



YEAR IN REVIEW

U.S. TRAVEL
ASSOCIATION®



DEAR U.S. TRAVEL MEMBER:

Our industry has, once again, experienced another remarkable year, one that required maximum flexibility, partnership and adaptability. I am incredibly proud of all that has been achieved to position travel for recovery as we emerge from the global pandemic.

This year in review reflects many moments and activities that we shared in 2021—from the safe return of live events like ESTO, IPW and the Future of Travel Mobility to federal relief for travel businesses and organizations and the reopening of U.S. borders for international travel.

A year ago, before the remarkable medical advancements that brought us COVID-19 vaccines and boosters, we were wide-eyed to the steep challenges before us. Yet through collective work and advocacy with partners in the federal government—both in Congress and in a new administration—we have met success in securing the relief necessary to stabilize the industry and get us back on track, while keeping our eyes on the future.

Fortunately, much brighter days emerged. While challenges persist and recovery is a long road, together we are forging a path that will see us return to growth—smarter and stronger than ever before.

Thank you for your continued support and partnership in the U.S. Travel Association.

Sincerely,

A handwritten signature in black ink that reads "Roger".

Roger Dow
President and CEO

Advancing our Strategic Priorities:

SPUR LEISURE TRAVEL DEMAND

Throughout 2021, an improving health situation and increasing vaccination rates supported strong demand for services, particularly travel. By the end of the year, domestic leisure travel remained buoyant even with the introduction of the delta and omicron variants, which presented some risks to encouraging sentiment, but no foreseeable lasting impact on leisure travel activity—which remained steadfast due to pent-up demand. By the end of 2021, domestic leisure was the first sector to realize a near-full recovery.

U.S. Travel led successful advocacy efforts to develop and pass federal measures to aid the travel and tourism industry’s recovery, including funding to enable the resumption of marketing and promotion to leisure travelers. Additionally, we launched a series of campaigns and initiatives to communicate how to travel safely and the benefits of travel to the economy and personal health and happiness.

BY THE NUMBERS

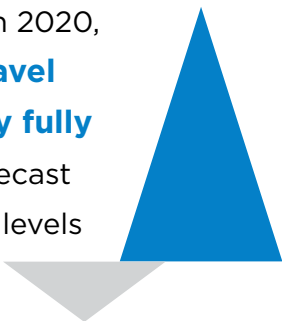


At the start of the year, over half of American travelers were in a travel readiness state of mind and **60% missed traveling very much**

By December, nearly eight in 10 (**78%**) of American travelers were **ready to travel**



After declining **23%** in 2020, **domestic leisure travel spending has nearly fully recovered** and is forecast to reach **97%** of 2019 levels in 2021 (**\$702 billion**)



JANUARY 2021

DECEMBER 2021

SOURCE: Destination Analysts

SOURCE: Tourism Economics

Advancing our Strategic Priorities:

SPUR LEISURE
TRAVEL DEMAND

WHAT HAPPENED:

On March 11, 2021 President Biden signed into law a massive \$1.9 trillion COVID-19 economic relief bill called the **American Rescue Plan Act (ARPA)**.



\$1.9 trillion

U.S. Travel successfully fought to secure billions of dollars in [additional federal relief for all segments of the travel industry in the ARPA](#).

MOVING THE NEEDLE SECURED BILLIONS IN ECONOMIC RELIEF FOR OUR MEMBERS

BY THE NUMBERS:

The ARPA included economic [relief for the travel industry](#) through



CORONAVIRUS FISCAL RECOVERY FUND:

The ARPA provided **\$350 billion** to states and local governments to address revenue loss and the economic impacts of COVID-19. U.S. Travel helped secure language in the bill that specifies funds can be used to aid the travel and tourism industry.

\$350 billion

EDA GRANTS:

\$3 billion to EDA with **25% (\$750 million)** set aside for communities and states that have suffered economic injury due to job losses in the travel, tourism or outdoor recreation sectors.

\$3 billion

AIRLINE PAYROLL SUPPORT:

Provided an additional **\$15 billion** in payroll support for airlines and airline contractors until September 30, 2021.

\$15 billion

AIRPORT RELIEF:

Provided **\$8 billion** in grants to airports to prevent, prepare for and respond to COVID-19. U.S. Travel worked with key members of Congress to secure relief for both airports and airport concessionaires.

\$8 billion



Advancing our Strategic Priorities:

SPUR LEISURE
TRAVEL DEMAND

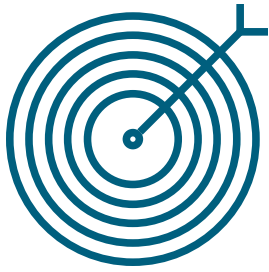
In addition, following passage of the ARPA, U.S. Travel [endorsed the PPP Extension Act of 2021](#) and successfully lobbied Congress to enact the bill—[providing hard-hit travel businesses and DMOs with additional access to this critical economic lifeline.](#)



We sent Congress a letter with nearly **600** travel organizations to [expand PPP.](#)

A TANGIBLE IMPACT:

But we did not stop with lobbying. Once these bills were enacted, U.S. Travel worked hard to ensure that those who qualified for federal relief understood what they were eligible for and how to secure it.



SERVING AS A RESOURCE:

Hosted

5 webinars

WITH
4,000+
VIEWS

and created
over 12 toolkits,
fact sheets and
resources to
help the industry
navigate the new
funding programs.



