

U.S. TRAVEL ASSOCIATION®

MISSION

Increase travel to and within the United States

ACHIEVED BY

Establishing Travel as
Essential, Responsible

Advancing Seamless
and Secure Travel

Shaping Solutions to
Operational Challenges

Building a Strong Business:
Engagement, Team, Culture

AUDIENCES

Policymakers

Opinion Leaders

Business Leaders

FOCUS & ENGAGEMENT AREAS

Leisure

Business

Group

International

CAPABILITIES

Advocacy

Industry
Education

Research
and Insights

Collaborative
Industry Solutions

Convening

MEMBER VALUE PROPOSITION

**Actively engage in shaping a thriving
and sustainable travel experience.**

U.S. Travel's unique mission is to increase travel to and within the United States.

We pursue this mission by establishing travel as essential and responsible, advancing seamless and secure travel, shaping solutions to operational challenges and building a strong business. By engaging with U.S. Travel, our members shape a thriving and sustainable travel experience.

ESTABLISH TRAVEL AS ESSENTIAL AND RESPONSIBLE

The travel industry supports **nearly 20 million American jobs and is a critical component to the economic vitality of every community in the United States.** Leisure, business transient, group and international inbound travel each have a story to tell, and **it is U.S. Travel's opportunity to bring these stories to life.** Our 2023 priorities to establish travel as essential include:

- **Update all impact research to educate federal policymakers** on the economic, societal and diplomatic benefits to communities across the country
- **Reimagine the Travel Works program** and launch broad grassroots engagement to amplify the importance of the travel industry to local economies.
- **Highlight the extraordinary commitments** and specific activities the totality of **the travel industry is pursuing to enhance the sustainability of the travel experience.**
- **Establish the importance of transient and group business travel**—and increasing “bleisure” travel—in a post pandemic environment.
- **Shape implementation of the new Assistant Secretary of Commerce for Travel and Tourism** to streamline government processes and elevate industry priorities.

ADVANCE SEAMLESS AND SECURE TRAVEL

Because travel is essential, **we must establish increasing travel as a priority for policymakers and business leaders alike.** Removing frictions in the travel experience will drive growth in each travel category. Our 2023 priorities to advance seamless and secure travel include:

- **Eliminate staggering visitor visa delays** in top source markets across the globe.
- **Make the air travel experience more reliable** through the 2023 FAA reauthorization process with a focus on staffing, next generation technology, security, infrastructure and sustainability.
- **Develop traveler experience expertise** through research and data analysis to focus our advocacy on the most meaningful solutions and better inform policymakers and industry.
- **Engage industry, security and facilitation experts** to reimagine the air travel experience.
- **Develop a gameplan** to ensure that billions of dollars in infrastructure funding are **targeted at the greatest areas of need within the travel experience.**

SHAPE SOLUTIONS TO OPERATIONAL CHALLENGES

As we increase travel, **the industry must possess the resources to effectively and responsibly manage demand.** While these issues—including workforce, sustainability, inclusivity and emergency preparedness—are bigger than any one industry, U.S. Travel will shape solutions favorable to travel. Our 2023 priorities include:

- **Expand and modify the H2B program and develop a targeted immigration program for travel industry,** support policy solutions to remedy the pilot shortage and provide forums to educate the industry on workforce related topics.
- **Assess the industry's pandemic response and create a strategy to best position the industry** for future public health challenges and other emergency situations.
- **Convene industry to determine strategy and positioning** on issues related to over-tourism, industry footprint.

BUILD A STRONG BUSINESS: ENGAGEMENT, TEAM, CULTURE

Building a strong business—including bolstering resources, engagement, talent and culture—are prerequisites to achieving our external priorities. Our 2023 priorities to build a strong business include:

- **Launch member-populated subject matter expert advisory boards** in the areas of international inbound, group and transient business travel to identify challenges/opportunities and prioritize activities to increase travel within each segment.
- **Continue to drive IPW's recovery and develop five-year strategic plan,** including assessing opportunities to expand beyond the international travel segment.
- **Address necessary internal capabilities and build organizational structure** to establish U.S. Travel as issue expert, value-diversified and uniquely capable at advancing the industry's agenda.
- **Seek opportunities to expand the value provided to members** in the areas of events, research and education.