

TESTIMONY FOR THE RECORD

OF

ROGER DOW, PRESIDENT AND CEO OF THE U.S. TRAVEL ASSOCIATION

ON

"BALANCING PROSPERITY AND SECURITY: CHALLENGES FOR U.S. AIR TRAVEL IN A 21ST CENTURY GLOBAL ECONOMY"

BEFORE THE

SENATE APPROPRIATIONS SUBCOMMITTEE ON HOMELAND SECURITY

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U.S. TRAVEL ASSOCIATION 1100 NEW YORK AVENUE, NW, SUITE 450 WASHINGTON, DC 20005-3934 202.408.8422 FAX 202.408.1255 Chairman Landrieu, Ranking Member Coats and Members of the Subcommittee: I am pleased to offer testimony on behalf of the U.S. Travel Association (U.S. Travel), the national, non-profit organization representing all sectors of America's travel industry. U.S. Travel's mission is to increase travel to and within the United States. Last year the \$813 billion travel industry generated a total of \$1.9 trillion in total economic output.

I applaud you for holding today's hearing to discuss the critical role the Department of Homeland Security (DHS) plays in facilitating travel and commerce, and protecting our country. I would also like to thank you for the strong bipartisan leadership you have demonstrated on travel issues during your time here in Washington.

Travel provides good, domestic jobs that cannot be outsourced. In 2011, travel supported 14.4 million jobs and is among the top 10 employers in 48 U.S. states and the District of Columbia. For example, travel directly employs more than 100,000 Louisianans, contributes \$8.9 billion annually to the Louisiana economy and generates more than \$1.1 billion in state and local tax revenue. Similarly, travel directly employs more than 96,000 Indianans, contributes more than \$8.6 billion to the Indiana economy and generates nearly \$1.3 billion in tax receipts. In every region of America, travel helps pay the salaries of police, firefighters and teachers without creating much new demand for those public services.

I am here today to tell you that increasing travel in the United States is the most effective form of economic stimulus – and it doesn't cost taxpayers a dime. When American and international visitors travel within the United States, they inject new money into the U.S. economy by staying in U.S. hotels, spending in U.S. stores, visiting U.S. attractions and eating at U.S. restaurants. And spending by international travelers is chalked up as U.S. exports that contribute positively to America's trade balance. In fact, international travel is the export sector that should be easiest to boost.

Larry Summers, the former director of the National Economic Council, recently observed that "the easiest way to increase exports and close the trade gap is by increasing international travel to the United States."

But the 10 years from 2001 through 2010 were a lost decade for America's travel industry and the U.S. economy. While global international travel grew over the last decade, America failed to keep pace. The opportunity costs of this slippage are staggering. If America had kept pace with the growth in global long-haul international travel between 2000 and 2010, 78 million more travelers would have visited the United States, adding a total of \$606 billion to the U.S. economy that could support more than 467,000 additional U.S. jobs annually over these years.

Unlike other goods and services, the barriers to travel are primarily self-imposed. There are no trade agreements to be negotiated or tariffs to reduce with other countries. The principle barriers to increased travel to and within the United States are the inefficiencies, uncertainties and delays that characterize our visa, entry and passenger screening process. These self-imposed restrictions discourage Americans and overseas visitors from traveling within the United States.

It is unconscionable that in a time of weak economic growth, followed by deep recession, inefficient security and travel facilitation programs caused America to leave so much economic prosperity on the table. We cannot afford to make the same mistakes in this current decade. As described below, these lost opportunities are not a tradeoff with security – we can have robust, growing and secure travel.

IMPLEMENT RISK-BASED AND EFFICIENT PASSENGER SCREENING

Over the next 20 years, air passenger travel will almost double to 1.2 billion passengers per year, according to projections released last week by the Federal Aviation Administration (FAA). This forecast may seem like an indicator of robust growth and increased job creation in the years ahead. But given our nation's inefficient and costly security screening process, and the growing level of passenger frustrations – the FAA is really forecasting longer lines and wait-times at security checkpoints and potentially greater economic losses for the travel industry.

To understand the potential magnitude of problems in the future, it is helpful to examine the costs imposed by the current system. A 2010 survey conducted by Consensus Research found that travelers would take two to three more flights per year if the hassles in security screening were reduced. These additional flights would add nearly \$85 billion in consumer spending back into local hotels, restaurants, convention centers and other travel business, and help support 900,000 jobs.

