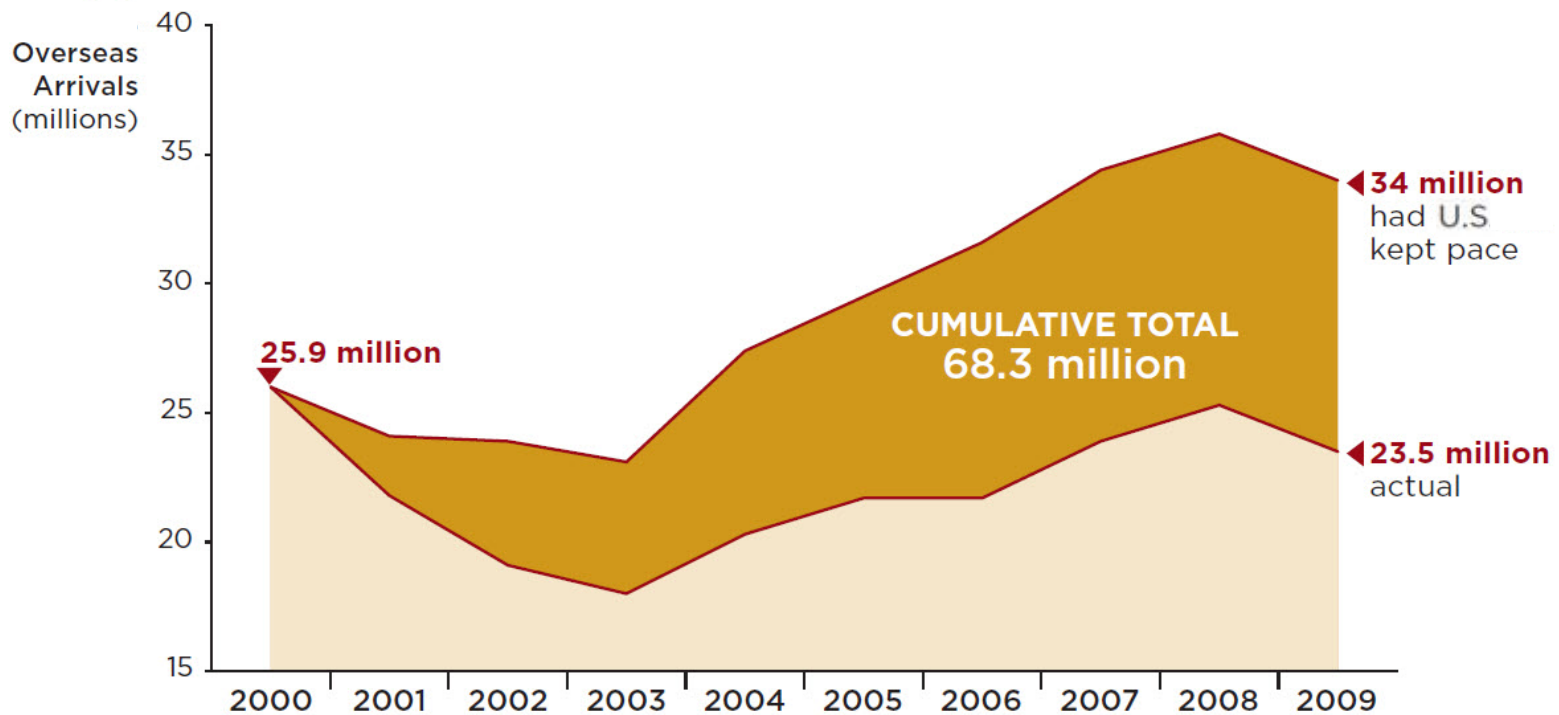
