

TRAVEL AND TOURISM PROMOTION

An Introduction to Global Communicators Capabilities

Travel and tourism represents the largest sector of gross world product. In many countries tourism is the leading industry, employs the most people, and generates the greatest flow of hard currency. It is often the most significant source of economic development.

American travelers annually spend \$70 billion outside of the United States. An estimated 23 million Americans travel to overseas destinations (excluding Canada and Mexico) each year.



Dubrovnik, "Jewel of the Adriatic," represents the stunning destination of Croatia, one of Global Communicators' tourism promotion clients.

At the same time, global destination competition has expanded geometrically, as the choices of travel venues and modes have increased dramatically.

Executives of Global Communicators, based in Washington, D.C., St. Louis, Missouri, and Los Angeles, California, have been engaged in travel and tourism promotion as a function of economic development for more than two decades. Since 1992, we have provided North America tourism promotion services to the [Croatia Ministry of Tourism](#), [Croatian National Tourist Board](#), and [Atlas Travel of Dubrovnik](#).



The [Jordanian Ministry of Tourism and Antiquities](#) and the [Jordan Tourism Board](#) have used Global Communicators services for North America promotion since 1998

The agency has also represented the [American Society of Travel Agents \(ASTA\)](#). Global Communicators has a close professional relationship with the U.S. Tour Operators Association and other travel industry organizations as well as extensive contacts among travel trade and consumer travel print and electronic media in the United States, Canada, and abroad. Currently it provides marketing and public relations services to the \$80-billion [Airlines Reporting Corporation](#).



Vail and Beaver Creek, Colorado, America's #1 ski resort, was a client of GC executives for six years.