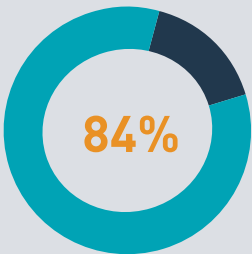


The Camp Counselor Program, a category within the U.S. Department of State's Exchange Visitor Program (EVP), offers international participants a way to interact directly with American youth campers by overseeing and leading group activities at camp during the U.S. summer season. The Alliance for International Exchange partnered with EurekaFacts, an independent research firm that specializes in social science and policy research, to conduct a thorough review and evaluation of the Camp Counselor Exchange Visitor Program. EurekaFacts surveyed 2,561 participant alumni and 376 host camps to determine the impact of the program. Highlights of the results are presented below.

## Camp Counselor Programs Enhance Positive Opinions of the U.S.



of participant alumni report a more positive opinion about the United States and American culture after their experience at American camps



The total estimated contribution of Camp Counselor exchange visitor participants to the U.S. economy in 2018

## Camp Counselor Programs Support U.S. National Security

**Camp Counselor Programs are Excellent Public Diplomacy Tools in Fostering Positive Attitudes Towards the U.S.**



98% of participants made connections with Americans

91% of participants still keep in touch with Americans after leaving the U.S.

76% of participants have more positive views of American people

71% of participants have more positive views of American culture

**Building personal skills and experiencing a different culture are top drivers of participation for Camp Counselors**



97% of participants feel that their program will help them in their futures

95% chose to participate to gain new or to improve their personal skills

94% of participants chose to participate to experience living in a different culture

87% of participants cited learning how to interact with people from other cultures as a top driver for participation in the program

*\* Earning money is the least important motivator when deciding to participate in comparison to other motivating factors indicated*



# EurekaFacts Study: Impact of Camp Counselor Program

## Camp Counselor Programs Support the U.S. Economy

- International camp counselors contributed over \$59 million in total expenditures during their 30-day travel period in 2018
- On average, camp counselor participants spend \$2,373 per month. Most money is spent on lodging such as hotels (\$12.3 million) and entertainment such as dining out or going to the movies (\$11.5 million)
- Camp counselors spend more than \$4 million in NY, PA and ME. 12 of the remaining 47 states had camp counselors' expenditures between \$1 million and \$4 million.



## Camp Counselor programs are important for American businesses

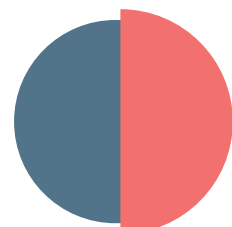
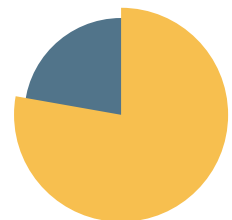
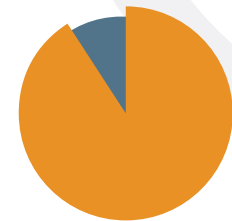
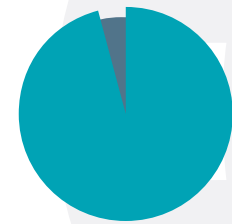
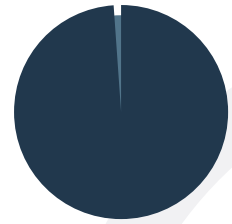
**99%** of host camps offer equivalent chances regarding job opportunities for Americans in the U.S. Roughly the same amount of host camps offer equally available opportunities for training and development to Americans as for international counselors in the U.S.

**96%** of host camps said that exposing American campers and counselors to international culture is a top motivator for participating in the program

**91%** of host camps believe their organization would be negatively impacted if the Camp Counselor program ceased to exist

**78%** of host camps indicated that camp services or activities would be reduced in the absence of international camp counselors

**50%** of host camps report the absence of the Camp Counselor program would result in the inability to operate during the season and would decrease revenues.



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