PARTICIPATE USING POLLEVERYWHERE:

PollEv.com/ustravel137
If you had to choose one word to describe advocacy what would be?
Which of the following is NOT a commonly used advocacy tool?

One
Two
Three
Four
Does your organization have a staff position dedicated to advocacy?

- Yes
- No
- Sort Of
I NEVER hesitate to activate on a U.S. Travel Action Alert...

| True | False |
Have you ever participated in Destination Capitol Hill or Virtual Hill Week?

Yes

No
Are you excited to hear about the power of advocacy?

Yes

No
ADVOCACY IS A COMPETITION
ADVOCACY IS RARELY AN EITHER-OR DECISION
ADVOCACY IS USING THE RIGHT TACTIC AT THE RIGHT TIME
What is ADVOCACY?

INDUSTRY NARRATIVE
- National messaging campaigns: Let's Go There & Let's Meet There
- Beltway media sponsorships
- Branding and industry positioning
- Coalition building with industry partners
- Work with political committees
- Travel Talks
- Travel PAC
- Power of travel to the economy
- Impact of travel on job creation and exports
- Industry resources and tools
- Webinars
- Global Meetings Industry Day
- Travel Works Roadshow
- Destination Capitol Hill
- National Travel and Tourism Week

POLITICAL ENGAGEMENT
- WH & CEO Roundtable meetings
- Direct engagement with elected or appointed officials and staff
- Direct engagement with the White House and administration
- Defining and prioritizing issues
- Drafting of new legislation
- Choosing legislative vehicle
- Economic impact and analysis
- Issue impact analysis
- Traveler surveys
- Industry studies
- Travel and the macroeconomy

EDUCATION
- Travel Talks
- National Week of Action
- Issue Activations
- Webinars
- Global Meetings Industry Day
- National Travel and Tourism Week

COMMUNICATIONS
- WH & CEO Roundtable meetings
- Direct engagement with elected or appointed officials and staff
- Direct engagement with the White House and administration
- Defining and prioritizing issues
- Drafting of new legislation
- Choosing legislative vehicle
- Economic impact and analysis
- Issue impact analysis
- Traveler surveys
- Industry studies
- Travel and the macroeconomy

POLICY DEVELOPMENT
- Policy development
- Economic impact and analysis
- Issue impact analysis
- Traveler surveys
- Industry studies
- Travel and the macroeconomy

GRASSROOTS AND GRASSTOPS
- Grassroots and grassstops
- Issue Activations
- Video
- TV interviews/spots
- Op-eds and letters to the editor
- PR campaigns
- Social and digital
- Speaking engagements
- Blogs
RECOVERY NOT PROJECTED UNTIL 2024

DOMESTIC LEISURE AND BUSINESS TRAVEL (% recovered to 2019 levels)

2019 2020 2021 2022 2023 2024 2025

SOURCE: Tourism Economics
Hospitality and Commerce Job Recovery Act (S. 477/H.R. 1346)

- Deliver $600 BILLION in economic output that would not otherwise occur
- As a result, SHORTEN THE RECOVERY TIMELINE by two years
- Restore 1.5 MILLION net new American jobs
- Boost federal, state and local tax revenue by $43 BILLION
- Provide temporary tax incentives to help RESTORE BUSINESS TRAVEL
Airline CEOs urge U.S. and UK to ‘open the skies’

Airline bosses demand UK-US travel corridor

‘Absolutely critical to both countries’: US, UK airlines urge lifting of travel restrictions
The evidence shows we can safely reopen international travel

Since the start of the pandemic, the U.S. travel industry has strongly agreed with public health and medical experts that policies to contain and defeat COVID-19 should be guided by science. The remarkable progress made since the introduction of the vaccines validates this approach and has given us much reason...
POWER OF TRAVEL

Social Media Examples (POT) Tweets

U.S. Travel @USTravel - Aug 10
We urge @POTUS to set science-based policies regarding int'l travel & set a reopening date as quickly as possible, especially as the U.K., much of the E.U. & Canada have all taken recent steps to reopen their borders to vaccinated travelers. We can safely and responsibly reopen.

