AAHOA Statement on Secretary Raimondo’s Strategy to Reenergize U.S. Travel and Tourism

ATLANTA, Ga., June 6 – AAHOA applauds the 2022 National Travel and Tourism Strategy that was released on June 6, 2022, by U.S. Secretary of Commerce Gina M. Raimondo on behalf of the Tourism Policy Council (TPC).

The U.S. Department of Commerce fact sheet shares their action plans to rebuild our travel economy, and the focus of this new strategy, which is promoting America as a premier destination by fostering a sector that drives economic growth, creates good jobs, and bolsters conservation and sustainability.

The strategy aims to support broad-based economic growth in travel and tourism across the United States.

“90 million international visitors will drive strong economic growth,” said AAHOA President & CEO Laura Lee Blake. “$279 billion in annual estimated spending by these visitors will help not only the hotel and hospitality industry, but also the entire American economy. We commend Secretary Raimondo’s new National Travel and Tourism Strategy, and welcome her efforts to aggressively rebuild U.S. travel and tourism.”

AAHOA and its more than 34,000 member-owned hotels represent a significant part of the overall U.S. economy. Since there are AAHOA hotels in virtually every community, this new strategy will be a big win financially for our members, families, business, and tourism industries.

AAHOA Member-owned hotels employ staff in all 50 states, paying billions in wages, salaries, and taxes. And guests staying at AAHOA hotels bring billions of dollars in spending to local economies.

This strategy comes at an extremely important time as international travel spending in the United States in 2021 was still 78% below 2019 levels.
“The travel and tourism sector has been hit hard by the COVID-19 pandemic, and our recovery is dependent on the increase of international travel to the United States,” said AAHOA Chairman Neal Patel, “Encouraging visitation and facilitating safe and efficient travel to and within the United States will help promote jobs and recover lost revenue.”

AAHOA is thankful for U.S. Department of Commerce Secretary Gina Raimondo and the Tourism Policy Council for their continued leadership and support.

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**About AAHOA**

AAHOA is the largest hotel owners association in the nation, with Member-owned properties representing a significant part of the U.S. economy. AAHOA’s 20,000 members own 60% of the hotels in the United States and are responsible for 1.7% of the nation’s GDP. More than one million employees work at AAHOA member-owned hotels, earning $47 billion annually, and member-owned hotels support 4.2 million U.S. jobs across all sectors of the hospitality industry. AAHOA’s mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.