

International Trade UPDATE

Exports Play Vital Role in Supporting U.S. Employment

As we celebrate World Trade Month, a new report from the Department of Commerce examines the relationship between exports and employment and shows the important role that exports play in supporting job creation and the overall health of the U.S. economy.

BY ARASH MASSOUDI

The percentage of GDP represented by exports is the highest in nearly a century and is indicative of how important exports will be in any effort to encourage economic growth and the creation of new jobs, according to new research recently published by the Department of Commerce. In 2008, the United States exported nearly \$1.7 trillion in goods and services. These exports supported more than 10 million full- and

part-time jobs and accounted for 12.7 percent of gross domestic product (GDP).

The report, entitled “Exports Support American Jobs,” shows that export-supported jobs rose from 7.6 million in 1993 to 10.3 million in 2008, an increase of 2.7 million jobs. This increase accounted for 40 percent of total job growth in the United States during this period.

“The new record [level of GDP],” notes the report, “shows that the upward growth of trade in an expanding global market holds great opportunities for U.S. businesses whose leaders are thinking strategically about the future growth of their companies.”

With the appearance in early 2010 of promising signs that the U.S. economy is recovering from the severe recession that began two years ago, businesses will want to position themselves to take advantage of those opportunities.

Two Decades of Data

In analyzing the relationship between exports and employment, the report focuses on

INSIDE

1

Exports Play Vital Role in Supporting U.S. Employment

4

Taking the Mystery and Fear out of Trade

6

Short Takes:
News from the International Trade Administration

8

International Trade Calendar

10

Travel and Tourism Industry Gets Its Say



A significant number of jobs in the United States depend on exports, according to a recent report published by the Department of Commerce. (See, also, the related story on exports from metropolitan areas, on page 6 of this issue.) (photo © Janine Lamontagne/iStock)

continued on page 2



INTERNATIONAL
TRADE
ADMINISTRATION

Exports

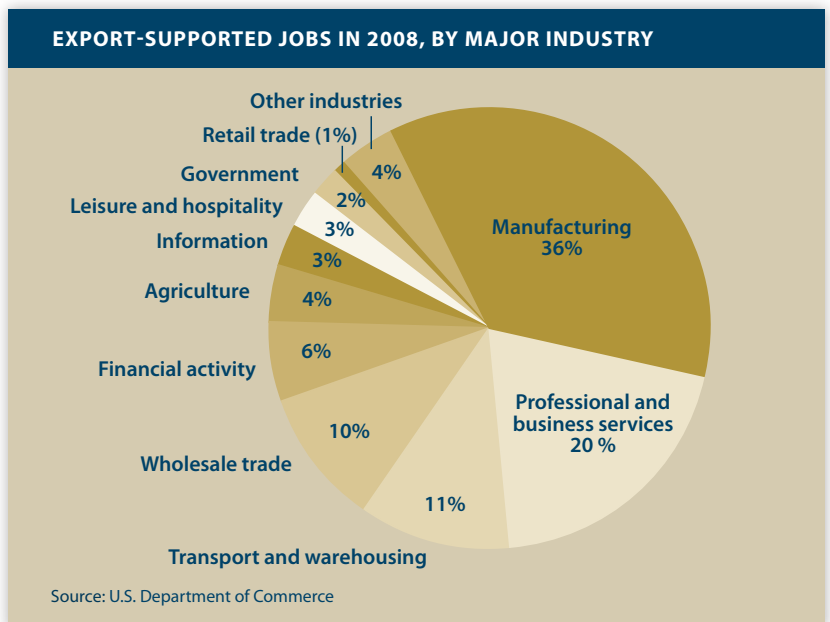
continued from page 1

1993–2008, a time period for which full-year data were available. It also includes projections for 2009 and 2010. Significant findings in the report include the following:

- In 2008, export-supported jobs accounted for 6.9 percent of total U.S. employment.
- The value of total U.S. exports was nearly \$1.7 trillion, or almost \$165,000 per export-supported job.
- The value of exports per job increased to between \$170,000 and \$175,000 in 2009 and will likely increase to \$180,000 in 2010.
- The number of jobs supported by exports declined sharply in 2009 from 2008. The drop reflected a large decrease in the nominal value of exports and a modest gain in the ratio of exports per job.

Exporting across Industrial Sectors

Export-supported employment was found across the entire range of U.S. industries (see chart). Although two sectors—manufacturing and professional or business services—accounted for more



than half of the 10.3 million jobs supported by exports in 2008, other industries had significant shares. Those industries included transport and warehousing (11 percent, or 1.1 million jobs); wholesale trade (10 percent, or 1.0 million jobs); finance (6 percent, or 620,000 jobs); and agriculture (4 percent, or 412,000 jobs).