An inefficient screening process also imposes a staggering cost on the American tax payer. From 2004 to 2011, the TSA's budget rose by 68 percent, while the number of passengers screened remained almost flat.¹ If these trends continue, TSA's budget would spiral out of control as passenger levels increase.

The only way to avoid this scenario is for TSA to become a more risk-based, intelligence-driven and cost-effective organization.

In 2011, TSA recently launched Pre \checkmark TM, a trusted traveler a pilot program that provides expedited screening for passengers willing to volunteer more personal information. Pre \checkmark TM is an essential first step in creating a more efficient and secure screening process, and I applaud Administrator Pistole for his leadership in creating this program.

Today, roughly 400,000 Americans are enrolled in Pre ✓™, which is small number compared to the 2 million people who fly each day. The future success of the program will depend on the operational efficiencies and cost-savings realized when more low-risk travelers use the program on a frequent basis.

Unfortunately, there are several barriers preventing ordinary Americans from joining and using Pre ✓ TM. One way to join the program is to be a member of U.S. Customs and Border Protection's (CBP's) Global Entry program. To be a part of Global Entry, CBP requires an in-person interview but only offers these interviews at 25 permanent locations. If a person living in New Orleans wishes to join Global Entry, the closest CBP interview location is in Houston, Texas − nearly a six hour drive away. Alternatively, if the same person wanted to qualify for Pre ✓ TM through an airline frequent flier program, U.S. Travel estimates that it would cost roughly \$10,000 in airfare paid to a single airline in order to accrue enough frequent flier miles to qualify.²

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¹ U.S. Travel Association, "A Better Ways: Building a World-Class System for Aviation Security." http://www.ustravel.org/sites/default/files/page/2011/03/A Better Way 032011.pdf

² TSA considers enrollment criteria for Pre ✓ TM to be Security Sensitive Information. The U.S. Travel Association calculated an estimate of the cost to join Pre ✓ TM by multiplying the average 2010 passenger yield (the average fare paid by domestic passengers per mile flown) of ¢13.49 by 75,000 (the number of miles needed to become Platinum customer on Delta airlines).

Moreover, once a traveler is enrolled in Pre ✓ TM through a frequent flier program, they can only use the expedited screening lanes when flying with that particular airline – in airports where Pre ✓ TM is established. For example, an American Airlines Pre ✓ TM customer who buys an American Airlines ticket for travel from JFK airport to Miami International, would have access to the Pre ✓ TM lane. If that same customer decides to fly Delta airlines on the return flight home, he or she would not have access to the Pre ✓ TM lane, simply because they are not flying with American Airlines. In our opinion, risk should not be determined by your loyalty to any one airline.

Fortunately, there are many innovative ways to bolster the Pre \(\sigma^{\text{TM}}\) program. TSA and the Department of Homeland Security (DHS) can increase participation in Pre \(\sigma^{\text{TM}}\) by expanding CBP's trusted traveler programs and allowing travelers to qualify by aggregating their frequent flier miles across multiple airlines. Additionally, once a passenger is enrolled in the program, Pre \(\sigma^{\text{TM}}\) passengers should be immediately granted access to any Pre \(\sigma^{\text{TM}}\) lane.

But TSA must also offer enrollment opportunities beyond CBP trusted travelers and elite frequent fliers if the program is going to succeed. In 2011, the U.S. Travel Association, the American Association of Airport Executives (AAAE), and CLEAR submitted to TSA a joint proposal for expanding Pre \(\sigma^{\text{TM}}\). Under our proposal, TSA would establish a new set of eligibility requirements for participation in the program. U.S. Travel, AAAE, CLEAR and TSA would then work to create enrollment procedures that meet these requirements by using proven and operationally ready methods of identity verification and risk assessment. Once these procedures are in place, our organizations could quickly increase enrollment in Pre \(\sigma^{\text{TM}}\) by leveraging CLEAR's existing base of 200,000 members and providing additional outlets for enrollment in places frequented by travelers – including airport, hotel, rental car and convention center lobbies. Additionally, CLEAR is willing to explore a partnership with CBP whereby persons who enroll in Pre \(\sigma^{\text{TM}}\) through CLEAR would be offered reimbursement for the CBP trusted traveler application fees.