SUCCESS BY THE NUMBERS:



Nearly nine in 10 (89%)
of our members reported
receiving some form of federal
relief—whether from state &
local ARPA funds, PPP or the
Employee Retention Tax Credit

TOTALING
\$487 million



Three in 10
of our member
organizations
reported
receiving ARPA
funding from
their state or
local government,
totaling more
than

**\$260
million**



Advancing our Strategic Priorities:

SPUR LEISURE TRAVEL DEMAND



We continued our [Travel Confidently](#) consumer campaign and in 2021 shifted our messaging to promote vaccinations for safe travel. **The social media campaign resulted in over 20 million impressions** and was a significant step in helping get Americans comfortable with traveling again.



Phase 3 of our **Let's Go There campaign**—kicked off in tandem with [National Plan for Vacation Day 2021](#). Through **11,000** posts on social media, **7,000** organizations joined a national conversation that generated **90 million** impressions and reignited Americans' sense of wanderlust and inspired them to plan, book and take their next getaway.

Following a one-year hiatus due to the pandemic, U.S. Travel brought back its popular [Daily Getaways Program](#). Travel deals were provided by America's top travel brands, as well as U.S. Travel board members, and ranged from hotel loyalty points, car rental coupons, attraction tickets, travel packages, hotel stays and more.



Advancing our Strategic Priorities:

ACCELERATE
THE RETURN
OF BUSINESS
TRAVEL,
MEETINGS
AND EVENTS

Despite contributing a greater impact to lodging and air revenue compared to leisure travel, the business travel sector remained sluggish to recover in 2021. With changes in corporate travel policy and budgets, the impact of remote work and virtual meetings and state restrictions and safety concerns, this segment had significant challenges to overcome in 2021. And though some states realized gains as large meetings slowly returned, the recovery is deeply uneven across the U.S. and many obstacles remain to accelerate a stable return of this segment.

This year, we strengthened our focus on elevating the importance of this sector to the media, business community and elected officials – communicating the ability and practices to returning to safe and healthy in person meetings, the benefits of face-to-face business and the economic opportunities as well as policy solutions to incentivize the resumption of business travel. From our Let’s Meet There campaign to our own industry events like ESTO, IPW and Future of Travel Mobility, we successfully demonstrated that safe meetings and events are taking place across the country—bringing people together and reminding businesses of the importance of face-to-face interaction.

BY THE NUMBERS

In January 2021, gathering limits were no more than 250 people in most states, group occupancy was 76% below 2019 levels and 72% of business travelers were avoiding conferences and conventions.



By the end of 2021, there were few gathering limit restrictions, group occupancy was down just 25% from 2019 levels and more than half (54%) of business travelers miss traveling and hope to travel more often in the future. **And eight in 10 (81%) of global business travelers believe their volume of domestic business travel will be greater or on par in 2022 than it was prior to the pandemic.**

Domestic business travel spending is expected to reach
\$136 billion
in 2021

an improvement of 55%
over 2020 levels, yet it
remains 50% below 2019
levels (\$270 billion)

JANUARY 2021

DECEMBER 2021

SOURCE: STR, Destination Analysts and Global Business Travel Association

Advancing our Strategic Priorities:

ACCELERATE THE RETURN OF BUSINESS TRAVEL, MEETINGS AND EVENTS

Leading with science and data, U.S. Travel worked to distinguish professional meetings and events (PMEs) as different from most types of large gatherings.

WHAT WE DID:
U.S. Travel formed a working group and launched the Let's Meet There campaign in June 2021.

Let's Meet There



1 IN 1 MILLION

RISK OF AN INFECTED PASSENGER TRANSMITTING COVID-19 TO ANOTHER PASSENGER FLYING FROM THE U.K. TO THE U.S.

SOURCE: Mayo Clinic



GO DEEPER:
We worked to prove through science that PMEs provide a controlled setting for the secure implementation of health and safety measures designed to prevent the spread of COVID-19.

The months-long effort included two phases of paid media campaigns, weekly activations and industry engagement and earned media moments throughout the remainder of 2021. Through a multi-layered approach, our **Let's Meet There** campaign:

- 1 Demonstrated the scientific and economic case for resuming in-person meetings** and events by aligning the industry with research-based evidence from healthcare scientists in the academic community.
- 2 Developed advocacy tools and materials** showcasing the safety and economic value of PMEs to elected officials and the business community.



Let's Meet There

In-person PMEs pose a near-zero (0.001%) risk of COVID-19 transmission to attendees—even for large events.

