

PRESS RELEASE  
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**Opening Remarks by Ambassador Bruce Oreck, Thursday, January 16, at 11:30 am, MATKA 2014, Discover USA Pavilion (7d41). The remarks will be followed by a photo opportunity. Journalists are welcome.**

**U.S. Ambassador Bruce Oreck: “Tourism plays a vibrant role in the U.S. economy – 65 tourists create one new job”**

Ambassador Oreck will open the USA Pavilion at this year’s MATKA2014 on Thursday, January 16, 2014 at 11:30. He will make short remarks and cut the ribbon at the USA Pavilion where several U.S. hotels, travel agencies and other travel service providers’ desks will be located.

Ambassador Oreck will speak about the role of tourism and travel in people-to-people relations and in promoting job creation in the U.S. As he has said, travel is important because – “by experiencing different cultures and seeing new places we broaden our minds and develop a global sensibility. We are more willing to consider new possibilities and generate innovative solutions for global issues.” He added that “Travel and tourism also play vibrant role in U.S. economy – 65 tourists create one new job.”

According to Ambassador Oreck, a key focus of the U.S. Embassy Helsinki’s strategy is on economic statecraft – the U.S. Embassy team is involved in a comprehensive trade and commercial diplomacy agenda to promote America’s economy. Tourism is a major part of that. “We are excited to be part of the largest annual tourism industry show in the Nordic region,” he noted.

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