



# National Travel and Tourism Strategy

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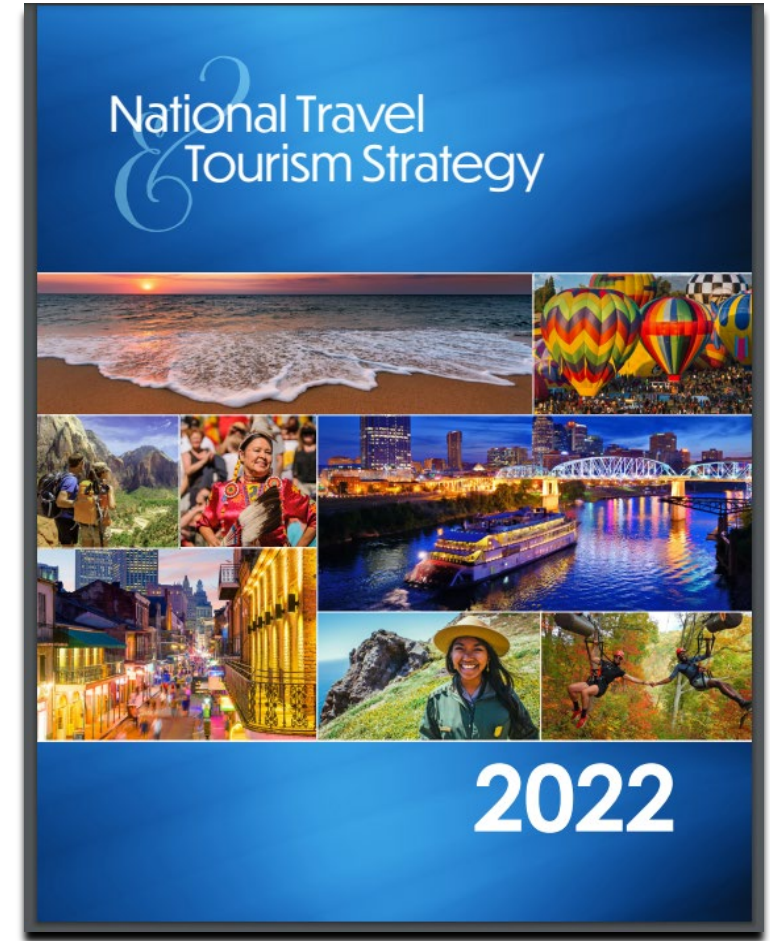
# Gina Raimondo, U.S. Secretary of Commerce



- “Few industries were hit as hard by the pandemic as travel and tourism, and its resurgence is essential to a robust and enduring economic recovery.”
- “As we rebuild, we have an opportunity not only to strengthen our nation’s global competitiveness, but also to create a more equitable, more resilient, and more sustainable industry.”

# 2022 National Travel and Tourism Strategy

- Focuses federal government's efforts to support the travel and tourism industry in the United States.
- Sets a goal of attracting **90 million international visitors**, who will spend **\$279 billion** annually, by 2027.
- Encourages the private and public sectors to work together to increase both the volume and value of tourism.





# Four Pillars of the Strategy:

1. Promote the United States as a global travel destination.
2. Facilitate travel to and within the United States.



3. Ensure diverse, inclusive, and accessible tourism experiences.
4. Foster a resilient and sustainable travel and tourism sector.

# Pillar #1



## I. Promoting the United States as a Travel Destination

**Goal:** Leverage existing programs and assets to promote the United States to international visitors and broaden marketing efforts to encourage visitation to underserved communities.

**Strategy 1:** Streamline the communication of U.S. travel policy.

**Strategy 2:** Promote ethnic and geographic diversity of destinations.

**Strategy 3:** Promote responsible and sustainable tourism.

**Strategy 4:** Leverage large-scale international events to increase visitation.

# Pillar #2



## II. Facilitating Travel To and Within the United States

**Goal:** Reduce barriers to trade in travel services and make it safer and more efficient for visitors to enter and travel within the United States.

