** awarded assistance to 25 small and rural communities in 17 states to identify strategies to grow their outdoor recreation economies through the Recreation Economy for Rural Communities program. The program supports the establishment of vibrant downtowns, encourages natural resource conservation, and brings more visitors.

For more information on the Strategy, please visit <https://www.trade.gov/national-travel-and-tourism-office>.