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**The Receptive Services
Association of America**

Your Gateway to International Business

Key International Markets to USA

Source: OTTI, ITA & US Dept. of Commerce

2007 Forecast

2008 Forecast

Total visitation	53.5 million	55.6 million
Canada	16.6 million	17.2 million
Mexico	13.7 million	14.1 million
Overseas	23.1 million	24.2 million
Total Europe	10.9 million	11.4 million
U.K.	4.3 million	4.5 million
Germany	1.5 million	1.6 million
Total Asia	6.3 million	6.7 million
Japan	3.5 million	3.7 million
Total South America	2.1 million	2.2 million
Brazil	.6 million	.64 million

International Visitor Forecasts

(source US Dept of Commerce)

- Spending was \$107.9 billion in 2006, while visitor volume was nearly 51 million; spending surpassed the previous record set in 2000.
- International Visitors to the U.S. 2007- 2011

2007		53.6 million
	2008	55.6 million
2009		57.6 million
2010		59.5 million
2011		61.4 million

International Travel & Tourism to the U.S.

2006 figures per US Dept. of Commerce, ITA & OTTI

- **Overseas visitors...**

- Are more likely to rent cars, stay in hotels/motels and have higher activity participation levels than domestic travelers.**

- Spend 4-7 times more than domestic travelers.**

- Travel 2-5 times longer than domestic travelers.**

- **2006 international travel to the US...**

- Generated a trade surplus of \$8.3 billion**

- Supported 900,000 jobs**

- Generated \$13 billion in federal, state & local taxes**

- Was the largest services sector export - \$108 billion in 2006**

RSAA can be your link!

- **Started in 1991, RSAA is the leading national association of US-based receptive tour operators who, combined with their associate members, are leaders in arranging inbound travel for international visitors to the U.S. and Canada**

- **Receptive Tour Operator (RTO) members offer . . .**
 - ✓ **Connections to overseas client base (your marketing arm)**
 - ✓ **Year round business**
 - ✓ **Industry knowledge and experience**
 - ✓ **Streamlined approach to reaching international audiences**

- ... and provide the following services for overseas tour operators...**
 - ✓ **Hotel Accommodations / Transfers & Transportation**
 - ✓ **Sightseeing / Multilingual guides**
 - ✓ **Conference, congress and incentive trip coordination**
 - ✓ **Fly/Drive (FIT) / Ad hoc and scheduled group departures**
 - ✓ **Art, historic, cultural, technical and special event tours**
 - ✓

RSAA can be your link!

The RSAA advantage is...

- **Driving more international business to its members through networking**
- **Educating the industry about the important contributions of the receptive market in increased travel to the U.S. plus ongoing industry developments**
- **Addressing legislative issues that directly impact the industry and partnering with the Travel Industry Association of America (TIA)**

RSAA Membership Benefits

RSAA supplier members who are serious about gaining international business enjoy the following benefits:

- **Networking opportunities with nation's leading RTOs**
- **Educational seminars featuring industry professionals**
- **Updated industry news, trends and information through e-bulletin**
- **Member listing on RSAA website (post itineraries/photos)**
- **Face to face client interaction at annual Summit Marketplace and membership meetings**
- **Committee participation for added exposure / industry support**
- **Advertising in association publications like Summit program**
- **Streamlined approach to marketing overseas (one stop shopping)**

RSAA Membership benefits

- **The RSAA Annual Summit is a valuable opportunity for educational seminars and business appointments between RTOs and Supplier members**

Upcoming Summit dates & locations:

February 10 – 11, 2009 – New York City

January 2010 – Orlando, FL.

RSAA Membership benefits

- **Access to detailed profiles for each RTO member**
- **New member introductions via e-newsletter or at member events**
- **Intern placement service at no charge**
- **Itinerary and image postings on website at no charge**
- **Special programs to promote RTO product at international trade shows**

RSAA Membership benefits

- **RSAA website tutorial, “Working with RTOs”, supplies detailed and valuable industry knowledge to help build your inbound international business**
- **Career opportunity postings**
- **Access to advertising, sponsorship and sustaining membership opportunities**
- **Networking with clients and colleagues at member events**
- **Needed exposure of your company products and services**

Annual Membership Fees

RTO Members

\$450

Associate Members

\$500

**Membership fees are billed on a July 1 through June 30 cycle.
Fees for new members will be pro-rated based upon join date.**

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