**Strategy 1:** Position the United States as a leader in verifying traveler identities.

**Strategy 2:** Expand remote processing opportunities.

**Strategy 3:** Strengthen partnerships for traveler facilitation.

# Pillar #3



## III. Ensuring Diverse, Inclusive, and Accessible Tourism Experiences

**Goal:** Extend the benefits of travel and tourism by supporting the development of diverse tourism products, focusing on underserved communities and populations. Address the financial and workplace needs of travel and tourism businesses, supporting destination communities as they expand their tourism economies. Deliver world-class experiences and customer service on federal lands and waters that showcase U.S. assets while protecting them for future generations.

**Strategy 1:** Assist communities in providing accessible and authentic travel and tourism experiences.

**Strategy 2:** Address challenges related to increased visitation at land and water communities.

**Strategy 3:** Balance demand for high quality experiences with community needs.

**Strategy 4:** Cultivate and amplify an ethos of conservation, stewardship, and resilience.



# Pillar #3 continued



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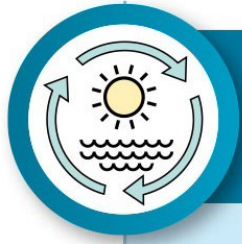
**Strategy 5:** Increase access to technology for visitor management and interpretive services.

**Strategy 6:** Address community barriers to creating equitable and just tourism economies.

**Strategy 7:** Attract and retain a diverse workforce.



# Pillar #4



## IV. Fostering Resilient and Sustainable Travel and Tourism

**Goal:** Reduce travel and tourism's contributions to climate change and build a travel and tourism sector that is resilient to natural disasters, public health threats, and the impacts of climate change. Build a sustainable sector that integrates protecting natural resources, supporting the tourism economy, and ensuring equitable development.

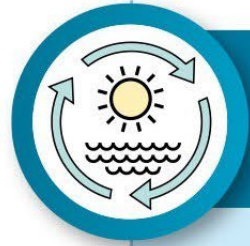
**Strategy 1:** Ensure underserved communities can receive disaster assistance and develop greater institutional capacity.

**Strategy 2:** Support communities in resiliency planning.

**Strategy 3:** Reduce travel and tourism's carbon emissions.

**Strategy 4:** Support nature-based solutions for climate mitigation and adaptation.

# Pillar #4 continued



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**Strategy 5:** Protect natural assets to ensure travel and tourism resources for the future.

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**Strategy 6:** Build a sustainable tourism ecosystem in the United States.

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**Strategy 7:** Provide timely data on climate-related events and natural disasters.

