



*Improving our visa system to welcome 100 million international travelers and create a million American jobs*

### **America's Travel Policies Discouraging Millions of Visitors**

International travel remains one of the few bright spots in a struggling global economy. But America's visa and entry policies have deterred visitors from our shores, cost hundreds of thousands of jobs and deepened our economic challenges. While the number of global long-haul travelers increased by 61 million from 2000 to 2010, the number of overseas visitors to the United States stayed flat.

Overseas visitors to the United States are walking stimulus packages, each spending an average of more than \$4,000 per visit. The failure to keep pace with the growth in international long-haul travel cost the U.S. economy tens of billions in tax receipts and hundreds of billions in total spending. In addition to the impact on the travel industry, our nation's travel policies discourage companies from using the United States as a destination for training, meetings and business development – including purchasing products – with international customers and colleagues.

### **Revived Coalition to Reframe Debate. Advance Needed Reforms**

The Discover America Partnership, created in 2011, is an intensive lobbying and grassroots campaign to advance visa and entry reforms that will enable the United States to regain the 17 percent market share of overseas travelers it had in 2000. The campaign:

- Educates policymakers and opinion leaders on the economic significance of tourism and business travel to the United States;
- Highlights the barriers that prevent the United States from maximizing its potential in the global travel market; and
- Presents high-impact solutions with low or no cost that will enable the United States to create hundreds of thousands of sustainable American jobs.

### **Seeking Diverse Membership**

The Coalition seeks a diverse membership of organizations that depend on international travel to the United States for their success. In addition to members of the travel industry, the coalition seeks support from entities that rely on international business travelers to attend trade shows, explore mutual business development opportunities and participate in product demonstrations and other business activities.

- Leadership Committee: Chaired by the U.S. Travel Association, the committee also includes the American Hotel and Lodging Association, International Franchise Association, National Restaurant Association, National Retail Federation and U.S. Chamber of Commerce.
- Steering Committee: Involves a \$10,000 commitment and includes setting and implementing strategy, featured participation at coalition events, logo on letterhead and web site, logo in paid media placements, regular updates and participation at press events.
- Campaign Partner: This membership level involves a \$2,500 commitment and includes name on letters and logo on web site, regular updates and participation in press and coalition events.
- Member: This membership level includes regular updates and membership listing on the web site.

### **Tightly Focused Structure. Tactics**

The Partnership seeks to maximize resources by leveraging existing assets. Rather than seeking substantial amounts for additional funding, Partnership members agree to lend their time and the resources of their lobbying and/or grassroots firms. The Partnership will mount an aggressive advocacy campaign with Congress and the Administration that will include meetings, briefings and hearings. To support Hill efforts, the Partnership will employ limited inside-the-beltway paid media where necessary.

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