Within industries, the number of jobs supported by exports showed a similar prominence. For example, in the manufacturing sector, nearly 3.7 million jobs (27 percent) of all jobs in that sector were supported by exports. Significant shares of

“ This report clearly illustrates that recovery in our economy, employment, productivity, and manufacturing is tied to our ability to drive export competitiveness. ”

export-supported employment were also found in transport and warehousing (23 percent), agriculture (19 percent), and wholesale trade (17 percent).

Manufacturing and Services Exports

Employment in the manufacturing sector was the focus of several sections of the report. Although the total number of export-supported jobs in the manufacturing sector grew between 1993 and 2008, the report found that the sector's share of total export-supported jobs declined during that period, from 42.2 percent to 35.9 percent. Meanwhile, the share of export-supported jobs in professional and business services rose from 16.1 percent to 20.2 percent.

In 2008, exports of goods (which include manufactured goods, agricultural products, and raw materials) supported 7.5 million (73 percent) of the 10.3 million export-supported jobs. "[The] available data," notes the report, "suggest that the number fell sharply in 2009 from the 2008 level."

Exported services supported 2.8 million jobs in 2008. The report notes that the number of jobs supported by service exports has been increasing since 1993, but suggests that this number also fell in 2009.

Analysis Key to Recovery

The report came only weeks after President Barack Obama signed an executive order on March 11, 2010, which created the National Export Initiative (NEI). The initiative calls for doubling U.S. exports during the next five years to create 2 million new jobs. (See "Taking the Mystery and Fear out of Trade" on page 4 for more information.)

In their introduction to the report, Gary Locke, secretary of commerce, and Francisco Sánchez, under secretary for international trade, under-

scored the importance of the analysis: "[It] is an analytical complement to the NEI, demonstrating the fundamental role that exports already play in the U.S. economy and providing the methodological framework that will be used to track progress in meeting the president's goals."

The NEI places the International Trade Administration (ITA) at the center of the federal government's push to grow exports and to help revitalize the U.S. economy. In his budget submission for fiscal year 2011, President Obama asked Congress to increase ITA's operating budget by \$80 million. Among other things, this additional funding will allow ITA to hire 328 trade experts, whose primary task will be to help implement the NEI.

The challenges and the importance of trade promotion are expressed in the report's introduction. "The year 2009 was a difficult one for the global economy, which hit U.S. exporters and their employees particularly hard. This report clearly illustrates that recovery in our economy, employment, productivity, and manufacturing is tied to our ability to drive export competitiveness."

Arash Massoudi is a confidential assistant to the under secretary in the International Trade Administration.

For More Information

The report "Exports Support American Jobs" was produced by the International Trade Administration in collaboration with the Economic and Statistics Administration. It bases its findings on an analysis of data made available by the Bureau of Labor Statistics and is the first comprehensive look at the relationship between employment and exports since 1996. The report is one in a series of papers on trade and the U.S. economy that ITA plans to publish during the coming year. Copies are available for download from ITA's Web site at www.trade.gov.

Taking the Mystery and Fear out of Trade

Under Secretary Francisco Sánchez talks about how vital exports are to the economic well-being of the United States and how the International Trade Administration and its employees can make export growth a reality.

“ President Obama and the top members of his administration have made it clear that exports are a key to how we grow the economy in the future. ”

Francisco J. Sánchez, under secretary for international trade, spoke recently with *International Trade Update's* John Ward about his goals for the International Trade Administration (ITA) and how achieving those goals can bring a much-needed boost to the U.S. economy.

Ward: Both external and internal audiences want to know what plans you have for ITA. What can you tell us?

Sánchez: The first thing I want to say is how much I look forward to working with everyone to make ITA an increasingly effective voice and tool for the expansion of exports. Increasing the exports of goods and services helps create and support jobs. In this intensely competitive world—and with ITA's limited resources—we have to make every budget dollar count. In addition to what we already do, we have to find new ways to accomplish our goals and objectives, knowing that the country is undergoing an economic transition that is very difficult for some sectors and, therefore, very rough on families, many of [whose members] need jobs.

Ward: What are some of those ways you seek to accomplish your goals?

Sánchez: It is clear to me that the excellent work we do face to face with so many companies in terms of exports must continue, but ITA needs to implement strategies that convince more businesses of all sizes to consider exporting. The fact of the matter is that the individual decision by a business owner to explore how to export is the most important point in the entire timeline of how a company goes from being a non-exporting to an exporting enterprise. We need to undertake a campaign that will engage business owners at that critical point, not only to make exporters out of non-exporters, but also to expand the horizons of the 58 percent of U.S. export-



Francisco J. Sánchez, under secretary for international trade. (U.S. Department of Commerce photo)

ers that export to only one market. If we succeed, we will see across-the-board job growth and the creation of new businesses. This is the recipe for the systemic expansion of the U.S. economy. We might be able to move the country away from the boom-and-bust periods of the past several decades.

