

TRAVEL AND TOURISM

Request:

- Support the Travel Promotion Act (H.R. 1035/S.1023)
- Support national efforts to promote cultural tourism.

Introduction:

Travel and tourism are critical components of our national economy and our cultural fabric. Travel enhances our understanding of other cultures, geographies, people and histories and enriches our lifelong education.

When people travel, they frequently visit museums. In fact, museums rank in the top three vacation destinations. Because museums are prime draws for both foreign and domestic travelers, museums are increasingly being included in state and local economic development initiatives.

Talking Points:

- Trips including cultural and heritage activities comprise one of the most popular and significant segments of the travel industry, accounting for over 23% of all domestic trips. Visitors to historic sites and cultural attractions, including museums, stay 53% longer and spend 36% more money than other kinds of tourists.
- The "Travel Promotion Act" is legislation that will help America recoup its lost share of the travel market around the world. The Congressional Budget Office estimates that it will reduce the U.S. deficit by \$425 million over 10 years, and according to Oxford Economics, in international economic consulting firm, a well-executed travel promotion program would generate \$4 billion in new spending and create 40,000 good-paying U.S. jobs.
- The Travel Promotion Act (H.R. 1035/S.1023) is aimed at increasing travel to the U.S. from abroad and would establish a public-private partnership to promote tourist, business, and scholarly travel to the United States.
 - **STATUS:** The Travel Promotion Act of 2009 (S. 1023) was passed by the Senate on September 9, 2009. An identical bill passed the House on October 7, 2009 as an amendment to H.Res. 806, however, procedural dynamics require an additional Senate vote on the bill.