

2023 KEY TAKEAWAYS

This year at The Future of Travel Mobility 2023, we convened major industry leaders, start-up innovators and federal policymakers to consider the bright future of travel mobility.

Five major themes emerged from our discussion. We hope these help inform your thinking and guide your work toward creating more sustainable, seamless and secure travel mobility in the years ahead:

- 1 **SEAMLESS, SECURE TRAVEL IS IN VIEW.** We're making strides toward more efficient, secure air travel—from piloting one-stop security screening for international travel, to Delta's tech-driven approach to "limit pain points." While we still have a way to go, **Holly Canevari, Deputy Secretary of TSA**, set forth an inspiring goal: "Our future vision is for the security experience to be so seamless that people don't even realize they are going through a security checkpoint."
- 2 **INNOVATIVE BREAKTHROUGHS NEEDED.** The future of sustainable travel requires many technologies that don't yet exist. **Jill Blickstein, Chief Sustainability Officer of American Airlines**, highlighted how her company is rising to this challenge, advancing cutting-edge contrail research and start-up investments. JetBlue and United also underscored their venture investments aimed at, as **JetBlue's President and COO Joanna Geraghty** stated, "getting in on the front end of these technologies" to drive innovation.
- 3 **SUSTAINABILITY AND TRAVEL MOBILITY ARE INEXTRICABLY LINKED.** Leaders across all modes of travel recognize this. **Dave Lorenz, head of Travel Michigan**, reported that "if travelers can't find charging stations, they aren't going to come." **Chris Nassetta, Hilton's President and CEO**, put the choice starkly: "We need to be good stewards of the environment, otherwise there won't be a travel and tourism industry."
- 4 **NOTHING HAPPENS WITHOUT EFFECTIVE PARTNERSHIPS.** Whether it is deploying charging infrastructure, eliminating hassles at airports, providing incentives to scale sustainable aviation fuels, or improving visa processing, government and industry must work together. **Justine Johnson, Michigan's Chief Mobility Officer**, urged all attendees to embrace these shared challenges: "Don't be afraid of collaboration; don't be afraid of partnerships."
- 5 **TRAVEL'S GROWTH STRENGTHENS AMERICA.** Because "national security is economic security," in the words of **Deputy Commerce Secretary Graves**, more travel means more economic growth and a stronger U.S. To get there, as **Rep. Garrett Graves** reminded us, travel leaders must advocate to spur government action toward the modern experience travelers demand and deserve. "We are all amazingly aligned on what we are trying to achieve," **Tom Anderson, COO of Archer Aviation** said. And together, our voice is powerful.

Our conference showcased the travel industry's leadership: on sustainability, on technology solutions for seamless and secure travel, and in advancing our common mission to restore travel's economic impact for the benefit of all Americans. We look forward to working with you in the coming year and seeing you at next year's conference.

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