Ward: That sounds like an ambitious agenda.

Sánchez: It is, but we have to do it. Our first goal is to take away the mystery and fear about trade. We have to demystify trade. Instead of it being a drag on the economy, trade is a positive force, which is why ITA must take on the role of being an agency-wide advocate ... for exports.

Ward: ITA has sometimes been seen as being a lot of things to a lot of people and as not necessarily having a specific strategy.

Sánchez: Well, we have one now. President Obama and the top members of his administration have made it clear that exports are a key to how we grow the economy in the future. We now have a specific presidential directive in the form of the National Export Initiative (NEI). Our job is to double exports over the next five years to help support the creation of 2 million new jobs. Secretary of Commerce Locke and I are lockstep in our thinking on this.

Ward: What does that mean for ITA employees, both here at headquarters in Washington, D.C., and in the more than 200 domestic and international field offices?

Sánchez: We will make some organizational changes that are critical to our mission. For starters, there will be improved coordination among all ITA offices throughout the country and around the world. Also, employees will be asked to contribute their ideas about how ITA can tell the exporting story and open up the minds of businesses and the general public to this new path that the country must take to vouchsafe our economic well-being and standing in the world. And we will seek—because President Obama wants it and because the public demands it—ways to make our work more efficient and more productive.

Ward: Are there any specific changes that you can announce now?

Sánchez: We are going to keep assessing the purposes and resources of each office and to redirect efforts and people to the overall objective of making the NEI a success. I can tell you that the change most offices will see will be a matter of degree relative to the work they will be asked to pursue.

Ward: How have you found ITA so far?

Sánchez: The people here are dedicated and hard working, and I am going to enjoy working with them. I want to ask them for their cooperation and

understanding as we start off on this new mission [of supporting the NEI]. We are all here to serve the public. If we understand that principle, then collaboration will be the hallmark of how we manage so important an agency for which the people pay through their hard-earned taxes. There are so many bright people here at ITA whose intelligence and creativity must be organized and marshaled anew. That is what can fuel ITA's drive into the future. And by working in new ways with our corporate partners, small and medium-sized businesses, labor unions, graduate schools of business, think tanks, and non-governmental organizations, we can truly begin to convert the global marketplace into America's marketplace.

Ward: Well, that sounds exciting, and good luck.

Sánchez: Thank you, John.

“ Our first goal is to take away the mystery and fear about trade. ”

Haiti Reconstruction Efforts Focus of Business Dialogue

The Department of Commerce welcomed more than 300 Haitian and U.S. business leaders, representatives from non-governmental and international organizations, and senior government officials in Washington, D.C., on April 20, 2010, to discuss reconstruction efforts in Haiti. The Haiti Reconstruction Business Dialogue was the first in a series of outreach events that the department is sponsoring. Future outreach events are scheduled for May 10 in Brooklyn, New York; May 25 in Miami, Florida; and June 7 in Philadelphia, Pennsylvania.

In his opening remarks, Secretary of Commerce Gary Locke emphasized how important private-sector engagement will be in rebuilding Haiti. "Haiti's efforts [at rebuilding] will focus in large measure on the creation of jobs and opportunities for its people.... The private sector will play a critical role in providing these opportunities through the trade and investment that will benefit people both in Haiti and the United States."

Patrick Delatour, Haitian minister of tourism, who is charged with leading the country's rebuilding efforts, gave the keynote address. A panel on private-sector perspectives on doing business in Haiti included representatives from Trilogy International Partners, Hanesbrands, Crowley Maritime Corporation, and BEA Architects. Another panel, which consisted of representatives from the U.S. Agency for International Development, Inter-American Development Bank, Overseas Private Investment Corporation, and U.S. Trade and Development Agency, provided an overview of the resources and opportunities available to help rebuild Haiti.

