

U.S. TRAVEL
ASSOCIATION®



MAKING THE GREAT AMERICAN ROAD TRIP **GREEN**

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U.S. TRAVEL
ASSOCIATION®



MAKING THE GREAT AMERICAN ROAD TRIP **GREEN**

TORI BARNES

**Executive Vice President,
Public Affairs & Policy**

U.S. TRAVEL
ASSOCIATION®



THE FUTURE OF TRAVEL



MOBILITY



SUSTAINABLE TRAVEL



SEAMLESS AND SECURE TRAVEL



WORKFORCE



GLOBAL COMPETITIVENESS



U.S. TRAVEL ASSOCIATION'S SUSTAINABILITY GOALS

- 1** Spotlight industry progress
- 2** Amplify industry goals and leadership
- 3** Highlight why sustainability matters
- 4** Play offense to help the industry achieve its goals
- 5** Defend against harmful policies

CREE LAWSON

Founder & CEO,
Arrivalist



Arrivalist

Get The Big Picture With The
Most Trusted Data In Travel



TRENDS



VISITATION



MEDIA ATTRIBUTION



REVENUE & ROI



Inventing Location Data for Travel

Movement is the Glue that Ties the Travel Experience Together



We see the consumer through the spending events



We see the consumer through their survey



Location Data is the glue that ties the entire consumer experience together



Transformative and Foundational

Columbia
Great Lakes Bay, MI
Long Island, NY

Myrtle Beach, SC, USA
St.kitts
The Bahamas

Fredericksburg, TX
South Padre Island, TX,
USA
New Braunfels, TX, USA
San Antonio, TX, USA
Houston, TX, USA
Austin, TX, USA
Golden Isles, GA
Orlando, FL, USA
Howard County, MD
Idaho, USA
Kansas, USA
Kansas City, KS, USA
(Co-op)
Hutchinson, KS, USA
(Co-op)
Lawrence, KS (Co-op)
Salina, KS, USA (Co-op)
Dodge City, KS (Co-op)
Topeka, KS, USA- now
comp
Kentucky, USA
Lexington, KY, USA
Louisville, KY
Louisiana, USA
Lake Charles, LA
New Orleans, LA
Memphis, TN, USA
Sevierville, TN, USA
Minneapolis, MN, USA
Montana, USA
Nebraska, USA
North Carolina, USA
Outer Banks, NC, USA
(Co-op)
Randolph County, NC,
USA (Co-Op)
Franklin, NC, USA (Co-
op)
Wilmington, NC, USA

Asheville, NC, USA
Currituck, NC, USA
Cabarrus County, NC, USA
(Co-Op)
Elizabeth City, NC
North Dakota, USA
Oklahoma, USA
Oklahoma City, OK, USA
Chickasaw Nation, OK, USA
Oregon, USA
Portland, OR, USA
Central Oregon, OR, USA
Ottawa, ON, CAN
Pennsylvania
Poconos, PA, USA
Phoenix, AZ
Poughkeepsie, NY
Virginia
Richmond, VA, USA (co-op)
Williamsburg, VA (Co-Op)
Newport News, VA
Norfolk, VA, USA (Co-Op)
Louisiana, USA (Co-Op)
Virginia Beach
Fairfax County, VA (Co-op)
Alexandria (Co-Op)
Savannah, GA, USA
Tybee Island, GA, USA
SLO CAL
South Dakota, USA
Utah
Park City, UT, USA
Vermont, USA
West Virginia, USA
New River Gorge, WV (Co-Op)
Southern West Virginia (Co-Op)
Bellingham/Whatcom
County, WA



Bring the Green



To Your Destination

The Big EV Topics

- Infrastructure Placement – NEVI funding, data-driven approach
- Range Anxiety
- The Green Road Trip
- Data-Driven Investments in EV
- Alternative Fuel Corridors (we have focused on EV)
- Adequate Destination Infrastructure
- Sustainable Travel
- Off-Interstate EV Infrastructure (state routes, US highways)
- Steps Toward a National Network of Chargers

