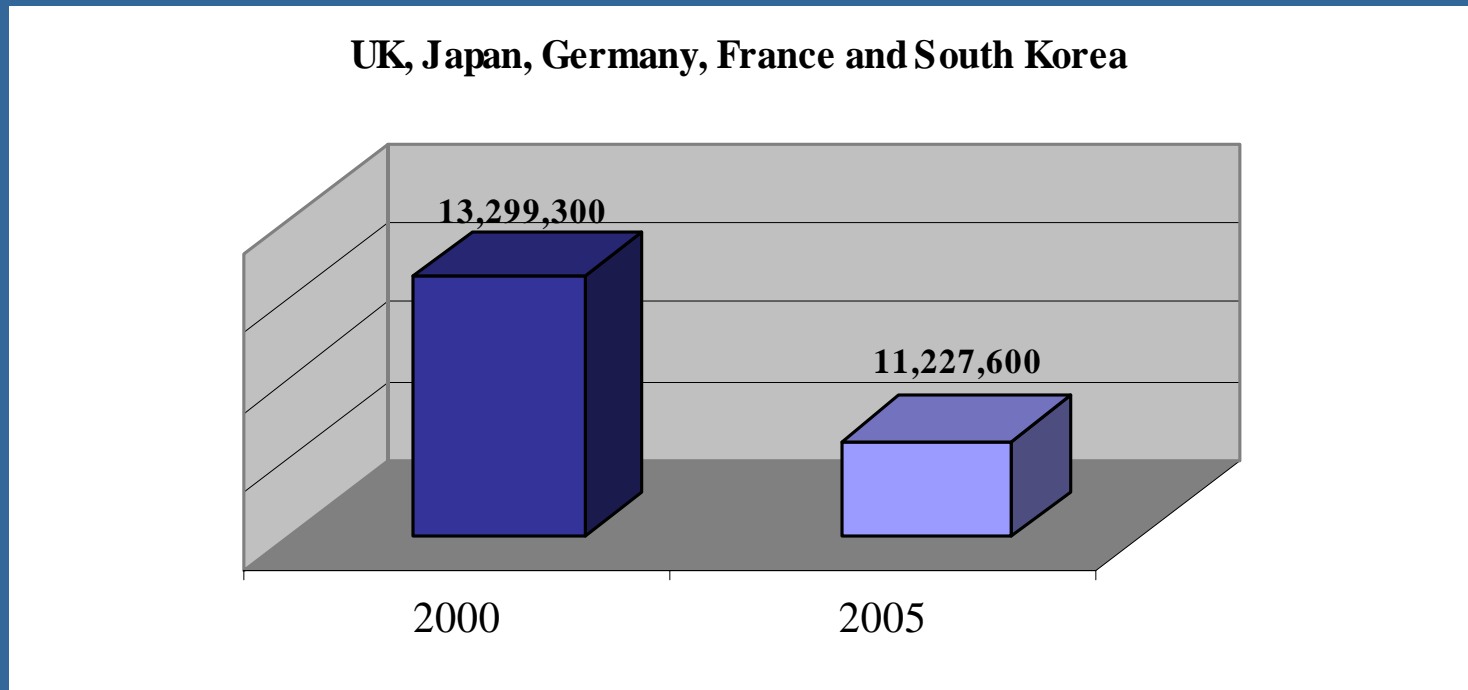


# EU Visa Policy: A Barrier to Trade

*Presentation to Committee on Civil Liberties, Justice and Home Affairs, European Parliament, 28<sup>th</sup> February 2007*



# U.S. decline in visitor numbers: top five origin markets



Source: Travel Industry Association

“The U.S. has the ‘world’s worst’  
entry process”

*“We are citizens of a country regarded as  
one of the closest allies the U.S. has.  
Yet on arrival we are treated like suspects  
in a criminal investigation and  
made to feel very unwelcome,”*

- Ian Jeffrey, a British visitor



Tourists have a choice

**Total cost to the US economy**  
**\$135.5 billion**

Source: “A Blueprint to Discover America” (Discover America Partnership)



# Europe is perceived as unwelcoming

*“There is no privacy for applicants. They are asked to provide a letter from their employer to prove they have leave for the proposed period of travel and they are also asked to state where they will be going in the letter. This would never happen in Europe, which is a private society – people would be so offended!”*