The earthquake in Haiti this past January killed more than 230,000 people and destroyed much of the country's infrastructure. A study by the Inter-

BILLION-DOLLAR MARKETS: THE TOP 10 U.S. METROPOLITAN AREAS IN TERMS OF MERCHANDISE EXPORTS IN 2008

Metropolitan Area (and State)	Export Sales (billions)
New York–Northern New Jersey–Long Island (New York, New Jersey, Pennsylvania)	\$95.2
Houston–Sugar Land–Baytown (Texas)	\$80.0
Los Angeles–Long Beach–Santa Ana (California)	\$60.0
Seattle–Tacoma–Bellevue (Washington)	\$46.9
Detroit–Warren–Livonia (Michigan)	\$44.5
Chicago–Naperville–Joliet (Illinois, Indiana, Wisconsin)	\$35.6
Miami–Fort Lauderdale–Miami Beach (Florida)	\$33.4
San Jose–Sunnyvale–Santa Clara (California)	\$27.0
Minneapolis–St. Paul–Bloomington (Minnesota, Wisconsin)	\$25.2
Boston–Cambridge–Quincy (Massachusetts, New Hampshire)	\$23.0

Source: U.S. Department of Commerce, International Trade Administration, Metropolitan Export Data.

American Development Bank estimates that reconstruction costs will be \$8 billion to \$14 billion.

For more information on the three upcoming events, visit the following Web sites:

- Brooklyn, New York: www.buyusa.gov/nyc/haitireconstruction.html
- Miami, Florida: <http://miamichamber.com/cwt/External/WCPages/WCEvents/EventDetail.aspx?EventID=2673>
- Philadelphia, Pennsylvania: www.buyusa.gov/philadelphia/reconstructhaiti.html

Exports from Major U.S. Metropolitan Areas Detailed in New Data Release

The United States had 145 metropolitan areas that recorded exports of more than \$1 billion in 2008, according to the latest release of the International Trade Administration's data series Metropolitan Export Data. The series measures export values for 371 U.S. metropolitan areas. The information is gathered by the Census Bureau, which records the value of merchandise exported from each of the metropolitan areas. The data contained in the series covers 2005–2008.

According to the latest release, nine metropolitan areas posted export sales of more than \$25 billion in 2008: New York (\$95.2 billion); Houston (\$80.0 billion); Los Angeles (\$60.0 billion); Seattle (\$46.9 billion); Detroit (\$44.5 billion); Chicago (\$35.6 billion); Miami (\$33.4 billion); San Jose, California (\$27.0 billion); and Minneapolis (\$25.2 billion). An additional 40 metropolitan areas exported between \$5 billion and \$24 billion. Together the top 49 metropolitan areas accounted for 67 percent of total U.S. merchandise exports in 2008.

Of the 371 tracked areas, 292 recorded positive growth in exports between 2007 and 2008. From that number, 32 areas expanded exports by more than \$1 billion. Another 14 metropolitan areas posted export increases between \$500 million and \$1 billion, while 86 registered export increases between \$100 million and \$499 million.

Metropolitan Export Data was first published in 2008 (see February 2008 issue of *International Trade Update*). The series offers breakdowns of its data in a number of ways, including metropolitan area exports as a percentage of the state total (where possible), exports to individual countries (for the 50 largest metropolitan areas), top global export product categories, and total exports to 10

regional destinations. Beginning in 2008, data are also available for the top metropolitan area exporters by industry or by country.

To access Metropolitan Export Data and to learn more about the trade data published by the International Trade Administration, visit www.trade.gov/metrodata.

ITA Unveils Revamped Web Site

Beginning on April 5, 2010, visitors to www.trade.gov, the Web site for the International Trade Administration (ITA), may have noticed a few changes to the look and feel of the site, as ITA took first steps toward implementing a complete overhaul of its online presence.

The new face of Trade.gov is the first phase in what is planned to be a long-term effort to remake the agency's key means of communication. The changes that were unveiled in April involved a redesign of the site's basic look and a reorganization of information presentation.

"We took a long look at how other federal agencies were successfully communicating with their clients and stakeholders," said Valeisha Butterfield, deputy director of ITA's Office of Public Affairs and team lead on the project. "Our team, including Jeremy Caplan, the ITA's Web master, created a customized model. As a result, the new site makes much better use of current technology and brings us closer to our audience."

Aside from increased visual appeal and better navigation, the site integrates videos, graphics, and links to social media, such as Twitter and Facebook, into its basic structure.

Contributors to this section include Elizabeth Clark and Michael Greene of the International Trade Administration's Manufacturing and Services unit and Susan Hupka of the International Trade Administration's Market Access and Compliance unit.

May 3

Leveraging Social Media and the Web to Grow International Sales

Grand Rapids, Michigan
www.gvsu.edu/wtw

Technology has become more pervasive in all aspects of people's lives, and it serves as an invaluable tool in the world of international trade. Learn how technology can help your company reach and grow its international customer base by attending this World Trade Week conference event. Shane Gibson, author of *Sociable! How Social Media Is Turning Sales and Marketing Upside Down*, will be the featured speaker. For more information, contact Kendra Kuo of the USFCS, tel.: (616) 458-3564; e-mail: kendra.kuo@trade.gov; or Thomas Maguire, e-mail: thomas.maguire@trade.gov.