New York Times Travel @nytimestravel - Aug 10
Nearly two months after Europe reopened to travelers from the U.S., America's borders remain closed to most Europeans. With fears of the Delta coronavirus variant raging, there appears to be no end in sight. nyti.ms/3PiAgGQ

ACT NOW to RESTORE the travel economy and American jobs

U.S. Travel @USTravel - Mar 17
The COVID relief legislation to date is helpful for travel businesses to stay afloat—but much more is needed to protect and rebuild the U.S. workforce and revitalize communities. #SaveTravel #DCH21

Access the social guide >> ustravel.org/dch

POWER OF TRAVEL

Travel jobs can't wait.
TAKE ACTION to #SAVETRavel today.

POWER OF TRAVEL

U.S. Travel @USTravel - Jun 15
Today, we're launching ILet'sMeetHere—a data-driven, multi-layered advocacy initiative to communicate the distinct difference between professional meetings and events and other large gatherings. Learn more: letsmeetthere.travel #ILetsMeetHere

POWER OF TRAVEL

It's time to ACT @rnci2020 @SenSchumer @SpeakerPelosi. American businesses cannot wait any longer for RELIEF. We need your leadership now: finalize a coronavirus aid package ASAP. #SaveTravel

POWER OF TRAVEL

Let's Meet Here
An industrywide effort to restore professional meetings and events.

POWER OF TRAVEL

Rep. Steven Horsford @RepHorsford - May 6
Southern Nevada's hospitality & tourism industries are an essential part of our regional economy.

Earlier this year, I introduced the Hospitality & Commerce Job Recovery Act to boost our recovery & welcome tourists back to Las Vegas. Bnewsnow.com/news/local-new-...
THE HOSPITALITY AND COMMERCE JOB RECOVERY ACT

U.S. Travel continues to build support from members of Congress as cosponsors of the bipartisan Hospitality and Commerce Job Recovery Act (S. 477/H.R. 1346)—an important bill which includes key provisions that would provide temporary tax incentives to help restore business travel.

The bill would help generate $227 billion in economic activity that would not otherwise occur, aid in restoring the 2.8 million hospitality jobs that remain lost to the pandemic and contribute to the overall acceleration of travel’s recovery.

Continue to tell your members of Congress to support our industry’s recovery.

ACTION ALERTS

3 DAYS TO ADD YOUR VOICE!

U.S. Travel is urging the administration to address visa processing delays currently creating a de-facto border for travelers who need a new visa for entry—even from countries technically “open.”

By 12:00 p.m. ET Wednesday, July 21, please send a letter that will be sent to the White House outlining how and why we must effectively resume adequate operations and address the visa application backlog.

If international travel remains stagnant, the U.S. can be expected to lose an additional $90 billion in export income in the second half of the year—for a total loss of $325 billion in 2020 and 2021.

We must ensure the systems are in place to effectively reunite businesses and individuals with their travel needs.

We NEED you to tell Congress to support the Hospitality and Commerce Job Recovery Act (S.477 / H.R.1346).

Urge your Member to sign on as a cosponsor. Make sure our voice is heard to #SAVETRAVEL.

3 DAYS TO ADD YOUR VOICE!

U.S. Travel is urging the administration to address visa processing delays currently creating a de-facto border for travelers who need a new visa for entry—even from countries technically “open.”

By 12:00 p.m. ET Wednesday, July 21, please send a letter that will be sent to the White House outlining how and why we must effectively resume adequate operations and address the visa application backlog.

If international travel remains stagnant, the U.S. can be expected to lose an additional $90 billion in export income in the second half of the year—for a total loss of $325 billion in 2020 and 2021.

We must ensure the systems are in place to effectively reunite businesses and individuals with their travel needs.

We NEED you to tell Congress to support the Hospitality and Commerce Job Recovery Act (S.477 / H.R.1346).

Urge your Member to sign on as a cosponsor. Make sure our voice is heard to #SAVETRAVEL.

This bill can help bring back the economic strength of the travel industry:

- Shortening the recovery time from five to THREE years
- Generating $600 BILLION in economic activity
- Creating 1.5 million net new jobs

To view current cosponsors of the bill, please click here.
The Power of Travel: DESTINATION Can Help Drive America's Economic Rebound

TRAVEL'S ability to bounce back after periods of economic downturn and inject much-needed revenue directly into city, state, and national economies is the theme of this year's National Travel and Tourism Week (NTTW) program. NTTW (May 22-29), the 38th annual celebration of the U.S. travel industry's contributions, is an opportunity to remind visitors and residents of the incredible value the travel industry holds not just for local economies and workforce, but to a country's identity and culture—and to remind policymakers of travel's help to power recovery efforts.

