



IMMEDIATE RELEASE

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Business Leaders Tout Economic Benefits of Passing JOLT Act

“Golden Goal Challenge” Launches to Increase U.S. Share of International Travel

June 12, 2014 – Washington, DC – As part of a renewed effort to push the Jobs Originated through Launching Travel (JOLT) Act (H.R. 1354) through Congress, the [Discover America Partnership](#) today is launching the first in a series of infographics and data points to demonstrate what can be immediately gained by expanding the Visa Waiver Program (VWP) to friendly, developed countries.

The new infographic series, which is launching during the World Cup, is part of what DAP is calling the “Golden Goal Challenge.” Similar to a sudden death shootout, known as the “golden goal” in soccer, countries across the globe are competing to win international travelers, who support local economies and create thousands of jobs. Although world travel has grown by more than 90 million travelers during the past decade, the U.S. remains far below the 17 percent share of global travel it achieved in 2000.

To win the “golden goal,” the U.S. must maximize its opportunity to capture worldwide travelers by expanding the Visa Waiver Program (VWP). If VWP is extended to strong candidates such as Brazil, Poland, Israel and Croatia through the JOLT Act, the U.S. will take an important step forward in reaching the goal of recapturing its share of international travelers. Expansion of VWP to these and other select countries will add nearly \$10 billion to the economy and create nearly 60,000 additional American jobs.

To discover the immediate economic benefits of expanding VWP to Brazil alone, open the attachment or click: <http://www.discoveramericapartnership.org/website/data/uploads/documents/jolt-act-brazil.pdf>

To find out more about the substantial economic benefits of passing the JOLT Act, please visit: www.DiscoverAmericaPartnership.org/JOLTAct.

About Discover America Partnership

The Discover America Partnership (DAP) is a coalition and grassroots campaign effort to advance visa and entry reforms to enable the U.S. to regain our historical share of the booming world travel market. DAP members reflect a broad range of industries and missions which share the need for efficient overseas travel to the U.S.—whether it’s to negotiate business deals, host global conferences and trade shows, or welcome international tourists.