

## Obama administration sets goal of 100 million visitors by 2021

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Vendredi, 11 Mai 2012 00:00 -

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The Obama administration set a goal of attracting 100 million annual international visitors to the U.S. by 2021, up from a projected 65.4 million this year.

The increase is expected to boost international visitor spending from \$153 billion to some \$250 billion.

The goal, announced in the middle of National Travel and Tourism Week, is the capstone of the [National Travel and Tourism Strategy](#)

, unveiled at a White House press conference by Commerce Secretary John Bryson and Interior Secretary Ken Salazar.

Along with other officials, they led the development of the strategy as co-chairs of the Task Force on Travel and Competitiveness, which President Obama created in January.

In addition to promoting international arrivals, the strategy calls for government efforts to “encourage Americans to travel within the U.S. and its territories.”

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