Travel and tourism is such an important part of who we are as a community. It is the backbone of our economies and the lifeblood of our communities. Before the pandemic,Figures that demonstrated travel’s local, pre-pandemic economic impact were $3.98 billion (national) and $17.4 billion (state and local). In 2020, the entire U.S. travel industry lost $1 trillion in travel-related spending—25 times the economic impact of the 9/11. Nationally, total travel-related jobs accounted for a staggering 25% of all U.S. jobs lost amid the pandemic.

DESTINATION, INCLUDE LOCAL LOSSES AND IMPACT

However, this vital revenue source stemming from business and leisure travelers was severely diminished amid the pandemic. As a result, the travel industry has been hit hard, with a devastating impact on local economies, businesses, and communities. The travel industry is in need of support and assistance to recover and thrive in the post-pandemic world.

While the rapid pace of vaccinations has provided hope that a return to normal is on the horizon, a resurgence in travel demand is not inevitable. Without decisive federal action to reopen the travel economy and spur demand, the travel industry’s recovery is expected to take as long as five years or more, which is too long to wait for workers whose livelihoods depend on this vital industry.

But with the right measures in place, we can get people moving again in a safe and healthy way and restore our workforce and help build a broader economic recovery. The travel industry needs sustained relief to ensure businesses can truly take hold.

Importantly, policymakers must also understand the path to reopening our borders and safely restarting international travel is crucial to the vitality of the industry. The road ahead is challenging, but the travel industry is resilient and has an incredible ability to bounce back from hard times. With the right leadership and policies, the travel industry will thrive once again.

If you are a elected official, government worker, or anyone who can advocate for the travel industry, please consider using the template below to help drive America's economic rebound.

DOWNLOAD EDITABLE OP-ED
What is TravelPAC?

TravelPAC works as the collective voice of the travel industry to support candidates and members of Congress who champion for our industry.
“Hardworking Americans whose livelihoods depend on travel and tourism cannot wait until after the election for relief.”

- Roger Dow, President and CEO, U.S. Travel Association
American businesses and workers NEED RELIEF NOW

TELL CONGRESS >

Coordinated Social Media Activation

Our goal is to make a truth-telling social media campaign to alert the nation of what is at stake and the determination of what we can do to stop it. Join us in spreading the word with the following icons or links:

Sample Copy for BUSINESS CLOSERS

Sample Copy for POSSIBLE LAYOFFS

Sample Copy for JOB LOST

No Recess Without Relief

CONGRESSIONAL RELIEF

Social Media Activation

Join the travel industry November 30 through December 4 in urging Congress to immediately pass legislation to provide relief for America’s travel and tourism industry.

MONDAY November 30 // Action Alert

TUESDAY December 1 // Twitter Tuesday

WEDNESDAY December 2 // Media Spotlight

WITHOUT IMMEDIATE RELIEF, 50% OF ALL TRAVEL-RELATED JOBS WILL BE LOST BY DECEMBER
What is **ADVOCACY?**

**INDUSTRY NARRATIVE**
- National messaging campaigns: Let’s Go There & Let’s Meet There
- Beltway media sponsorships
- Branding and industry positioning
- Coalition building with industry partners
- Work with political committees
- Travel Talks
- Travel PAC

**POLITICAL ENGAGEMENT**
- Power of travel to the economy
- Impact of travel on job creation and exports
- Industry resources and tools
- Webinars

**EDUCATION**
- Global Meetings Industry Day
- Travel Works Roadshow
- Destination Capitol Hill
- National Travel and Tourism Week

**GRASSROOTS AND GRASSTOPS**
- National Week of Action
- Travel Talks
- Issue Activations

**COMMUNICATIONS**
- PR campaigns
- Social and digital
- Speaking engagements
- Blogs
- Video
- TV interviews/spots
- Op-eds and letters to the editor

**POLICY DEVELOPMENT**
- Direct engagement with elected or appointed officials and staff
- Direct engagement with the White House and administration
- Defining and prioritizing issues
- Drafting of new legislation
- Choosing legislative vehicle
- Economic impact and analysis
- Issue impact analysis
- Traveler surveys
- Industry studies
- Travel and the macroeconomy

**LOYIBING**
- WH & CEO Roundtable meetings