



Exhibitions Day 2017 Issues: Supporting Materials

What follows is a detailed look at the context and data behind each of the issues/topics selected for this year's Exhibitions Day advocacy efforts.

Brand USA

Brand USA is a cause Exhibitions Day attendees have supported since its inception and subsequent introduction.

- The program helps market the United States as a strong and safe destination for travel – both business and leisure.
- Cutting funding for this program would leave U.S. travel promotion in the hands of individual organizations with no unifying point of view or shared interest that supports both business and leisure travel.
- Brand USA is a bipartisan program funded by airline passenger fees and private industry, so there is no impact on U.S. taxpayer money. The program's efforts are crucial to attracting international tourism, investment and fair and free trade. In 2016, Brand USA was responsible for adding \$8.9 billion to the U.S. economy according to Oxford Economics, a 28-to-1 return on investment.
 - Additionally, Brand USA helped to reduce our nation's deficit by \$50 million in 2016 and helped to grow our nation's exports — a stated goal of the president.
 - International visitation is the country's No. 2 export and supports 15 million American jobs. That is why it is imperative that programs such as Brand USA receive federal funding

Infrastructure Investment (Overview of Infrastructure Gaps)

- According to the World Economic Forum's annual competitiveness report, the **U.S. ranks 11th in the world in infrastructure quality.**
- Good infrastructure is critical to business. Without proper transportation, housing and dining infrastructure, it is nearly impossible to attract trade shows and other face-to-face meetings.
 - Markets that lose the ability to attract events lose the associated revenue from event attendees and potential added investment from companies interested in doing more business there
- The American Society of Civil Engineers (ASCE) predicts that the U.S. economy will lose nearly \$4 trillion in GDP between 2016 and 2025 if investment gaps are not addressed:
 - \$7 trillion in lost business sales by 2025
 - 2.5 million lost American jobs in 2025
 - U.S. families will lose approximately \$3,400 in disposable income annually
 - (Source: [American Society of Civil Engineers – Infrastructure Report Card 2017](#))
- We have already seen examples of U.S. infrastructure deficiencies and the devastating impact they have on your constituents, their community and their ability to serve as a place for business. From cancelled trade shows, to disgruntled travelers vowing to never return, the effects of these infrastructure flaws are felt far and wide by your constituents:
 - Water crisis in Flint, Michigan (2016)
 - Amtrak derailment in Philadelphia, Pennsylvania (2015)
 - I-35W Mississippi River bridge collapse in Minneapolis, Minnesota (2007)



Infrastructure Support: Investing in America: Rebuilding America's Airport Infrastructure Act – H.R. 1265

- H.R. 1265 will generate billions of dollars in much-needed revenue to rebuild America's aging airport infrastructure, by removing an outdated cap on the passenger facility charge (PFC).
- The PFC is a fee that airports may choose to collect to improve capacity, reduce noise or stimulate competition among airlines. Congress last increased the PFC cap, from \$3 to \$4.50, in 2000, and has remained untouched since that time, despite inflation and a growing need for increased investment in airports.
- Although Congress provides \$3.35 billion per year in funding through Federal Airport Improvement Program (AIP) grants, it does not come close to fulfilling the estimated \$6.5 billion per year infrastructure investment needs for our airports.
- The Federal Aviation Authority (FAA) estimates that U.S. airports will need approximately \$32.5 billion over the next five years in AIP grants.
- AIP grants and other federally-mandated funding systems cannot meet U.S. airport infrastructure improvement needs, which are critical for a safe, efficient and globally competitive aviation system.

Stop Online Booking Scams Act – H.R. 2495 and S. 1164

- Most consumers search at least seven to ten websites before booking a reservation.
- This increase in web traffic to hotel and travel sites has caused rogue third-party online booking sites to find ways to piggy-back on legitimate hotels.
- Frequently, these scams will illegally use copyrighted images, trademarked logos and similar URLs to mirror the look and feel of the actual hotel website and scam consumers into disclosing their personal information.
- These scams contribute to an increased in public distrust of the hospitality and lodging industry, as well as, increased frustration over lost reservations, unexpected charges and fees, incorrect accommodations, lost loyalty benefits.