TSA is considering various aspects of our proposal and we look forward to working with them in the future to expand Pre ✓™ and ensure its future success.

PROMOTE AND EXPAND INTERNATIONAL TRAVEL

Just as FAA is predicting a significant increase in domestic air travel, international air travel is expected to grow as well. On a worldwide basis, total international tourist arrivals are projected to grow 36 percent between 2010 and 2020, resulting in \$2.2 trillion in direct travel spending and 62 million jobs. Over the same period, international travel revenue as a share of global GDP is forecast to increase by 10 percent. This presents enormous economic and diplomatic opportunities of the United States.

Increasing secure travel to the United States is an integral part of a successful foreign policy. As noted by a federal advisory committee to the Departments of Homeland Security and State in 2008:

Our long-term success requires not only that we deter and detect determined adversaries, but also that we persuade millions of people around the globe of our ideals – democratic freedom, private enterprise, human rights, intellectual pursuit, technological achievement. That persuasion requires human interaction, and each

visitor to the United States represents such an opportunity. Raw statistics are important in analyzing our achievements and challenges, but so are the attitudes we display. Treating prospective and actual visitors with dignity and respect will reinforce, not diminish, our security.

The travel industry is also a leading source of U.S. exports. When visitors travel to the U.S. from abroad, they inject new money into our economy by staying in our hotels, shopping at our stores, visiting our attractions and eating at our restaurants. In many cases, they are also here to conduct business that can lead to significant sales of U.S. products and services in overseas markets. Every dollar these visitors spend in the U.S. counts as an export – just like agricultural crops, minerals or manufactured goods. International travel to the U.S. generated more than \$134 billion in exports in 2010, supported 1.8 million U.S. jobs, and made travel the nation's leading industry export.

In May 2011, the U.S. Travel Association released a comprehensive report which studied the effects of the visa process on international travel to the U.S. and found that delays, cost, access and unpredictability in the U.S. visa system served as a barrier for potential visitors and contributed to our lost market share. The travel industry rallied together in support of recommendations in the U.S. Travel Association's report that would help to reform the visa process in key high-growth and high-spend markets such as Brazil, China and India.

While reforms can often be difficult to implement and are rarely done quickly, we greatly appreciate the support and attention Secretary of State Hillary Clinton, Deputy Secretary of State for Management and Resources Tom Nides and U.S. Ambassador to China Gary Locke have dedicated to improving the U.S. visa process in China and Brazil over the last year. The State Department has undertaken several steps, most importantly dedicating more personnel and resources toward visa adjudication. Among the Department's recent initiatives are:

- Adding 100 visa adjudicators in China and Brazil, many of whom are being hired through a pilot program that targets applicants with Mandarin and Portuguese language skills.
- Extending hours at some posts in China and Brazil at existing facilities to process more visa applicants.
- Expanding visa-processing facilities to allow for increased interview capacity of applicants.
- Opening a new embassy consular facility in Beijing to increase visa interview capacity in by 50 percent.
- Initiating a new pilot program that permits consular officers to waive interviews for some qualified non-immigrant applicants worldwide who are renewing their visa within 48 months of the expiration of their previously held visa, and within the same classification as the previous visa.
- In Brazil, permitting consular officers to waive interviews for applicants 15 years and under and 66 and older.
- Sending temporary duty officers to manage seasonal spikes in visa application demand.

Furthermore, we applaud the President for issuing Executive Order 13597 which gives this issue the prominence it deserves, and offers the vision and commitment we have long needed to reap the economic, security and public diplomacy rewards that will come from improving our competitiveness in the global travel market.

We look forward to working with the new Task Force on Travel and Competitiveness that was created by the Executive Order to help fulfill the enormous promise of America's travel industry and strengthen our economy's leading industry export. However, there is also a clear role for Congress to help advance policy that will increase legitimate international travel. I will focus on three key areas: the entry experience at U.S. international airports, the visa issuance process and the Visa Waiver Program.

Visa Issuance Process

As I mentioned, visa issuance process will be a critical factor in determining whether the U.S. will regain the 17 percent global travel market share we once held and whether we can match the market power our Western European competitors currently enjoy in the thriving Brazilian, Chinese and Indian travel markets.