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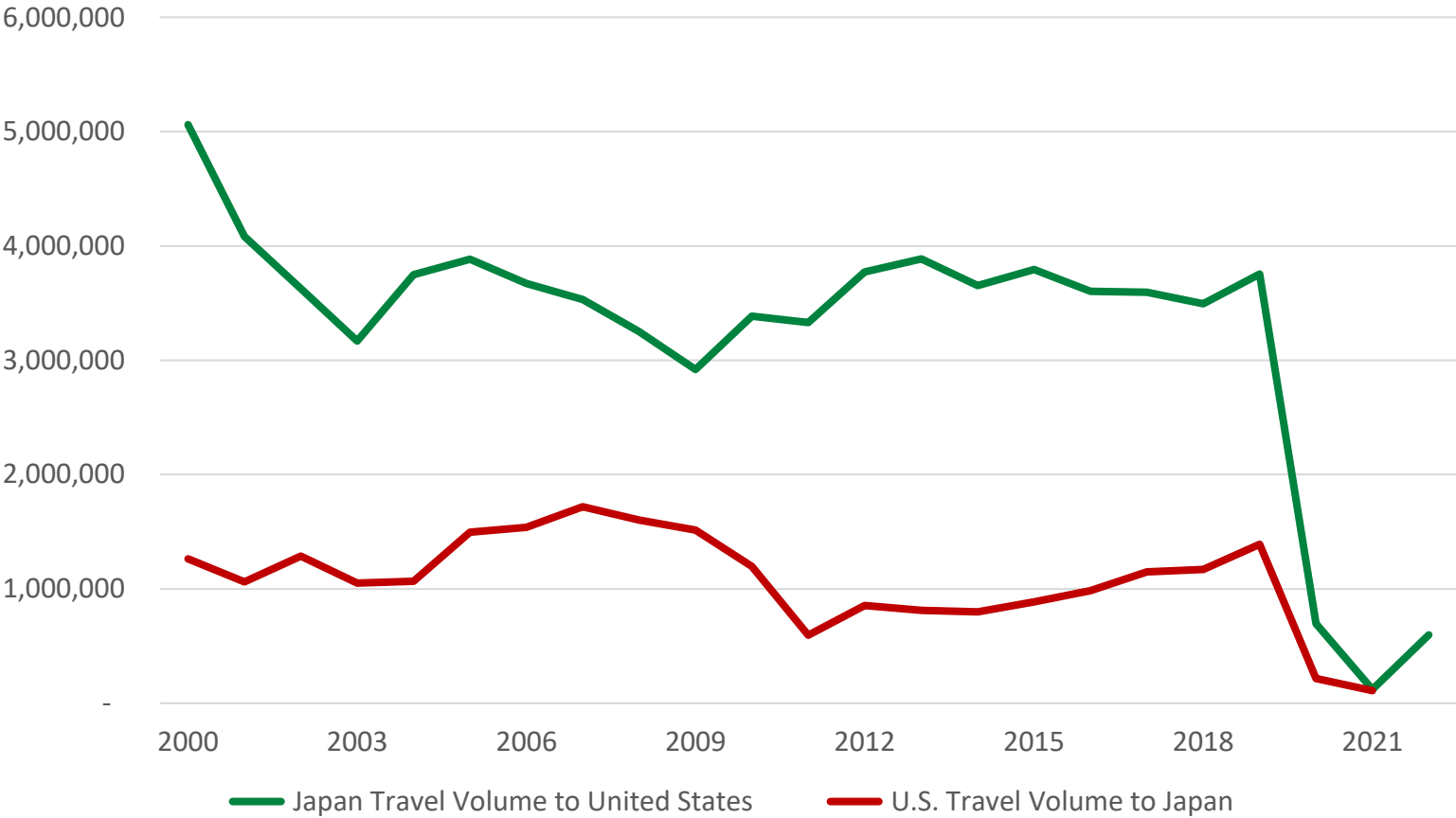
# Implementation of the Strategy

- “Whole-of-government” approach.
- The congressionally-created interagency Tourism Policy Council initiated the Strategy and is accountable for implementation.
- Commerce’s National Travel and Tourism Office coordinates with dozens of offices within federal government, and connects with state, local, and tribal governments.
- Focus on key deliverables and action items within each pillar.



# United States – Japan Travel Volume

International Travel Volume Between the U.S. and Japan



## International Visitation to the United States

(Top 10 Source Markets in 2019)

	Millions	Share of Total
Canada	20.7	26.1%
Mexico	18.3	23.1%
United Kingdom	4.8	6.0%
<b>Japan</b>	<b>3.8</b>	<b>4.7%</b>
China	2.8	3.6%
South Korea	2.3	2.9%
Brazil	2.1	2.6%
Germany	2.1	2.6%
France	1.8	2.3%
India	1.5	1.9%



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# Short Term Opportunities between U.S. and Japan

- Continue dialogue with Embassy of Japan, U.S.-Japan Business Council, Japan International Transport and Tourism Institute, and others.
- Complete jointly-led Commerce-State Tourism Country Plan for Japan.
- Brand USA film premiere, “Into America’s Wild,” in Tokyo, April 11.



# Longer Term Opportunities between U.S. and Japan



- Leverage major global events: Osaka Kansai EXPO 2025, FIFA World Cup 2026, Los Angeles Olympics 2028.



- Collaborate in multilateral venues: APEC, G20, OECD





# Thank you!

- Arigatou Gozaimasu.
- <https://www.trade.gov/national-travel-and-tourism-office>