#LetsMeetThere

WAYS TO ENGAGE: INDUSTRY

- Industry Thought Leadership
- Targeted Grassroots Push to Governors and Mayors
- Business Leader Editorial Board
- National Op-ed Campaign
- Association Open Letter
- Sharing Good News

CLICK HERE to share the **social media post** supporting an accelerated recovery of the meetings and events industry >



Advancing our Strategic Priorities:

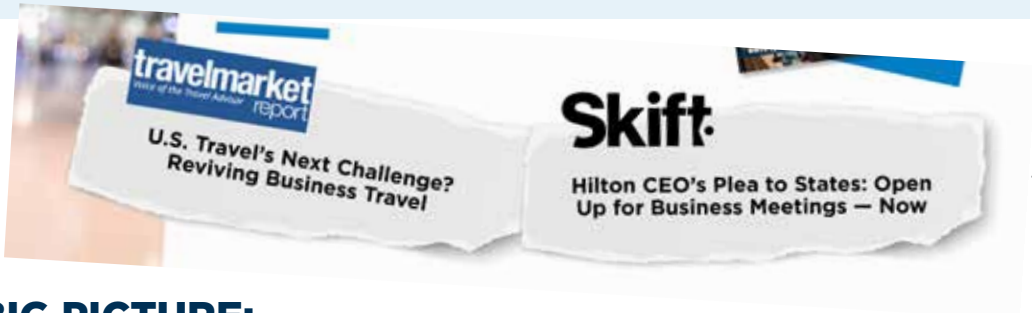
ACCELERATE THE RETURN OF BUSINESS TRAVEL, MEETINGS AND EVENTS

Let's **Meet** There

3 Targeted business executives showcasing the value of PMEs to attendees, including their impact on sales, productivity and competitive advantage.

4 Amplified messaging across multiple channels, including paid media, earned media and both grassroots and grass tops.

Campaign analytics report reaching executives at the following corporations (and more): Microsoft, Amazon, EY, Google, Apple, KPMG, Accenture, Intel, Wells Fargo, Oracle, Boeing, Salesforce, Deloitte, PWC, JPMorgan and IBM.



BIG PICTURE:

The outcome was:



GO DEEPER:

U.S. Travel also worked alongside the Meetings Mean Business Coalition to launch the **#MeetSafe platform**—a resource for leaders across the industry to highlight safe meetings happening across the United States. Since launching the platform, we have shared **hundreds of events**—all organized responsibly with health and safety top-of-mind.



WHAT'S NEXT:

Following an **announcement** in November 2021, the **Meetings Mean Business Coalition** (MMBC) will be fully integrated under the U.S. Travel umbrella, where the work of the coalition will be executed holistically and strengthen MMBC's critical mission of elevating the meetings industry to key stakeholders.



U.S. Travel will activate all functions of our advocacy, leverage our internal resources and apply strategic thinking as we do with international and domestic leisure.



Michael Massari,
Chief Sales Officer,
Caesars Entertainment
(co-chair)



Martha J. Sheridan,
president and CEO of
the Greater Boston
Convention and
Visitors Bureau
(co-chair)



Fred Dixon, President
and CEO, NYC &
Company
(2020-2021 co-chair)



Advancing our Strategic Priorities:

ACCELERATE
THE RETURN OF
BUSINESS TRAVEL,
MEETINGS AND
EVENTS

FIGHTING FOR BUSINESS TRAVEL, MEETINGS AND EVENTS ON CAPITOL HILL

We worked with lawmakers to introduce and build support for the bipartisan Hospitality and Commerce Job Recovery Act of 2021 (HCJRA).

U.S. Travel was also a leading voice in the development of the Pandemic Risk Insurance Act (H.R.5823), which would create a federal program to help stabilize pandemic risk coverage in business interruption and event cancellation insurance.



MOVING THE NEEDLE:

The House & Senate Appropriations Committees directed the International Trade Administration (ITA) to work with domestic stakeholders and interagency partners to **increase the competitiveness** of U.S. destinations working to attract international trade shows and sporting events in FY2022 committee reports.

TANGIBLE IMPACT:

Oxford Economics estimated that enacting the HCJRA would shorten the recovery timeline from five years to just three



while creating an incremental **1.5 million jobs** and generating nearly

\$600 billion
IN SPENDING

BUILDING MOMENTUM:

To raise awareness of the economic importance of business travel, professional meetings and events, and to secure critical support on Capitol Hill, U.S. Travel united the industry—



compiling signatures from over 60 organizations, businesses and industry representatives to encourage a swift enactment of HCJRA.

THE WAY FORWARD:

In the coming months, U.S. Travel will continue to aggressively lobby Congress and the Biden administration on matters important to the meetings and events sector.

Advancing our Strategic Priorities:

ACCELERATE THE RETURN OF BUSINESS TRAVEL, MEETINGS AND EVENTS

SUPPORTING ACTIVITIES

In April, we celebrated **Global Meetings Industry Day**, united behind the theme of Meet Safe. The campaign resulted in

3.4K
TWITTER MENTIONS

2.8K
ENGAGEMENTS

10.2M+
IMPRESSIONS OVERALL



In September, U.S. Travel brought together the business and travel community, including representatives of the Let's Meet There Coalition, the Exhibitions & Conferences Alliance and industry experts to [deliver an evidence-based message](#) that travel for professional meetings, exhibitions and events could safely resume and doing so would accelerate America's economic and jobs recovery.



National Press Club,
Washington, D.C.



U.S. TRAVEL SIGNATURE EVENTS

Leading by example, U.S. Travel hosted 6 in-person events in 2021.

MARCH 9-11

Spring Board of Directors Meeting, Tampa, FL



AUGUST 15-17

ESTO, Los Angeles, CA



OCTOBER 26

Future of Travel Mobility, Washington, D.C.



JULY 21-23

Summer Board of Directors Meeting and 2020 Hall of Leaders, Colorado Springs, CO



SEPTEMBER 18-22

IPW, Las Vegas, NV



NOVEMBER 16-18

Fall Board of Directors Meeting and 2021 Hall of Leaders, Washington, D.C.

