International Travel Opportunities
White Paper

Inbound USA Travel & Tourism
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Travel Market Insights

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The White Paper is distributed to all Shop America Alliance and US Cultural & Heritage Tourism Marketing Council Partners, clients of Travel Market Insights and to media upon request. For partnership information and request the White Paper contact ShopAmericaTours@aol.com or 707-224-3795.
OVERVIEW
The goal of this 32 page White Paper is to help US destinations, organizations and businesses identify the opportunities, understand their competitive position, analyze the strengths and weaknesses, and strategically position for growth in the lucrative inbound tourism market. This White Paper is especially significant for retailers, shopping centers and outlets engaged in tourism business as all data to create or expand your tourism marketing plan is organized in one source.

Shopping, Dining and Cultural Heritage Tourism continue to rank as the top activities of international travelers to the USA. International travelers stay longer and spend more on these activities then domestic travelers. In 2015, 75.3 million overseas travelers arrived in the USA.

Retail, restaurant and cultural heritage professionals seeking to analyze the economic opportunities in travel and tourism and market to attract these diverse audiences need current data and information on the travel preferences of the top inbound markets to develop and grow their tourism business.

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