

# Tacoma Regional Convention + Visitor Bureau

## Tacoma Regional Convention + Visitor Bureau joins the U.S. Travel Association in Applauding National Strategy to Boost Travel and Tourism

**Jan. 25, 2011—WASHINGTON, DC**—In a first for the U.S., President Barack Obama announced on Monday a national strategy on travel and tourism to boost travel in the United States. The U.S. travel industry is a cornerstone of the U.S. economy, representing \$1.8 trillion in economic output and supporting 14 million American jobs.

"Tourism is a key industry for our nation and one that deserves recognition and a planned approach. The steps President Obama is taking to boost this industry are significant to driving economic growth and opportunity," said Shauna Lunde-Stewart, Vice President of Sales + Marketing for the Tacoma Regional Convention + Visitor Bureau [TRCVB]. "The tourism industry has a great impact on the Pierce County and Washington state economy, where in 2011 it created more than 104,000 jobs and generated more than \$11.6 billion in visitor spending."

According to a White House statement, Monday's announcement calls for a national strategy to make the United States the world's top travel and tourism destination, as part of a comprehensive effort to spur job creation. The number of travelers from emerging economies with growing middle classes—such as China, Brazil and India—is projected to grow by 135%, 274% and 50% respectively by 2016 when compared to 2010.

President Obama will also sign an Executive Order and charge several government agencies to take part in efforts and new initiatives to significantly increase travel. Some of the initiatives include: a new pilot program and rule change for visa processing in China and Brazil, a final rule to expand and make the Global Entry program permanent, appoint new members to the U.S. Travel and Tourism Advisory Board, and the Nomination of Taiwan to the Visa Waiver Program.

"This is the first time our country has had a national strategy and set goals for the amount of visitors we want to welcome to our country. Not only will this increase traffic to America's wonderful destinations and attractions, but nearly half of the travelers will come to attend conferences and tradeshow," said Roger Dow, president and CEO for the U.S. Travel Association.

The TRCVB has partnered with the U.S. Travel Association to increase travel to and within the United States. Among U.S. Travel's objectives for 2012 will be for the U.S. government to pursue concrete actions to increase international travel, business travel, participation in meetings and conventions and leisure travel throughout America.

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*The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, Wash. Accredited by Destination Marketing Association International.  
For more information, visit [www.TravelTacoma.com](http://www.TravelTacoma.com).*

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