Advancing our Strategic Priorities:

SAFELY RESTORE INTERNATIONAL TRAVEL



losed borders and travel restrictions at the start of the year continued to burden the recovery of the critical international inbound sector. As the pandemic evolved and vaccination rates improved, we worked tirelessly with the administration to propose common sense, science-based solutions to safely reopen borders and restore international inbound travel.

Throughout 2021, we used our platform to influence the timing and policies impacting the reopening of the international land and air borders back in November, suggested improvements to address visa processing delays and advocated for the importance of resuming the critical role of Brand USA in welcoming back international travelers and remaining globally competitive as travel resumes worldwide.

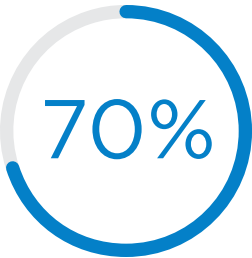
BY THE NUMBERS

The effects of the border closure restrictions resulted in losses of **more than one million** American jobs from March 2020 through 2021.

Declines in international visitation since the start of the pandemic have resulted in more than **\$300 billion in lost export income** in 2020 and 2021 (combined) and

MORE THAN
\$150 billion
IN 2021 ALONE

Flight bookings soared following the announcement of the reopening in mid-October:



According to ForwardKeys, weekly bookings exceeded 70% of pre-pandemic levels

SOURCE: Tourism Economics and U.S. Travel Association

SOURCE: ForwardKeys

Advancing our Strategic Priorities:

SAFELY
RESTORE
INTERNATIONAL
TRAVEL



Reopening international borders was U.S. Travel’s top priority for 2021 and through continued lobbying and advocacy efforts, U.S. Travel was able to unite the industry and make a tangible impact on the trajectory of international travel.



LEADING THE WAY:
We rallied the broader travel industry behind a **science-based policy framework to safely reopen U.S. borders**. With one voice, we successfully lobbied the highest levels of the Biden administration to lift travel restrictions, welcome back international visitors and boost economic recovery.

MOVING THE NEEDLE

WHAT WE DID:
U.S. Travel worked closely with its members and other sectors of the industry, to strategize, speak with a collective voice and strengthen our efforts.

INDUSTRY ALIGNMENT:
U.S. Travel, alongside **24 organizations**, [released a blueprint](#) that outlined the ways in which the administration could safely lift travel entry restrictions and restart international travel.



INDUSTRY ENGAGEMENT:
U.S. Travel held bi-weekly touchpoints with an international working group, comprised of **50 members** from across all travel sectors and close coordination with key stakeholders and industry groups within the aviation industry.



BUILDING SUPPORT ON THE HILL:
U.S. Travel worked to secure **75 bipartisan House cosigners** on a letter urging the Biden Administration to safely reopen our borders. In addition, U.S. Travel Executive Vice President of Public Affairs and Policy [Tori Barnes](#) testified before the Senate Subcommittee on Tourism, Trade, and Export Promotion at a hearing on international travel reopening.



ADVOCATING AT THE HIGHEST LEVELS:
U.S. Travel organized key meetings between U.S. Travel’s CEO Roundtable executives and high-level administration officials, including White House Coronavirus Response Coordinator Jeffrey Zients, Secretary of Transportation Pete Buttigieg, Secretary of Homeland Security Alejandro Mayorkas and Secretary of Commerce Gina Raimondo, to communicate the economic importance of international travel.



WHAT WE ACHIEVED:
During IPW, the White House announced that it would lift entry restrictions on international air travel for vaccinated individuals—a turning point in our industry’s recovery and an accomplishment that U.S. Travel worked tirelessly to achieve.

The New York Times
The U.S. travel industry welcomes the Biden administration’s changes to travel rules.



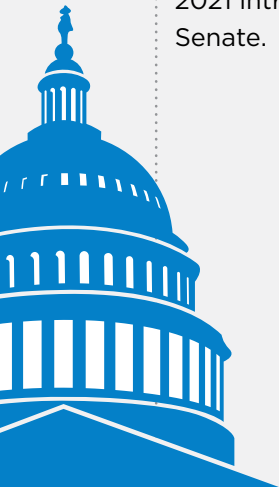
Last updated: 6:19 PM ET, Tue September 21, 2021
Travel Industry Welcomes Government’s Plan To Reopen US To Vaccinated Travelers

Advancing our Strategic Priorities:

SAFELY RESTORE INTERNATIONAL TRAVEL

2021

KEY DATES FOR REOPENING AND ADVOCACY EFFORTS



JANUARY

JANUARY 28
Tourism Omnibus Act of 2021 introduced in the Senate.

MARCH

MARCH 22
U.S. Travel led an effort to unite 26 organizations to urge the White House to commit to a plan to reopen the U.S. to inbound international visitation.

MAY

MAY 18
U.S. Travel Executive Vice President of Public Affairs and Policy **Tori Barnes** testified before the Senate Subcommittee on Tourism, Trade, and Export Promotion at a hearing on international travel reopening.

JUNE

JUNE 7
Ahead of the G7 Summit, U.S. Travel President and CEO Roger Dow joined the CEOs of American Airlines, British Airways, Delta Air Lines, JetBlue, United Airlines and Virgin Atlantic – along with Heathrow Airport, to call for the reopening of transatlantic travel, a move that was essential to reigniting economic recovery.

