



DESTINATION CAPITOL HILL

Powered by U.S. Travel Association

APRIL 5-6, 2022 | WASHINGTON, D.C.

SOCIAL MEDIA GUIDE

Share the following pre-crafted messages and graphics far and wide across your networks to amplify our advocacy efforts and legislative asks during #DCH22.

REBUILD THE TRAVEL WORKFORCE

OVERARCHING

- Rebuilding travel's workforce depends on access to temporary workers. **@MOCHandle**, encourage @DHSgov to release all authorized H-2B visas in time to meet demand for the upcoming travel season. #DCH22

SENATE

- While other sectors of the economy have recovered from the pandemic, the travel workforce is still depleted. **@MOCHandle**—we need YOU to support the intro of leg. in the Senate to increase H-2B visas by exempting returning workers from the cap. Let's rebuild our workforce. #DCH22

HOUSE

- While other sectors of the economy have recovered from the pandemic, the travel workforce is still depleted. **@MOCHandle**—we need YOU to cosponsor the H-2B Returning Worker Exemption Act to permanently increase H-2B visas by exempting returning workers from the cap. #HR3897 #DCH22

REIGNITE IN-PERSON BUSINESS MEETINGS AND EVENTS

- Business travel is still 56% below pre-pandemic levels, impacting the overall travel industry's recovery. **@MOCHandle**—it's time to reignite these valuable face-to-face connections and restore this critical segment of the U.S. economy. #DCH22

RESTORE INTERNATIONAL INBOUND TRAVEL

- It's time to restore int'l travel. **@MOCHandle**, we need your help. With pandemic-era restrictions in place, int'l travel can't fully recover. Tell @POTUS to remove pre-departure testing requirements so we can start welcoming the world back to America. #DCH22
- Don't delay! Congress can help RESTORE travel demand by allowing the federal mask mandate for public transportation to expire on April 18. **@MOCHandle**—we need to end-pandemic era restrictions now. #DCH22

REIMAGINE THE ROLE OF TRAVEL AND TOURISM IN INCREASING GLOBAL COMPETITIVENESS

SENATE

- With proactive planning, we can build back faster, stronger & better prepared for the future. **@MOCHandle**—support the Omnibus Travel & Tourism Act to strengthen our economy. It's time to reimagine travel's role in global competitiveness. #DCH22 #S3375

HOUSE

- With proactive planning, we can build back faster, stronger & better prepared for the future. **@MOCHandle**—we need YOU to support companion legislation to the Senate's Omnibus Travel & Tourism Act. It's time to reimagine travel's role in global competitiveness. #DCH22 #S3375

ADD A PERSONAL TOUCH

If you are able, take a selfie with a member of Congress and post it to your social media accounts following your conversation. We have provided suggested copy below, but encourage you to personalize.

- Thank you **@MOCHandle** for taking the time to meet with your constituents today during #DCH22. Our conversation about reviving the travel industry & the work we can do together to ensure a return to a trajectory of growth was inspiring. **[STATE/ORG]** is so grateful for your leadership! #DCH22

WORKFORCE



WORKFORCE



BUSINESS TRAVEL



INTERNATIONAL TRAVEL



INTERNATIONAL TRAVEL



GLOBAL COMPETITIVENESS



[DOWNLOAD ALL GRAPHICS](#)