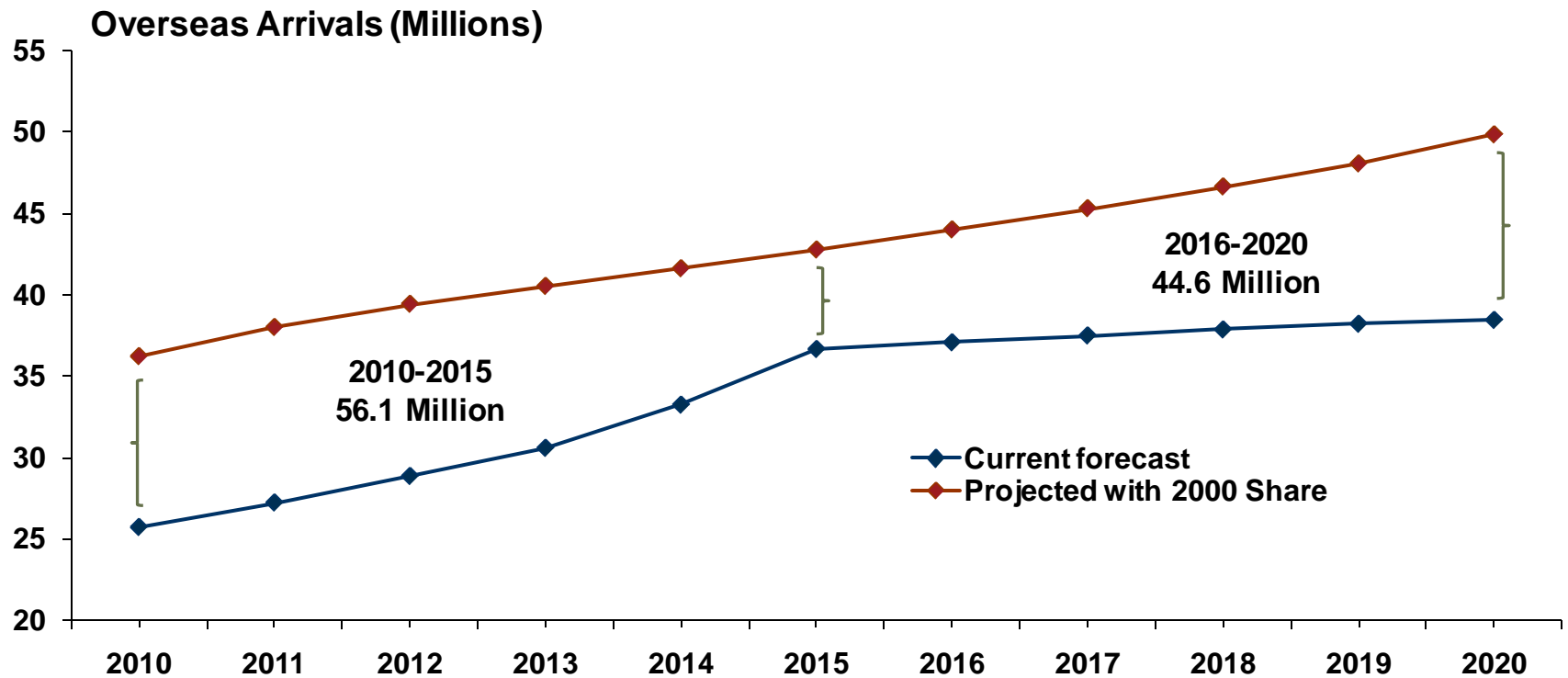