JULY

JULY 7
U.S. Travel led the industry to secure a bipartisan Congressional sign-on letter urging the Administration to safely reopen our borders.
JULY 14
U.S. Travel, along with two dozen organizations, released a blueprint that outlined the ways in which the administration could safely lift travel entry restrictions and restart international travel.

AUGUST

AUGUST 9
Canada begins welcoming back vaccinated Americans.
AUGUST 20
The administration announced that the United States extended border restrictions on Mexico and Canada until September 21.

SEPTEMBER

SEPTEMBER 18-22
More than 2,600 attendees from 52 countries gathered in Las Vegas, Nevada for the 52nd annual IPW—the travel industry's premier international marketplace and the largest generator of travel to the United States.
SEPTEMBER 20
The Biden administration announced that restrictions on international air travel will be lifted for vaccinated air travelers.
SEPTEMBER 21
U.S. Travel Executive Vice President of Public Affairs and Policy **Tori Barnes** testified during the Senate hearing, Legislative Solutions to Revive Travel and Tourism and Create Jobs.

NOVEMBER

NOVEMBER 8
After 20 months of closures, America's air, sea and land borders reopen to international travel.
NOVEMBER 29
The president administered a travel ban prohibiting the entry of non-U.S. citizens from eight countries: South Africa, Botswana, Zimbabwe, Namibia, Lesotho, Eswatini, Mozambique and Malawi.

DECEMBER

DECEMBER 6
The administration implemented new testing requirements for entry to the United States as a result of the omicron variant.
DECEMBER 15
U.S. Travel applauds the Senate Commerce Committee markup of the Tourism Omnibus Act of 2021.
DECEMBER 22
U.S. Travel worked with Reps. Darren Soto (D-FL) and Peter Meijer (R-MI) to add signers to a bipartisan letter addressing visa processing operations.
DECEMBER 20
The Department of Homeland Security and the Department of Labor announced to make an additional 20,000 H-2B temporary nonagricultural worker visas available for fiscal year 2022.
DECEMBER 31
The administration lifted the travel ban on eight African countries.

Advancing our Strategic Priorities:

SAFELY
RESTORE
INTERNATIONAL
TRAVEL

WELCOMING BACK THE WORLD AT IPW:

U.S. Travel reunited the world at IPW—the first international trade show since the pandemic began—gathering **more than 2,600 attendees from 52 countries.**



WHY IT MATTERS:

This event—the travel industry’s premiere international marketplace and largest generator of travel to the United States—underscored the importance of global competitiveness for our nation’s economy.

GO DEEPER:

With many key international borders still closed in September 2021, the administration recognized IPW’s significance to the American economy and extended U.S. Travel the opportunity to apply for a **30-day National Interest Exemption** as a group

ALLOWING
300+ additional
INTERNATIONAL DELEGATES
ATTENDANCE TO THE EVENT



REINVENTED
SHOW FORMAT



ONSITE FLU AND
VACCINE CLINIC



IPW 2021

IPW 2021 REUNITES INTERNATIONAL TRAVEL BUYERS, MEDIA, U.S. SUPPLIERS IN LAS VEGAS

September 22, 2021 U.S. Travel Association

2,600+
ATTENDEES

52
COUNTRIES



Advancing our Strategic Priorities:

SAFELY RESTORE INTERNATIONAL TRAVEL

ADDRESSING VISA PROCESSING ISSUES

THE PROBLEM:

As travel bans were lifted and borders reopened, **more than 50%** of U.S. visa processing sites around the globe remained partially or fully closed for appointments. In locations that were open, average wait-times exceeded 6 months, with the longest delays lasting more than 1 year.



OUR ROLE:

U.S. Travel worked continuously to urge Congress and the administration to prioritize the safe and full reopening of visa processing facilities and to reduce any processing delays.



In December, the administration made the decision to **temporarily waive the interview requirement for certain nonimmigrant visa holders**. That was another step in the right direction for rebuilding international travel.

We worked with Reps. Darren Soto (D-FL) and Peter Meijer (R-MI) to organize a bipartisan **letter** with over 80 signatures urging the State Department to develop a plan to quickly restore visa processing operations and help create a more stable environment for travelers and travel businesses.



THE WAY FORWARD:

We will continue to press the administration to fully restore visa processing, reduce the backlog of appointments and modernize the system.



VWP

ADDITIONALLY:

In September, Secretary Mayorkas designated Croatia as a new participant in the Visa Waiver Program (VWP). Expanding the VWP is a long-standing priority of U.S. Travel because of its ability to strengthen long-standing economic and security cooperation between the United States and top global travel markets.

BY THE NUMBERS:



Top 20 markets receive nearly 65% of all nonimmigrant visas, including student, worker and cultural temporary visas.

205 days

The average wait times for visa interviews from our top 20 inbound markets.

39%

Of the top 20 markets with a higher vaccination rate than the U.S., only 39% of visa processing sites are processing visitor visas.

Advancing our Strategic Priorities:

SAFELY
RESTORE
INTERNATIONAL
TRAVEL

FUNDING BRAND USA

As we look to restore international travel, Brand USA funding is critical in order to ensure the United States remains globally competitive and a top destination for international visitors.

GO DEEPER:

Steep declines in international travel have decimated Brand USA's funding: International travel restrictions resulted in the loss of more than **1 million** American jobs and **\$150 billion** in export income last year alone.

