

INDUSTRY TALKING POINTS



PRIMARY MESSAGE

National Travel and Tourism Week (NTTW) 2022 celebrates the **#FutureOfTravel** and the industry's role in fostering vibrant communities, driving innovation, facilitating recovery and powering the U.S. economy—in every corner of our country.

SECONDARY MESSAGES

Together, we have overcome our industry's most devastating crisis—and now, the importance of travel is clearer than ever before. As we shift our focus forward, together, we are defining a more innovative, inclusive and globally competitive **#FutureOfTravel**.

ECONOMIC IMPACT

- Prior to the COVID-19 pandemic, the travel and tourism industry was a significant contributor to the U.S. economy and exports, generating **\$2.6 TRILLION** in economic impact.
- Travel spending remained at only 78% of 2019 totals in 2021—a **LOSS OF \$755 BILLION** over the past two years—much of which is due to the lagging recovery of the international inbound, business meetings and events sectors.
- The leisure & hospitality industry accounted for 11% of pre-pandemic U.S. employment but represented a staggering **93% OF ALL JOBS STILL LOST** in February 2022.
- Travel is critical to powering our community, the U.S. economy and American workforce.
- Travel is an incredibly resilient industry and an essential economic driver, spurring growth for businesses and communities across our country.
- A robust recovery requires the full return of international inbound and business travel, meetings and events, which can be done in a healthy and safe way.

TRAVEL DRIVES GROWTH AND CONNECTION

- Travel is an indispensable source of job creation. The faster we can restore travel to and throughout our country, the faster we can create and rebuild American jobs.
- Promoting America as a premier destination for global travelers has never been more important. The **FUTURE OF TRAVEL** is connecting the U.S. with the global community and safely welcoming back international travelers.
- Through best-practice protocols, meeting spaces and event organizers are making it safer and easier for U.S. business travelers to get back on the road and back to business—reconnecting and rebuilding key relationships.
- By showcasing the **FUTURE OF TRAVEL** we can visualize it's importance as an investment in infrastructure and innovative technologies that will improve travel facilitation and enhance security.
- America is one of the most diverse countries in the world—the **FUTURE OF TRAVEL** reflects and incorporates the diverse people, places and POVs that make our country, destinations and communities so unique.
- Congress and our elected leaders must do all they can to provide support for our industry so that the **FUTURE OF TRAVEL** can help drive our nation forward and power a full, even economic recovery.