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Mandala Research to Support U.S. National Travel and Tourism Strategy *Federal Strategic Plan Aims to Aid Economic Recovery*

Washington, D.C. – Mandala Research will play a key role in advising and implementing the National Travel and Tourism Strategy announced jointly by the U.S. Departments of Commerce and the Interior. The strategy was developed by the Task Force on Travel and Competitiveness in response to an executive order issued by President Obama on Jan. 19.

Secretary of Commerce John Bryson and Secretary of the Interior Ken Salazar discussed the strategy in a conference call to the U.S. Travel and Tourism Advisory Board, of which Mandala Research is a member. The strategy is a five-year roadmap for the U.S. government to ensure that the United States stays competitive in the global economy and continues to attract and encourage international and domestic travel to and within the United States. It will engage the private sector and develop public/private partnerships where appropriate. The overarching goal of the strategy is to attract 100 million international visitors annually who will spend \$250 billion annually by the end of 2021.

“Travel and tourism is a key driver of our country’s economic recovery,” said Laura Mandala, president of Mandala Research. “This plan will help ensure that the United States remains competitive and increases its share of travel and tourism dollars.”

Mandala Research will be involved in an advisory role with the research phases of the plan, which includes research on current domestic and international travel, including demographics, destinations, and spending.

“Mandala Research looks forward to assisting in building the public/private partnerships that are key to this strategy,” Mandala said. “There are clear steps that our colleagues in the travel and tourism industry can take to support this strategy, including the promotion of Global Entry and Trusted Traveler Programs, educating elected officials on the economic contributions of travel and tourism, and reviewing the strategy to find initiatives for which they can volunteer or promote.”

Click here to read the [National Travel and Tourism Strategy](#).

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