In 2021, we worked tirelessly to advocate for the Restoring Brand USA Act—a critical measure that will ensure Brand USA has the funding source necessary to market the United States abroad.

WHAT IT DOES:

The emergency relief provided by the bill—which **utilizes existing** funds and comes at no additional cost to American taxpayers—will help bring back international visitors more quickly, shorten the recovery timeline and restore lost U.S. jobs.

WHAT'S NEXT:

U.S. Travel is working hard with our Congressional champions and the industry to ensure this measure is included in a moving legislative vehicle in early 2022.

THE OUTCOME:

On August 4, 2021, the U.S. Senate Committee on Commerce, Science and Transportation approved the Restoring Brand USA Act (S.2424). On November 15, the House Energy and Commerce Committee approved its version of the Restoring Brand USA Act (H.R. 4594) with overwhelming bipartisan support.



BLUNT, KLOBUCHAR LEGISLATION TO REVIVE BRAND USA PASSES COMMITTEE

Brand USA, a public-private partnership to enhance tourism across the U.S., helps support economic growth in communities across the nation
September 24, 2021



Last updated: 03:49 PM ET, Wed August 04 2021

US Travel Praises Committee Passage of Bill Restoring Brand USA Act

DESTINATION & TOURISM | JANEEN CHRISTOFF | AUGUST 04, 2021



Tourism

Brand USA Ready to Welcome Restless Global Travelers Ahead of a Funding Boost



Last updated: 07:50 PM ET, Thu October 14 2021

US Travel Applauds Congressional Hearing on Brand USA



Blunt urges action on bipartisan bill supporting Brand USA

By Ripon Advance News Service | September 30, 2021

Communicating the **Power of Travel**

SPEAKING WITH **ONE VOICE**

Throughout the year, U.S. Travel advocated for key policy priorities, publicized industry events, highlighted important research on behalf of our members and leveraged media opportunities to share the industry's narrative.

Our advocacy is most powerful when our collective industry works together and communicates our shared vision for the industry—that travel is understood as essential to the economy, American jobs, security, image and well-being of the United States and travelers.

BY THE NUMBERS



100+

press releases and statements to advance our top policy priorities all year long



87k

emails and **4,500 tweets** to elected officials sharing our messaging and the power of travel



135

speaking engagements by Roger Dow, Tori Barnes and members of U.S. Travel's leadership team at in-person and virtual events and webinars across the industry and the U.S.



25

webinars on a variety of topics with **13,000** views

Communicating the Power of Travel:

SPEAKING WITH ONE VOICE




MOVING THE NEEDLE

We kicked off 2021 with our annual State of the Travel Industry address which was attended by **nearly 2,000** industry leaders and the media.



WHAT HAPPENED: President and CEO Roger Dow previewed the upcoming era for the American travel and tourism industry following the challenges of the COVID-19 pandemic.

Following the address, Executive Vice President of Public Affairs and Policy, Tori Barnes released a comprehensive [Power of Travel Policy Platform](#).

 **The platform** detailed how advocacy will deliver economic relief and recovery, increase America's global competitiveness, define the future of mobility and infrastructure, reimagine air travel and improve travel facilitation.

U.S. Travel strengthened its grassroots army to champion and advocate for travel and provided the platform for advocates to speak with one voice to drive change.



National Travel and Tourism Week joined together more than **5,500** organizations across all **50 states**, D.C. and Puerto Rico to spotlight the #PowerofTravel.

WHAT HAPPENED: **Together as an industry**, we **demonstrated** the role of travel and tourism in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

WHAT'S MORE: In one week, we drove **13,500** social media posts resulting in



162.5 million
TOTAL IMPRESSIONS

and
60
proclamations

SERVING AS A RESOURCE:



Destination Capitol Hill brought travel leaders from across the country together to educate policymakers about the power of travel. A virtual powerhouse resulted in **450 advocates** from **45 states** proudly representing our industry in over **360 virtual meetings** with Congressional leaders.



Communicating the Power of Travel:

SPEAKING WITH ONE VOICE



POWERING RESEARCH, DATA INSIGHTS AND ANALYSIS

Since the start of the pandemic, we have expanded our research offerings by working with leading research partners to provide a broad range and steady flow of data. Our research products helped inform our members of the latest sentiment and trends affecting our industry and impacting our recovery.

We monitored a variety of metrics and indicators, such as COVID-19 spread, travel intentions, sentiment and lodging and air travel demand on a regular basis to help inform messaging and timing of campaigns, especially Let's Go There and Let's Meet There.

HOW WE EXPANDED:

In collaboration with Tourism Economics and **more than 20 data partners**, we launched a new Travel Recovery Insights Dashboard, a comprehensive and centralized source for data intelligence on the U.S. travel industry. The platform was designed to help members track and navigate the recovery.