May 4-6

National Hardware Show and Lawn and Garden World 2010

Las Vegas, Nevada
www.export.gov/eac/show_detail_trade_events.asp?EventID=29265

Now in its 65th year, this event will feature five subshows that highlight different aspects of the \$300 billion home enhancement industry: Hardware and Allied Lines, Lawn and Garden World, Paint and Home Décor, Homewares, and Global Hardware Expo (international pavilions). Department of Commerce officials will be present to provide export counseling and matchmaking services. For more information, contact Vidya Desai of the USFCS, tel.: (202) 482-2311; e-mail: vidya.desai@trade.gov.

May 6-8

The International Franchise and Entrepreneurs Expo

Johannesburg, South Africa
www.export.gov/eac/show_detail_trade_events.asp?EventID=29937

This event is South Africa's sole show dedicated to franchising. The focus will be on international franchising. African entrepreneurs are keenly interested in exploring opportunities to purchase master franchise licenses from U.S. companies, and more than 100 business and franchise opportunities will be featured. For more information, contact Amy Ryan of the USFCS, tel.: (404) 897-6086; e-mail: amy.ryan@trade.gov; or Maretha Malan, e-mail: maretha.malan@mail.doc.gov.

May 12

Webinar: A Basic Guide to Exporting; Resources You Should Know

Washington, D.C.
www.export.gov/eac/show_detail_trade_events.asp?EventID=30103

This interactive Webinar will help small and medium-sized enterprises find free and low-cost export assistance. Small companies that have used these resources to successfully increase their international sales and profit will be featured. For more information, contact Doug Barry of the USFCS, tel.: (202) 482-4422; e-mail: doug.barry@trade.gov.

May 15-19

International Pow Wow

Orlando, Florida
www.export.gov/eac/show_detail_trade_events.asp?EventID=29398

This event is the travel industry's premier international marketplace and one of the largest generators of international travel to the United States. Participants will include more than 1,000 U.S. travel organizations from every region and close to 1,500 buyers from more than 70 countries. In the past, business negotiations conducted at the show have generated more than \$3.5 billion in travel to the United States. For more information, contact Monique Roos of the USFCS, tel.: +1 (2) 9373-9210; e-mail: monique.roos@mail.doc.gov.

May 15-25

Secretarial Trade Mission to China and Indonesia

www.trade.gov/cleanenergymission

Secretary of Commerce Gary Locke will lead this mission to promote exports of leading U.S. technologies related to clean energy; energy efficiency; and the storage, transmission, and distribution of electricity. In China, the mission will make stops in Beijing, Hong Kong, and Shanghai. In Indonesia, the mission will stop in the capital city of Jakarta. Recruitment for this mission is now closed. For more information, contact the Department of Commerce's Office of Business Liaison, tel. (202) 482-1360; e-mail: cleanenergymission@doc.gov.

May 17-21

World Trade Week NYC

New York, New York
www.worldtradeweeknyc.org

As a part of World Trade Week, the New York region's trade and transportation community will come together with a week full of events designed to underscore and promote trade to the New York City metropolitan area economy. For more information, contact K. L. Fredericks of the USFCS, tel. (202) 860-6200; e-mail: kl.fredericks@trade.gov.

May 20

27th NOA Conference

Tokyo, Japan
www.export.gov/eac/show_detail_trade_events.asp?EventID=16312

This half-day event will provide U.S. firms with a unique opportunity to meet approximately 30 procurement representatives from Japan's 12 electric utilities. It will include a plenary session at the U.S. embassy, matchmaking opportunities, name card exchange, and an evening reception. For more information, contact Takahiko Suzuki of the USFCS, tel. +81 (3) 3224-5076; e-mail: takahiko.suzuki@mail.doc.gov; or Pat Cassidy, tel.: +81 (3) 3224-5092; e-mail: pat.cassidy@mail.doc.gov.

May 25-27

Automechanika Middle East 2010

Dubai, United Arab Emirates
www.export.gov/eac/show_detail_trade_events.asp?EventID=30030

The automotive sector in the Persian Gulf region has experienced tremendous growth in recent years. This trade show will allow U.S. producers to showcase the full range of their products and services, including drive trains, chassis, and body parts; electronics; and service and repair equipment. For more information, contact Michael Thompson of the USFCS, tel.: (202) 482-0671; e-mail: michael.thompson@trade.gov.

Here is a list of selected international trade events of interest, including ITA-sponsored events and upcoming international trade fairs. The U.S. and Foreign Commercial Service (USFCS) maintains a comprehensive listing of industry shows at www.export.gov.

