



Thank Your Member of Congress for TPA Action With a Home District Press Event

Passage of the Travel Promotion Act was made possible by your Senator or House representative. To demonstrate our industry's appreciation, we strongly encourage you to consider a press event touting this member of Congress's strong support for travel. When members of Congress harm travel, they hear our unified opposition. When members of Congress champion travel, they need to hear our strong support.

Suggested Press Event Components:

- **Attendees:** Member of Congress, local elected officials, local travel leader, small business beneficiary and, where possible, representative of U.S. Travel Association.
- **Location:** In-district landmark, travel-related attraction or other suitable location easily accessible by the media.
- **Timing:** The press event should last no more than 25 minutes and be conducted within 45 days of TPA passage. Members of Congress are typically available on Mondays, Fridays and during Congressional recesses.
- **Key Message:** Thank you for creating thousands of jobs and boosting economic activity in this community by investing in travel.
- U.S. Travel will provide talking points, economic data supporting impact of enhanced visitation by travelers and a "travel promotion" backdrop or other appropriate signage.
- **Local Responsibilities:** You provide required equipment to stage a press conference (podium, mic, mult box, etc.), secure location and conduct local media outreach. The U.S. Travel team is pleased to assist when possible.

Suggested Ideas to Generate News:

1. Amplify benefits of legislation: The need for travel promotion has never been greater. Passage of TPA will encourage millions of travelers to visit the United States, explain our messages and security policies, and sustain and create jobs for American workers.
2. Member of Congress may announce his or her intent to nominate a local leader to the board of the newly established Corporation for Travel Promotion.
3. Member of Congress may suggest a directive for CVB to organize local work session in coming weeks/months to further explore how community maximizes the government's investment in international travel promotion.
4. Release data: Announce forecast of international travel and its impact, locally and nationally.
5. Present an award to your Member of Congress for supporting job and economic growth through travel and tourism.