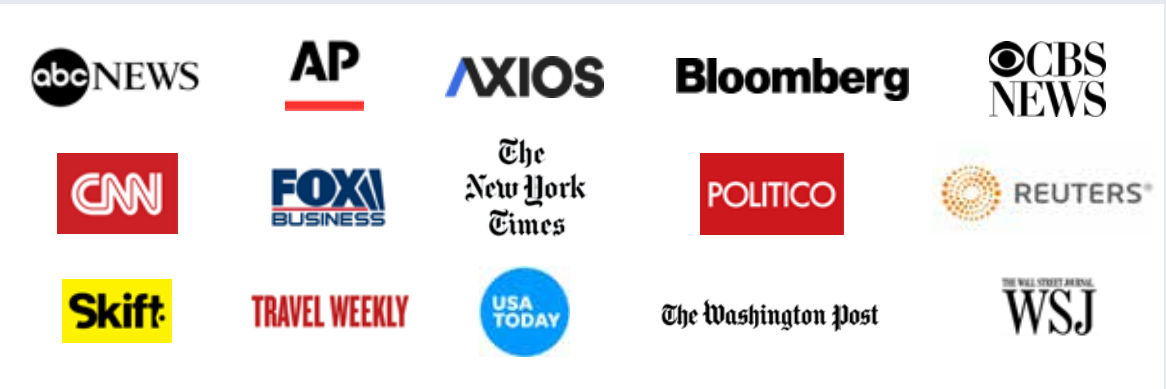
TAKING IT EVEN FURTHER:

We released two new newsletters—a **Monthly Travel Data Report**, an exclusive newsletter for members with key findings from the recovery dashboard and other insights on domestic leisure, business and international travel and **Industry Insider**, **Workforce Edition**, with monthly data and resources focused on the current workforce challenge.

MORE THAN
2,000 members
ON AVERAGE OPENED THE
DATA NEWSLETTER
EVERY MONTH.



Hundreds of media hits in top-tier outlets throughout 2021



WHAT'S NEXT:

We will continue to provide our members with an insider's view of the state of the industry and communicate our research findings in formats we know work well, including fact sheets, newsletters, webinars and interactive tools.

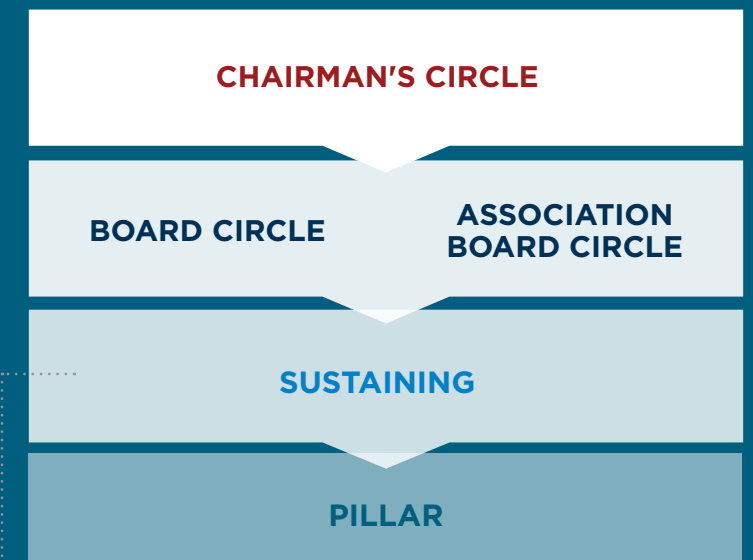


Strengthening and Convening our Membership: MORE POWERFUL TOGETHER

A

s the primary force that brings all segments of the travel and tourism industry together, U.S. Travel restructured our membership this year to enhance our advocacy and elevate our role as the industry's united voice in Washington while meeting the shifting needs of our industry.

A NEW AND ENHANCED MEMBERSHIP STRUCTURE



BY THE NUMBERS:

We also saw an increase in members in specific segments



We added two domestic airlines to our Board

DELTA AIR LINES AND AMERICAN AIRLINES

Our Allied segment gained

32
NEW MEMBERS

approximately
3X
more

than we have been averaging over the past five years

28

NEW MEMBERS

Joined the Sustaining category in 2021, U.S. Travel's new, mid-tier membership level

Strengthening and Convening our Membership:

MORE
POWERFUL
TOGETHER

CONVENING COUNCILS, COMMITTEES AND COALITIONS

Throughout 2021, U.S. Travel's various councils, committees, coalitions and working groups met regularly and were an incredible resource for our members.



WHAT THEY DID:
Meetings and communication with these groups provided additional touchpoints and regular updates of industry segment-specific issues.

National Council of State Tourism Directors, led by chair **DAVID LORENZ**, Vice President, Travel Michigan, Michigan Economic Development Corp.

Destinations Council, led by co-chairs **SUSIE SANTO** President and CEO, Visit Wichita and **PAUL BENCIVENGO** President/COO, Visit Bucks County

Gateway Airports Council, led by co-chairs **JOE LOPANO** CEO, Tampa International Airport and Vice Chair **CHELLIE CAMERON** CEO, Philadelphia International Airport

National Council of Attractions and Experiences, led by co-chairs **ROBERT GRAFF** Vice President, Sales and Marketing, Bindlestiff Tours and Vice Chair, **BOB HOFMANN** Vice President, Broadway Inbound Inc., Broadway Inbound, A Shubert Organization

Communications Advisory Committee, led by chair **JAMIE SIMPSON** Vice President, Global Communications, Los Angeles Tourism Board

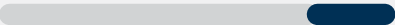


ESTO

The Educational Seminar for Tourism Organizations (ESTO) is the leading annual education-sharing forum for destination marketing

IN DEMAND:

U.S. Travel exceeded revenue goals for ESTO by **20%**.