We believe Congress can play a key role in ensuring that the reforms the State Department has implemented to reduce the backlog in visa processing in Brazil and China are replicated in other countries and that they are sustained over time. In our view, Congress should codify a two-week visa processing standard. Furthermore, a consistent set of metrics that indicate the efficiency, effectiveness, and consumer friendliness of visa application and adjudication should be maintained and be used to analyze and continually improve performance and optimize deployment of resources. The performance metrics related to visa application and adjudication and those related to entry of international travelers, both citizens and non-citizens, should be globally benchmarked. For example, the State Department needs to develop a short-term and long-term plan for addressing visa processing problems in key emerging markets (Brazil, China and India) and measure its visa processing performance against Western European countries competing for these visitors. Progress assessments should be evaluated by GAO annually; both the report and assessment should be submitted to Congress for review. The State Department should develop a formal tracking mechanism to measure results, and its annual budget request should reflect the resources required to these meet targets.

Another area for Congress to engage is in providing greater access to a U.S. visa interview for thousands of applicants. The visa application fee is \$140 but the real cost of obtaining a U.S. visa is far greater, particularly when potential visitors do not live near a consular post issuing visas and therefore must travel hundreds if not thousands of miles and pay for a flight and hotel to make a mandatory trip to a U.S. consulate for an interview that on average lasts for three minutes.

Thanks to the leadership of Senator Landrieu and others on this Committee, the fiscal year 2012 omnibus appropriations bill included language that granted the State Department the authority to develop and conduct a pilot program that would use secure videoconferencing technology to interview visa applicants remotely. Ensuring security of the videoconferencing transmission and encryption must be a top priority. Therefore, we support granting federal agents access to the recorded interview videos as well as ensuring that the State Department works with other federal agencies that regularly transmit real-time video, biometric, and document data through secure means. Unfortunately, the State Department has stated that it does not intend to carry out a pilot of the technology. We hope to work with the Committee and the State Department on this issue to find a way to move a pilot forward. The fact is we live in a world where technology can help us solve problems but we must be open to testing it.

Furthermore, the lack of reliable information regarding applicant backlogs makes it difficult to identify consulates where demand is not being properly met. The GAO reported, "Wait times generally do not provide a sense of applicant backlog, which is the number of people who are waiting to be scheduled for an appointment or the number of people who have an appointment but have yet to be seen." In order to better understand and manage workload, staffing and throughput, it is critical that the State Department develop a better measure of applicant backlogs and use that information to deploy resources more efficiently and develop annual budget requests.

The State Department should also set a standard for capping interview dates at consulates to prevent consulates from artificially limiting appointment dates which only serves to mislead applicants about the actual interview wait times. The GAO noted in its report: "We observed that some posts artificially limit wait times by tightly controlling the availability of future appointment slots—such as by not making appointments available beyond a certain date, which can make appointment scheduling burdensome for the applicant who must continually check for new openings." We believe that individual posts should not control the availability of appointment slots to artificially limit wait times. We urge the State Department to publish specific guidance on this issue.

The lack of reliable information about the visa system, its current performance and its ability to meet future demand makes it all the more difficult to make improvements. However, we know that improving the performance and competitiveness of the visa processing system must begin with transparency. We recommend a system of ongoing information sharing that should take place at least annually—and in some cases monthly. This data should include:

- Monthly visa interview wait times for each consulate so that travelers can view historical information and make informed decisions about when to apply.
- Consulate throughput capacity and ability to meet projected visa demand.

Visa Waiver Program

The most economical and powerful step the U.S. government can take to improve the performance and competitiveness of the visa processing system while maintaining national security is to sign bilateral visa-free travel agreements with new countries as part of the Visa Waiver Program (VWP). Visitors from VWP countries played a leading role in making travel the leading service export for our nation. VWP countries are the largest source of inbound overseas travel to the United States. According to Commerce Department data, over 17 million VWP visitors, 65 percent of all visitors from overseas traveled to the U.S. in 2010. While here, they spent more than \$61 billion, supporting 433,000 American jobs along with \$12 billion in payroll, and generating \$9 billion in government tax revenues. Countries in the VWP must agree to adopt strict security measures, strong travel document standards, and enhanced information sharing agreements with the U.S. In addition, each traveler from a participating country must also obtain pre-clearance to board a flight to the U.S. through the Electronic System Travel Authorization (ESTA).

