

LEGISLATIVE POWER HOUR

Presented By U.S. Travel Association

Through U.S. Travel's new Power Hour program, U.S. Travel member organizations across the country can host in-district roundtables with their representatives in Congress and community stakeholders with the goals of:

- 1** Growing bipartisan support for the travel industry's legislative agenda and strengthening travel champions within Congress.
- 2** Showcasing the positive economic, jobs and community impact that travel delivers in every pocket of America.
- 3** Connecting lawmakers with local businesses and employees to provide real in-district examples of the power of travel.

These bipartisan in-person, in-district roundtables enable U.S. Travel members to discuss the significant role that travel plays in their communities and the local economy. Using their destination and local businesses as the backdrop, U.S. Travel members can advocate for policies that are critical to the recovery and future growth of travel, and leverage real examples of how these policies can create jobs and foster economic development in Congressional districts.

How It Works

While the U.S. Travel team will reach out to initiate Power Hours, we want to hear from you should you wish to host a member of your congressional delegation.

- **Timing:** Power Hours will typically last no more than an hour, take place during the work week for maximum participation and will take into account the [Congressional calendar](#).
- **Location:** Power Hours will take place in a location that demonstrates travel's strong economic impact (i.e. a new hotel that has opened or convention center) or a landmark within the destination. This allows for the elected official to experience first-hand the impact of travel on the visitors, guests and travel workforce. A tour of the location from a local business owner/manager will help to underscore travel's importance to the local community.
- **Flow and Content:** Following a tour, all those in attendance will sit down with the elected official for a conversation. U.S. Travel will lay a foundation of key messaging points around policy priorities where we are seeking support. Importantly, this will be followed by an opportunity for your participants to convey the importance of travel to your local economy. Emphasis on the need to rebuild business travel, international travel and our industry's workforce will add local and real-time perspectives that support our federal priorities

Prior to the Power Hour, U.S. Travel will provide the Member of Congress and their staff with briefing materials to help them more deeply understand the impact of travel on their communities and ensure a productive discussion on the day of the event.

Your Role

Our team will collaborate with you on the details of the event—with the goal of ensuring a meaningful conversation and telling the real story of travel's impact on communities across the country.. We ask that you suggest a location (see below) and list of attendees you would like to invite.

Additional Support

U.S. Travel will work with your team to secure local media coverage of the event or develop an op-ed in a local publication if the Member of Congress agrees. We will also provide sample social media copy for all participants to use in thanking the elected official for attending.

CONTACT

Nicole Porter | nporter@ustravel.org