Calendar

On The Horizon

June 5-10

Middle East Public Health Trade Mission

Riyadh and Jeddah, Saudi Arabia; Doha, Qatar

www.export.gov/eac/show_detail_trade_events.asp?EventID=29486

The United States is the largest import partner to Qatar and Saudi Arabia. This trade mission will seek to build on that relationship and will focus on two important public health sectors: (a) patient health care and (b) water and waste management. To help U.S. firms leverage opportunities in those markets, a senior-level Department of Commerce official will lead the mission. For more information, contact Lisa Huot of the USFCS, tel.: (202) 482-2796; e-mail: lisa.huot@trade.gov.

June 9-10

Leveraging Your Web Site to Increase International Sales

www.buyusa.gov/newhampshire/emarketing.html

This Web conference is for small and medium-sized enterprises to help them learn how to attract and maintain new overseas customers and to execute sales internationally through their Web sites. The USFCS, its corporate partners, and expert speakers will participate. For more information, contact Joel Reynoso of the USFCS, tel.: (617) 565-4783; e-mail: joel.reynoso@trade.gov.

June 14-18

Trade Mission to the Dominican Republic and Jamaica

Santo Domingo, Dominican Republic; Kingston, Jamaica

www.export.gov/eac/show_detail_trade_events.asp?EventID=29720

The Caribbean is more than just a popular vacation spot; it is a growing market with many business opportunities for U.S. companies. To help companies realize their potential in the region, the Department of Commerce will lead a trade mission to introduce participants to firsthand market information. The mission will also give them access to government decision-makers and offer one-on-one meetings with prescreened business contacts. For more information, contact Ashley Wilson of the USFCS, tel.: (405) 608-5302; e-mail: ashley.wilson@trade.gov.



Panama City, Panama, will be one of the stops during September's trade mission to Colombia and Panama. (photo © Steve Miric/iStock)

Featured Trade Event

Trade Mission to Colombia and Panama

September 20-24, 2010

Bogotá and Cartagena, Colombia; Panama City, Panama

www.export.gov/colombiapanamamission

By Maria Perez

Colombia and Panama are two of the largest trading partners of the United States in Latin America. In 2008, the United States exported \$11.4 billion in merchandise to Colombia and \$4.9 billion to Panama. They are, respectively, the United States' 26th and 40th largest export markets. They offer a wide range of opportunities for U.S. exporters, with growing potential in target markets such as building products, computers, components and peripherals, construction equipment, electrical power systems, security and safety equipment, telecommunications equipment, and travel and tourism services.

This trade mission will be led by a senior Department of Commerce official and is designed to help U.S. companies launch or increase their export business. Participating firms will gain market information, make business and industry contacts, and solidify business strategies. Participants will attend market briefings by U.S. embassy officials and will participate in networking events that will allow them to speak with local businesses and industry decision-makers. The cost to participate in the trade mission is \$4,440 for large firms and \$3,550 for small and medium-sized enterprises with fewer than 500 employees. The fee covers one representative from the participating company. There is a \$450 fee for each additional company representative. Mission participants will be responsible for travel and lodging expenses, as well as most meals and incidentals. Applications must be received by July 23, 2010. For more information, contact Louis Quay of the USFCS, tel.: (202) 482-3973; e-mail: louis.quay@trade.gov or colombiapanama@trade.gov.

Maria Perez is an intern in the International Trade Administration's Office of Public Affairs.



International Trade Update is published monthly by the Office of Public Affairs of the U.S. Department of Commerce's International Trade Administration (ITA). You can read or download the newsletter from ITA's Web site at www.trade.gov. To receive notification by e-mail when new issues are published, visit www.trade.gov, click on *International Trade Update*, and then click on the "Subscribe" link.

For more information and news, visit ITA's Web site at www.trade.gov or contact the Office of Public Affairs, International Trade Administration, 1401 Constitution Avenue NW, Washington, DC 20230; tel.: (202) 482-3809.

Francisco J. Sánchez
*Acting Under Secretary of
Commerce for International Trade*

Maria L. Trupo
Director, Office of Public Affairs

John Ward
Editor

Web edition and electronic dissemination:
Jeremy Caplan

Copyediting:
Publications Professionals LLC

Calendar editor:
Maria Perez

Production assistance:
Michele Robinson, Katie LaBarre

Design and composition:
*U.S. Government Printing Office,
Creative Services Division*

Material in this newsletter may be reproduced unless otherwise noted. When reprinting, please credit the U.S. Department of Commerce, International Trade Administration.