We strongly support the recommendation in the President's recent Executive Order on travel and tourism, that the U.S. government increase its efforts to expand the VWP. We are pleased that the Administration has nominated Taiwan for participation in the VWP and we support Taiwan's

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³ GAO, "Border Security: Long-term Strategy Needed to Keep Pace with Increasing Demand for Visas". (13-JUL-07, GAO-07-847)

⁴ Ibic

inclusion. In the short-term we also believe the Departments of State and Homeland Security should immediately begin bilateral negotiations with countries that are prospective candidates for the VWP.

Recently, the U.S. Travel Association studied the economic impact of including the 11 likeliest candidates for VWP status: Argentina, Brazil, Bulgaria, Chile, Croatia, Israel, Panama, Poland, Romania, Taiwan and Uruguay. Last year, three million visitors from these countries spent \$14 billion in the United States, directly supporting 104,300 jobs in the American travel industry. In the first year of participation in the VWP, the growth rate of visitation from these countries would nearly double. If that first year were 2012, VWP status would generate an additional 482,000 arrivals and \$5.1 billion more in total revenue. VWP eligibility would quickly drive up arrivals from these 11 nations to four million visitors with an overall economic impact exceeding \$41 billion, supporting 256,000 American jobs. The 32,200 additional U.S. jobs created this year would be eight times more than employment at the largest auto assembly plant in Michigan.

Every potential new VWP visitor from Brazil, Poland and other key markets constitutes, in effect, a walking economic stimulus package. Each has the desire and means to travel to the United States, for business and/or pleasure; and rarely do these visits require additional U.S. infrastructure. It is just a question of whether our entry process is welcoming or discouraging, as compared with destinations in other nations.

Another key goal of the Visa Waiver Program is to improve standards for air security, travel documents and international law enforcement collaboration. As a condition of participation in the program, VWP countries must follow strict counter-terrorism, border security, law enforcement and document security guidelines, as well as participate in information-sharing arrangements with the United States. VWP countries must issue International Civil Aviation Organization-compliant electronic passports; report information on all lost and stolen passports to the United States through Interpol; and share information on travelers who may pose a terrorist or criminal threat to the U. S. As a result, our government is able to supplement our watch-list database with information from the travelers' home governments. In addition, each VWP traveler must also obtain pre-clearances to board a flight to the U.S. through the Electronic System for Travel Authorization.

Taken together, these eligibility requirements ensure compliance with elevated security standards and cooperation with United States law enforcement. This enables us to better detect, apprehend and limit the movement of terrorists, criminals and other dangerous travelers – and to shift limited visa screening resources to higher risk countries.

The most effective ambassadors of American values are ordinary Americans. Citizens from VWP countries who travel to the United States for tourism or business form life-long impressions of American society based on their visits to destinations, large and small, across America. From our national parks to our ball parks to our theme parks, the heartland of our great nation reflects the best of the United States to foreign visitors. The more they know us, the better they like us.

Surveys have shown that foreigners who have the opportunity to visit the U.S. are 74 percent more likely to have a favorable view of our country; and that 61 percent are more likely to support the U.S. and its policies. Moreover, the mere agreement itself to establish a visa waiver relationship reinforces bilateral goodwill. While its explicit mission is to enhance security and encourage travel, the Visa Waiver Program has also demonstrated significant public diplomacy value as a "soft power" tool that complements our formal foreign policy mechanisms.

By strengthening our alliances and enhancing our nation's global image, the Visa Waiver Program has helped to keep us safer. By facilitating more efficient flow of overseas visitors for legitimate business and leisure at a time when the global travel market is booming, VWP expansion offers enormous export opportunity for the U.S. travel and tourism sector across the entire nation.

That is why we strongly support bipartisan legislation introduced earlier this congressional session by Senator Mikulski (D-MD) and Senator Kirk (R-IL) which would reform the criteria for being admitted to the Visa Waiver Program, with the intent to accelerate VWP expansion (S. 2046). We urge Congress to make passage of this legislation a top priority this year.

The stakes are high for every American business seeking to host meetings with international customers, for dozens of international trade shows each year whose foreign clients need to enter the U.S. on a deadline, and for tens of thousands of U.S. workers and businesses dependent on a vibrant inbound travel market. We appreciate your ongoing interest in ensuring an efficient entry process and look forward to continuing to work closely with you to move this legislation forward.