EVEN MORE:

The ESTO audience continued to demonstrate a high degree of loyalty and engagement with **90%** saying they are likely to attend a future ESTO.



Also at ESTO, Brad Dean, CEO of Discover Puerto Rico, was named national State Tourism Director of the Year for 2021, marking the first win for Puerto Rico.



Paving the Future of Travel: SETTING UP FOR SUCCESS

The U.S. travel industry has once again displayed resilience and unity in the face of a challenge and together we are emerging stronger than before.

While the road to full recovery may be longer than we would like, we are already looking far beyond the pandemic. Our future priorities and advocacy efforts will look holistically at bolstering all sectors of the travel economy to ensure an even recovery.

We are preparing to meet the new challenges and themes emerging for 2022 and are building a brighter, more globally competitive, increasingly more sustainable, diverse and innovative future for the whole of the U.S. travel industry.

ADVOCATING FOR AN EVEN RECOVERY

Domestic leisure demand is now near 2019 levels, however business travel, meetings and events and international inbound travel face years before a full recovery. This recovery is not only uneven across the travel economy, but also across the U.S. In the months and years ahead, U.S. Travel will advocate to accelerate the return of all sectors - in communities nationwide, through policies that propel the growth of the entire travel industry forward and build the foundation for a strong future.



**DOMESTIC
LEISURE TRAVEL**



BUSINESS TRAVEL



**MEETINGS AND
EVENTS**



**INTERNATIONAL
INBOUND TRAVEL**

Paving the Future of Travel:

SETTING UP FOR SUCCESS

THE FUTURE OF TRAVEL MOBILITY:

As we contemplate the best way to travel to a destination, explore it and get around while we are there—technology that enables sustainable, frictionless and secure mobility will increasingly take center stage, not only in 2022, but over the next decade.

LEADING THE CHARGE:

In October, U.S. Travel hosted “[The Future of Travel Mobility](#)”—a first-ever annual summit of public- and private-sector leaders. Attendees heard from an impressive lineup of speakers including U.S. Secretary of Transportation Pete Buttigieg, U.S. Secretary of Homeland Security Alejandro Mayorkas, Sen. Shelley Moore Capito (R-WV), Rep. Debbie Dingell (D-MI), Ed Bastian, CEO of Delta Air Lines, Mark Reuss, President of General Motors and more.



WHY IT MATTERS:

This event took a deep dive into the ways both business leaders and policymakers are working to innovate and expand travel mobility.

SETTING UP FOR SUCCESS:

As we continue to advance from the pandemic, we are preparing to meet the new challenges and themes emerging for 2022, including sustainability, mobility, workforce and diversity.

The Infrastructure Investment and Jobs Act (IIJA): Throughout 2021, we worked closely with Congress and the administration to pass a **\$1.2 trillion** infrastructure spending bill that will make transformational investments in travel mobility.



WHY IT MATTERS:

This bill is a huge accomplishment for our industry—and the funding levels and investments outlined in the framework will revolutionize the way people travel in the United States. It will ensure safer, more efficient and sustainable systems for generations to come.

Additionally, it establishes a Chief Travel and Tourism Officer at the Department of Transportation to help coordinate travel and tourism policy across all modes of transportation. This role will be vital for rebuilding our industry and preparing to welcome back visitors from around the world.



THE WAY FORWARD:

U.S. Travel is working to ensure funding from this bill gets used on pressing needs that benefit the traveler and destinations.

Paving the Future of Travel:

SETTING UP FOR SUCCESS



ADDRESSING THE WORKFORCE CRISIS:

In 2022, workforce challenges will be the most critical issue our industry faces.

THE WAY FORWARD:

The U.S. Travel team has already started providing our industry with the resources, tools, communication support and advocacy necessary to collectively address this issue from every possible angle.



Additionally, we will continue to press for a higher cap on H-2B and J-1 visas, and advocate for faster visa processing times for low-risk applicants as a way for the industry to tap into temporary workers.



WHAT'S NEXT:

U.S. Travel is not only looking at policies to help shape the industry's recovery now, we are also looking ahead to the future of travel.

And, the future of travel is bright.

ALWAYS EDUCATING:

In 2021, U.S. Travel hosted webinars to further discuss and explore key issues including our workforce and diversity, equity and inclusion including:

Across the Industry: Intentional Strategies for Connecting with the Black Traveler (February 2021)

Lessons on Race and Racism: AAPI Voices in the Travel Industry (March 2021)

Crisis to Opportunity: Building Back the Tourism Workforce (May 2021)

The Workforce Crisis: Looking to Data and Psychology (October 2021)



GO DEEPER:

The challenges the industry faces with its workforce is multi-pronged and will require us to find solutions for attracting talent, filling jobs and upskilling and training for hospitality and leisure jobs.

DIVERSITY, EQUITY AND INCLUSION:

A successful future relies on our industry coming together to advocate for an inclusive and diverse workforce and guest experience.

OUR LATEST EFFORTS:

In December 2021, U.S. Travel embarked on a [new partnership with Tourism Diversity Matters](#).



WHAT THIS MEANS:

This partnership will aim to strengthen the association's focus and support of the industry on issues related to diversity, equity and inclusion (DEI). The partnership will be key to advancing workforce development issues and federal policy initiatives that support travel's recovery.

U.S. TRAVEL
ASSOCIATION®

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