



Communicating Travel's Impact in Communities Across the U.S

The Travel Works Campaign demonstrates firsthand how travel works for America by spotlighting its extensive impact at the local level—to communities, businesses and Americans. The newly expanded program will elevate messaging on travel's essential role in generating economic contributions—and so much more—to destinations across the U.S. while highlighting key issues impacting the travel industry and businesses across America. This is also an opportunity to engage elected officials at all levels to increase their engagement and understanding of the priorities impacting our industry.

Each Travel Works stop will underscore travel's essential role in:

- Boosting the local economy and supporting the American workforce
- Driving innovation and shaping solutions for mobility, sustainability, inclusivity and more
- Elevating seamless and secure experiences for leisure, international and business travelers
- Fueling growth, education, training and operations for all industries

There will be several opportunities to engage:

- **Travel Works Roadshow:** U.S. Travel will bring together partners in destinations across the country for a full day of events to amplify the industry's impact on communities, bringing together travel businesses, related stakeholders, the travel workforce and elected leaders.
- **Travel Works Power Hour:** These will be in-district roundtables with federal policymakers that cultivate collaboration and synergy and highlight priorities around travel businesses. As the name suggests, Power Hours typically last one hour and take place at a location that exemplifies the power of travel in the community, leveraging an existing business meeting, attraction, event or other travel site.
- **Travel Works Blitz:** These single day activations will give the industry a chance for a quick blitz to elevate the importance of our industry which will be attached to an existing travel-related event or gathering. These are opportunities to do something creative and “out of the box” to draw attention.

For more information, reach out to Nicole Porter at nporter@ustravel.org. The U.S. Travel team will work closely with you and your local partners to plan every aspect of their Travel Works experience.

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