<u>Immigration Processing Upon Arrival into the United States</u>

How international visitors are treated when they arrive in the United States and is just as important as the visa process. Over the last decade, as recommended by the 9/11 Commission, the U.S. government has rightly built additional layers of security into America's border entry process. However, the way some of these policies are implemented has had the unintended effect of alienating some international travelers. Overseas visitors complain about hour long waits at the inspection areas at airports and of unfriendly treatment by inspection officials.

This negative perception of the U.S. entry process was on full display in 2009 when President Obama traveled to Copenhagen to help promote Chicago's bid for the Olympic Games. An International Olympic Committee (IOC) member from Pakistan, in the question-and-answer session following Chicago's official presentation, pointed out to the President that entering the United States can be "a rather harrowing experience."

When IOC members are expressing concern to our President about the kind of welcome international visitors would get from airport officials when they arrive in this country to attend the Olympic Games, we need to take seriously the challenge of reforming our entry process to make sure we are welcoming our friends around the world, even as we ensure a secure system.

Since 2006, our industry has partnered with DHS and CBP to offer strategic advice on how to provide improved customer service and increased efficiency in traveler facilitation. CBP has implemented some recommendations quite effectively, such as the adoption of a welcome video – produced by Disney – that is now played at all major international U.S. airports. CBP also created the Global Entry Program to fast-track previously vetted Americans and select international visitors returning from international trips. But much more remains to be done.

The Department of Homeland Security should aim to process all international arriving passengers within 30 minutes at the primary inspection area. This can be done by developing and implementing a comprehensive and automated staffing model to improve passenger facilitation. In addition to the Workload Staffing Model, CBP should also expand the Staffing Workload Alignment Tool (SWAT) to additional airports in order to better anticipate short-term staffing demands and reduce

wait times at primary inspection areas. To meet these goals, the DHS appropriations bill for FY 2013 should fund CBP adequately to implement appropriate staffing reforms included in the Workload Staffing Model to decrease wait times at airports of entry.

U.S. Travel also encourages the establishment of baseline data and the development clear staffing metrics in order to assess the efficiency of CBP's workforce. The development of performance metrics will increase agency accountability and ensure effective use of their current resources.

The Department of Homeland Security should ensure that the \$110 million in annual funding resulting from the elimination of the COBRA fee exemptions from Canadian, Caribbean, and Mexican air and sea travelers be reinvested into CBP staffing and facilitation at air and sea ports of entry.

U.S. Travel remains concerned that a shortage of inspection agents continues to produce excessive delays in processing international passengers at some of this nation's highest volume international airports. Some international airports note that thousands of passengers arriving from long flights are experiencing delays of up to three hours due to inadequate staffing. We would like to work with your subcommittee to find a sensible funding solution to ensure adequate staffing is provided to process international travelers visiting our nation. We also encourage CBP to enhance transparency and reporting related to airport wait times data. We recommend that the FY2013 DHS appropriations bill should require this information to be published on CBP's website and submitted to the committee through a comprehensive report on a quarterly basis.

These long delays in processing hurt the undoubtedly hurt customer experience and discourage travelers from visiting or doing business in the United States. The FY2013 DHS appropriations bill should include provisions contained in the House DHS Authorization bill to improve CBP transparency and customer service through the implementation of a comprehensive system to collect, analyze, respond to traveler comments. In addition, the legislation includes requirements for CBP to set baseline standards and implement clear metrics to track progress of customer services related issues and establish agency best practices.

Lastly, CBP should increase the number of nations participating in the Global Entry Program and implement fully those reciprocal agreements signed to date with the Netherlands, the United Kingdom, Germany, and Korea, among others, so that the maximum number of foreign nationals can be signed up under Global Entry. We recommend that CBP provide a more user-friendly process for individual registration to the program, including simplifying the online application and providing additional staff and locations for in-person interviews in order to ensure conditionally approved applicants are interviewed within six weeks.

CLOSING

If this country is serious about becoming more competitive in a global economy, Congress and the Administration have to encourage Americans and legitimate international visitors to travel in the United States by reducing unnecessary hassles and barriers, while maintaining necessary security. The stakes are enormous. Our own analysis shows that if the U.S. recaptured its historic share of worldwide overseas – or long-haul – travel by 2015 and maintained that share through 2020, it would add nearly \$100 billion to the economy over the next decade and create nearly 700,000 more U.S. jobs. Increasing America's share of worldwide long-haul travel is a no-brainer and, with the right policies, should be relatively easy to do.