Travel and Tourism Industry Gets Its Say

On April 12, 2010, the newly rechartered U.S. Travel and Tourism Advisory Board gave a diverse group of business leaders the opportunity to bring the concerns of their industry to the attention of a key policy-maker.

BY JOHN WARD



On April 12, Secretary of Commerce Gary Locke (center) met in Washington, D.C., with members of the newly rechartered U.S. Travel and Tourism Advisory Board. (U.S. Department of Commerce photo)

As the recent eruption of Iceland's Mount Eyjafjallajökull and the subsequent disruption of international air travel into and out of much of Western Europe have shown, the travel and tourism industry is a critical player in the world economy. This is especially true in the United States, where, in 2009, the industry accounted for \$1.3 trillion in receipts and supported 8.2 million jobs.

On April 12, 2010, a diverse group of travel and tourism leaders had the opportunity to underline the importance of their industry and voice their concerns about its future to the secretary of commerce, Gary Locke, when the newly rechartered U.S. Travel and Tourism Advisory Board (TTAB) held its inaugural meeting in Washington, D.C.

Bigger, More Diverse Membership

The new board currently has 29 members, all of whom are appointed by the secretary of commerce. That number nearly doubles that of the previous board, which had 15 members. The expansion was greeted as a positive change by the industry. "This will allow for an even greater diversity of companies and organizations from throughout the travel and tourism industry," noted Helen Marano, director of the International Trade Administration's Office of Travel and Tourism Industries. "It will bring to the table the knowledge and experience of companies of various sizes, from more geographic locations, that produce a wide range of products and services."

Continuing Issues

After a swearing-in ceremony and introductory remarks from Rossi Ralenkotter, TTAB's chair and president of the Las Vegas Convention and Visitors Authority, the members immediately focused on a variety of pressing issues. Those issues included the availability of business visas, transportation concerns, and research.

Some of the issues have been raised before. In 2009, for example, the previous board presented Locke with a policy review document outlining three concerns it identified as critical to the future health of the industry (see the July 2009 issue of *International Trade Update*). They were airport

continued on page 12

U.S. Export Assistance Centers

U.S. Export Assistance Centers (USEACs) are located in more than 100 cities throughout the United States. They are supported by five federal agencies, and serve as one-stop shops that provide small and medium-sized businesses with hands-on export marketing and trade finance support. For more information, visit the U.S. government's export portal, www.export.gov.

ALABAMA

Birmingham: (205) 731-1331

ALASKA

Anchorage: (907) 271-6237

ARIZONA

Phoenix: (602) 640-2513

Tucson: (520) 670-5540

ARKANSAS

Little Rock: (501) 324-5794

CALIFORNIA

Bakersfield: (661) 637-0136

Fresno: (559) 227-6582

Indio/Cabazon: (760) 342-1310

Ontario: (909) 466-4134

Los Angeles (Downtown): (213) 894-8784

Los Angeles (West): (310) 235-7104

Monterey: (831) 641-9850

Newport Beach: (949) 660-1688

Oakland: (510) 273-7350

San Rafael (North Bay): (415) 485-6200

Sacramento: (916) 566-7170

San Diego: (619) 557-5395

San Francisco: (415) 705-2300

San Jose (Silicon Valley): (408) 535-2757

Ventura County: (805) 488-4844

COLORADO

Denver: (303) 844-6623

CONNECTICUT

Middletown: (860) 638-6950

DELAWARE

Served by the Philadelphia, Pennsylvania, U.S. Export Assistance Center

DISTRICT OF COLUMBIA

Served by the Arlington, Virginia, Export Assistance Center.