- Travel agent in China



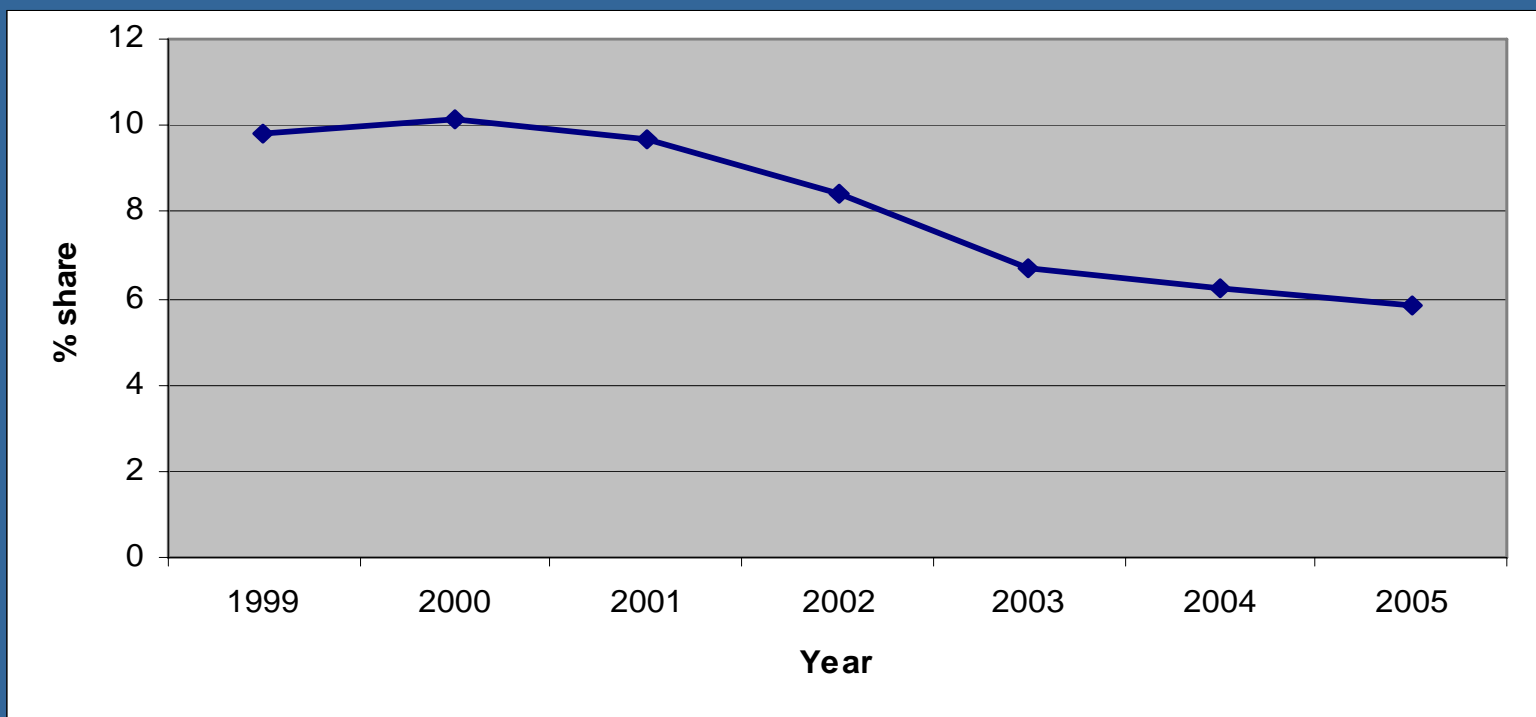
# Survey of travel agents in China

- Europe was more difficult to travel to than the US
- European visas were more difficult to obtain than US visas



# Outbound Chinese travellers, 1999-2005

## Europe's market share

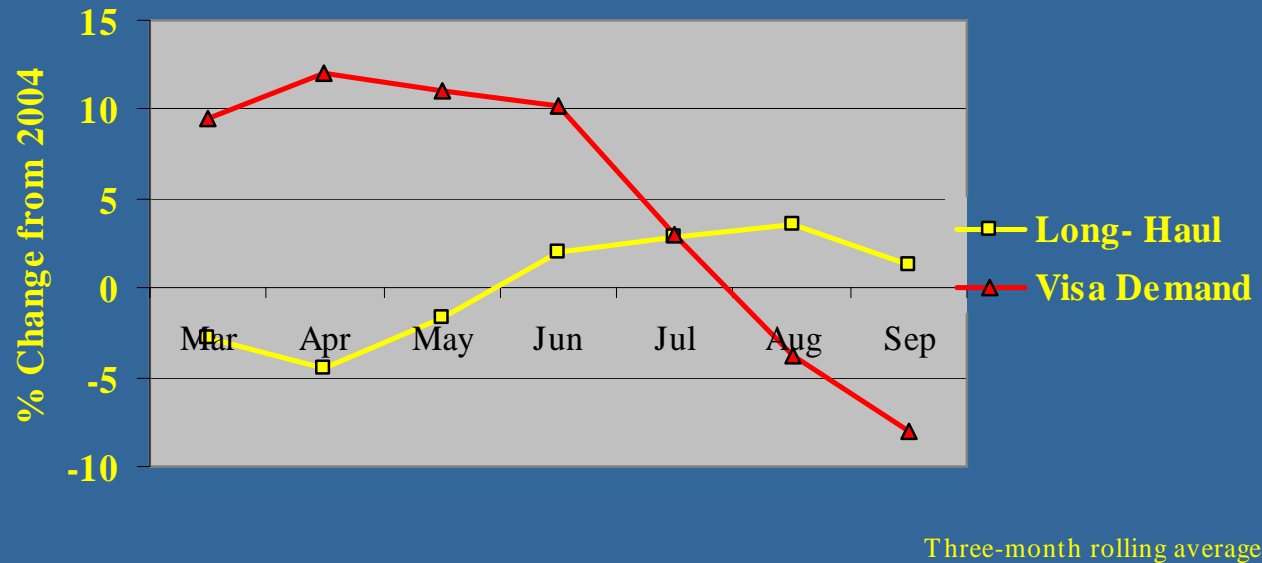


Source: China National Tourism Administration



# 2005 - UK increased its fees by 39%

## Inbound Visitors vs Visa Demand



Source: UK Visas



# Tourists from Europe's main growth markets need visas

## New entry criteria

- American in their severity
- British in their cost