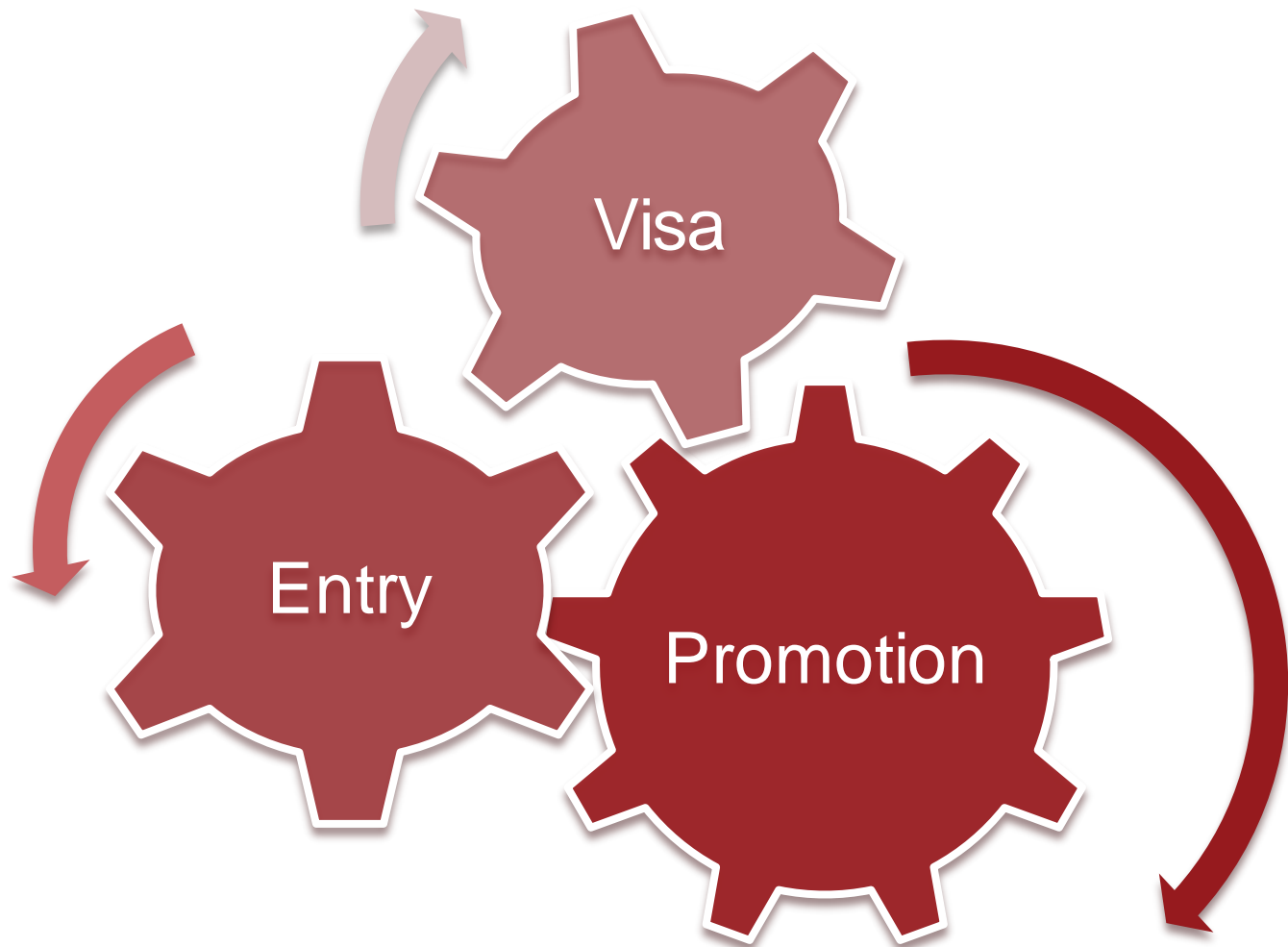
68.3 Million Lost Visitors Since 2000



100 Million Additional Lost Visitors?



Increasing Inbound Travel





Corporation for Travel Promotion

Up to \$200 Million Annually to Promote United States

\$10 Million Start-Up in Year One; Matching Begins in Year Two

Private Sector Execution, Public Sector Accountability

Authorization Lasts 5 Years

Visa Wait Times

Country	City	Wait Time
China ¹	Beijing	92 days
	Shanghai	84 days
Brazil ²	Rio De Janeiro	105 days
	Brasilia	84 days
	Sao Paulo	98 days

¹As of May 2010

²As of October 2010



Visa Application Cost – Family



Hotel:
\$170

Flight (x4):
\$1,726

Visa (x4):
\$560

Application fee (x4):
\$120

Passport delivery fee (x4):
\$80

TOTAL:
\$2,600



Visa Solutions

Visa Waiver Program Expansion

Visa Videoconferencing

Better Resource Dedication

Entry Problems



According to international visitors:

- ➔ **Long lines and wait times**
- ➔ **Poor customer service**
- ➔ **Inefficient processing and screening procedures**

Limited Response to Customer Service Recommendations

Develop and Implement a Customer Service Improvement Strategy



Seek customer service training recommendations from private sector



Customer service/professionalism made core of training program



Third-party passenger surveys for accurate customer service metrics/milestones



Measure officers' customer service performance and include metrics in reviews



Greet arrivals at primary inspections with "Welcome to the U.S." or "Welcome home"



Officer refresher courses at Model Ports

Mixed Response to Additional Entry Recommendations



Improve CBP Officer Staffing Model



Manage Passenger Queues More Efficiently



Expand Enrollment in International Registered Travel Programs



DHS and Commerce Share Vital Traveler Data



Increase ESTA Enrollment



Improve Welcoming Signage Throughout Airports



Improve Passenger Screening Throughput



Eliminate Duplicative Passenger Screening



Secure and Efficient Method to Deploy US-VISIT Exit