FLORIDA

Clearwater: (727) 893-3738

Ft. Lauderdale: (954) 356-6640

Jacksonville: (904) 232-1270

Miami: (305) 526-7425 ext. 27

Orlando: (407) 648-6170

Tallahassee: (850) 942-9635

GEORGIA

Atlanta: (404) 897-6090

Savannah: (912) 652-4204

HAWAII/PACIFIC ISLANDS

Honolulu: (808) 522-8040

IDAHO

Boise: (208) 364-7791

ILLINOIS

Chicago: (312) 353-8040

Libertyville: (847) 327-9082

Peoria: (309) 671-7815

Rockford: (815) 316-2380

INDIANA

Indianapolis: (317) 582-2300

IOWA

Des Moines: (515) 284-4590

KANSAS

Wichita: (316) 263-4067

KENTUCKY

Lexington: (859) 225-7001

Louisville: (502) 582-5066

LOUISIANA

New Orleans: (504) 589-6546

Shreveport: (318) 676-3064

MAINE

Portland: (207) 541-7430

MARYLAND

Baltimore: (410) 962-4539

MASSACHUSETTS

Boston: (617) 565-4301

MICHIGAN

Detroit: (313) 226-3650

Grand Rapids: (616) 458-3564

Pontiac: (248) 975-9600

Ypsilanti: (734) 487-0259

MINNESOTA

Minneapolis: (612) 348-1638

MISSISSIPPI

Mississippi: (601) 965-4130

MISSOURI

Kansas City: (816) 421-1876

St. Louis: (314) 425-3302

MONTANA

Missoula: (406) 542-6656

NEBRASKA

Omaha: (402) 597-0193

NEVADA

Las Vegas: (702) 388-6694

Reno: (775) 784-5203

NEW HAMPSHIRE

Durham: (603) 953-0212

NEW JERSEY

Newark: (973) 645-4682

Trenton: (609) 989-2100

NEW MEXICO

Santa Fe: (505) 231-0075

NEW YORK

Buffalo: (716) 551-4191

Harlem: (212) 860-6200

Long Island: (212) 809-2682

New York: (212) 809-2675

Rochester: (585)-263-6480

Westchester: (914) 682-6712

NORTH CAROLINA

Charlotte: (704) 333-4886

Greensboro: (336) 333-5345

Raleigh: (919) 281-2750

NORTH DAKOTA

Fargo: (701) 239-5080

OHIO

Akron: (330) 678-0695

Cincinnati: (513) 684-2944

Cleveland: (216) 522-4750

Columbus: (614) 365-9510

Toledo: (419) 241-0683

OKLAHOMA

Oklahoma City: (405) 608-5302

Tulsa: (918) 581-7650

OREGON

Portland: (503) 326-3001

PENNSYLVANIA

Harrisburg: (717) 872-4386

Philadelphia: (215) 597-6101

Pittsburgh: (412) 644-2800

PUERTO RICO

San Juan (Guaynabo): (787) 775-1992

RHODE ISLAND

Providence: (401) 528-5104

SOUTH CAROLINA

Charleston: (843) 746-3404

Columbia: (803) 777-2571

Greenville (Upstate): (864) 250-8429

SOUTH DAKOTA

Sioux Falls: (605) 330-4264

TENNESSEE

Knoxville: (865) 545-4637

Memphis: (901) 544-0930

Nashville: (615) 736-2222

TEXAS

Austin: (512) 916-5939

El Paso: (915) 929-6971

Fort Worth: (817) 392-2673

Houston: (713) 209-3104

Grapevine: (817) 310-3744

San Antonio: (210) 228-9878

South Texas: (956) 661-0238

West Texas: (432) 552-2490

UTAH

Salt Lake City: (801) 255-1871

VERMONT

Montpelier: (802) 828-4508

VIRGINIA

Arlington: (703) 235-0331

Richmond: (804) 771-2246

WASHINGTON

Seattle: (206) 553-5615

Spokane: (509) 353-2625

WEST VIRGINIA

Charleston: (304) 347-5123

Wheeling: (304) 243-5493

WISCONSIN

Milwaukee: (414) 297-3473

WYOMING

Served by the Denver, Colorado, Export Assistance Center



Travel and Tourism

continued from page 10

congestion and infrastructure, travel facilitation, and economic sustainability.

An Industry Voice

The TTAB was first established in 2003 and has been rechartered three times. According to the ITA's Marano, "The board offers a terrific opportunity for the industry to put its issues on the table, before a cabinet secretary who is also a member of the president's economic team."

For more information on the TTAB, visit the Office of Travel and Tourism Industries' Web site at www.tinet.ita.doc.gov/TTAB/TTAB_Home.html.

John Ward is a writer in the International Trade Administration's Office of Public Affairs.

Nominations Sought for Board of Directors of the Corporation for Travel Promotion

The Department of Commerce is inviting expressions of interest from individuals to serve on the initial board of directors of the Corporation for Travel Promotion. The corporation, which will be established pursuant to the Travel Promotion Act of 2009, will be a nonprofit entity that will communicate U.S. entry policies and promote leisure, business, and scholarly travel to the United States. Candidates for the board must have knowledge of international travel promotion and marketing and must possess expertise and experience in specific sectors of the travel and tourism industry. Details were published in the Federal Register on April 19, 2010 (75 FR 74, p. 20325). They are also available on the Web at www.tinet.ita.doc.gov/about/Fed_Reg_Notice-Solicitation_for_CTP_Board_Members_041910.pdf. The deadline for submission is May 10, 2010.

International Trade UPDATE

available on the Web at www.trade.gov

Sender: OPA, H-3426

U.S. Department of Commerce
International Trade Administration
Washington, DC 200230

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300