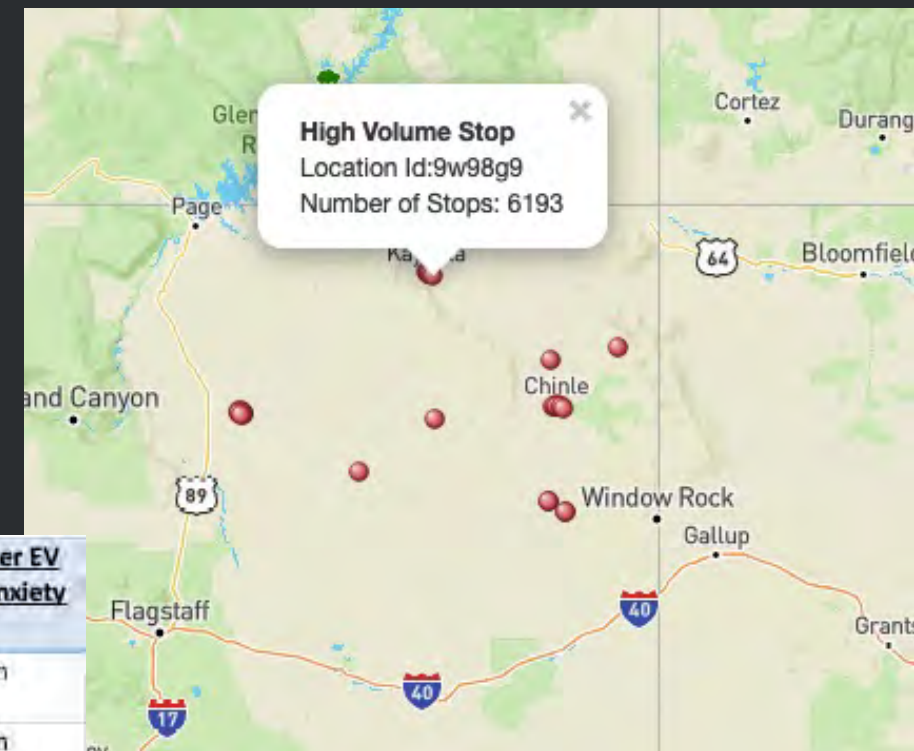


Using Data To Place Infrastructure

- Stop Frequency
- Stop Duration
- Corridor Volume (VMT)
- Existing Infrastructure
- Identifying EV Deserts
- Trip Length
- Destination Popularity
- Underserved Communities



Real Vehicle Data + Travel & Tourism Tools



<u>Corridor Usage Rank</u>	<u>Route</u>	<u>Common Path</u>	<u>Suggested Public EV Investment Location(s) on Route</u>	<u>Consumer EV Range Anxiety</u>
1	US93	Phoenix <> Kingman <> Las Vegas	Wikieup, AZ Willow Beach, AZ	High
2	US60	Phoenix <> Show Low	Superior, AZ Show Low, AZ Globe, AZ	High
3	US160	Flagstaff <> Colorado	Tuba City, AZ Shonto, AZ Teec Nos Pos, AZ, Kayenta, AZ	High
4	US191	Utah <> Mex border	Alpine, AZ Eagar, AZ St Johns, AZ Sanders, AZ Many Farms, AZ	High
5	US89	Flagstaff <> Lake Powell	Cameron, AZ Tuba City, AZ Page, AZ	High
6	SR260	Cottonwood <> Eagar	Herber, AZ Payson, AZ	Moderate
7	SR89A	Prescott <> Sedona <> Flagstaff	Sedona, AZ Cottonwood, AZ Jerome, AZ	Moderate
8	SR77	Tucson <> Holbrook	Mammoth, AZ Winkelman, AZ	High
9	SR95	I-10 <> I-40	Quartzite, AZ Lake Havasu City, AZ	Low
10	SR87	Phoenix <> Payson <> Winslow	Payson, AZ Winslow, AZ	Moderate



ERIK HANSEN

**Vice President,
Government Relations**

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FEDERAL EV CHARGING FORMULA PROGRAM **EXCLUDES KEY TRAVEL CORRIDORS**

- Only Alternative Fuel Corridors qualify

- Key travel corridors not included

North Carolina: Two of the top three highway corridors excluded

Arizona: None of the top three highway corridors included

- Travel industry must be at the table and work with state DOTs





ANNE SMART

Vice President, Global Public Policy,
ChargePoint



BRAD GENTILE

Founder and CEO,
HillEast Group

SAVE THE DATE

September 20, 2022

Union Station, Washington D.C.

Registration details coming soon