



U.S. Travel's

DESTINATION CAPITOL HILL



Welcome



U.S. Travel's

DESTINATION
CAPITOL HILL

TRAVEL POWERING THE ECONOMY. CONNECTING AMERICA.



POWER OF ADVOCACY





WHAT TO EXPECT TUESDAY AFTERNOON

MARCH 19-20, 2024

**KEYNOTE
SPEAKER**

ANNA PALMER, CEO, Punchbowl News

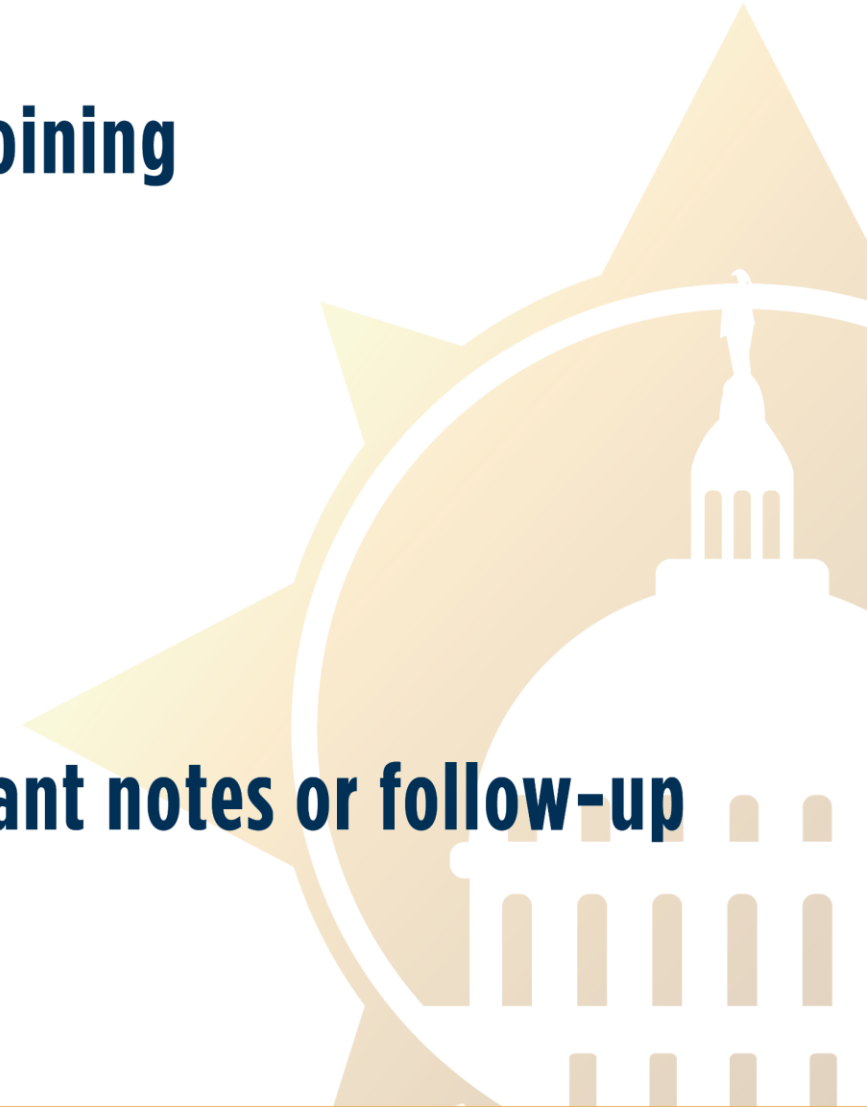


ADDITIONAL PROGRAMMING

- **Advocacy 365:** Discussion with **Mia Blom**, **Visit Baltimore** and **Chris Moyer**, Visit Detroit to Highlight the Importance of Year-Round Advocacy
- **Policy Power Hour:** A Deep Dive into Our 2024 Legislative Asks with U.S. Travel's **Tori Barnes** and **Erik Hansen**
- **Legislators of the Year Recipients**
- **Capitol Insider** - Fireside chat w/ two former Members of the **House of Representatives**

Meeting Flow

- **Open meeting and thank member/staff for joining**
- **Brief intros**
- **Set stage with economic impact**
- **Assign one person to review asks**
- **Share a personal story**
- **Let the U.S. Travel team know of any important notes or follow-up**
- **Engage on social media**





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TALKING POINTS AND KEY ASKS

POLITICAL LANDSCAPE

Election Year For:

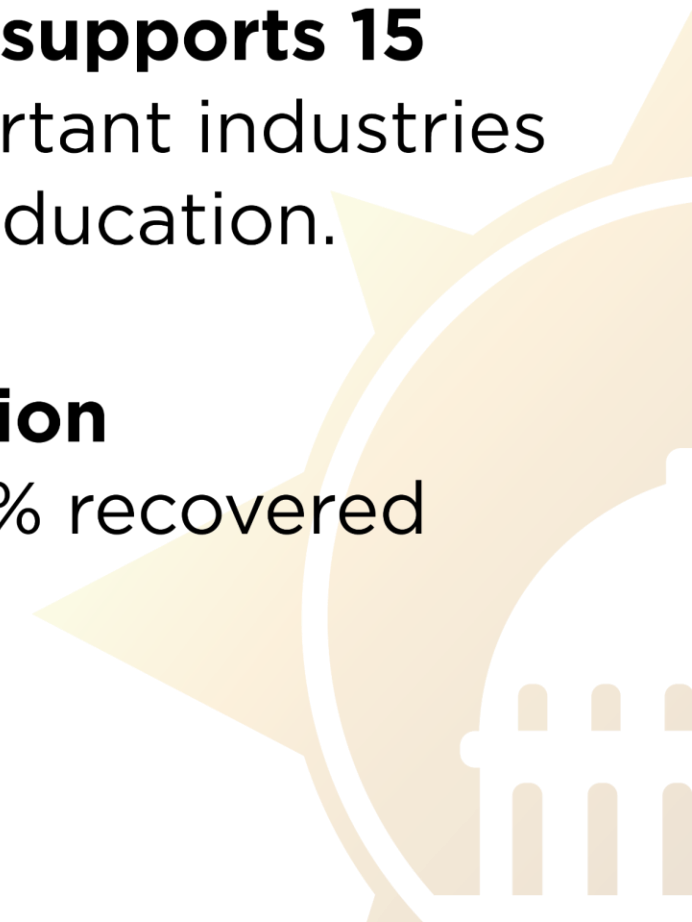
- 1/3 of the Senate
- Every Member of the House
- Presidential Year






TRAVEL IS INDISPENSABLE TO THE NATION'S ECONOMIC SUCCESS & GLOBAL COMPETITIVENESS

- **Travel is a \$2.6 trillion industry that supports 15 million jobs** while fueling other important industries like manufacturing, health care and education.
- In 2023, the **U.S. welcomed 67.3 million international visitors**—that's only 85% recovered from pre-pandemic levels.



A vertical banner on the left side of the slide. It features a blue background with several flags (including the American flag) flying. Overlaid on this is the text "SET THE STAGE" in large, white, bold, sans-serif capital letters, oriented vertically from bottom to top.

SET THE STAGE

- Other countries are rebounding much faster. **The U.S.'s share of the global travel market is declining** while some competitors have already surpassed their pre-pandemic market share.
 - **Our competitors are racing ahead to modernize their travel practices** and be more globally competitive. The U.S. is stuck in neutral and falling behind.
 - There are several critical opportunities this year to **grow this vital sector of the U.S. economy and ensure the United States' long-term global competitiveness.**
- 
- A stylized, light-colored graphic of the U.S. Capitol building is located in the bottom right corner of the slide. It is partially obscured by a large, light-colored arrow shape pointing towards the center of the slide.



1 LOWER VISA WAIT TIMES

TALKING POINTS

- 400-day average wait time for U.S. visitor visa interviews.
- U.S. has highest visa wait times among top competitors—most countries under 30 days.
- U.S. could lose 39 million visitors and \$150 billion in spending due visitor visa wait times

OUR ASK

- **SENATE:** Cosponsor the bipartisan Visa Processing Improvement Act (S.2632)
- **HOUSE:** Support the introduction of similar legislation in the House to (S.2632)



2

LOWER CUSTOMS WAIT TIMES

TALKING POINTS

- Passenger wait times of more than 2 hours.
- U.S. Customs & Border Protection (CBP) currently faces a workforce shortage of at least 1,500 personnel.
- New International flights are being turned away. Costing the U.S. economy \$227 million per year.
- U.S. ranks 12th among our top 18 competitors.
- Advances in technology could make the process more seamless, secure, and efficient.
- Congress should encourage CBP to innovate at U.S. airports.

OUR ASK

- Support efforts to reduce customs wait times, including funding in FY25 appropriations to increase CBP staffing or language directing CBP to find innovate ways to streamline the process.

3

FULLY FUND THE ASSISTANT SECRETARY OF COMMERCE FOR TRAVEL & TOURISM

TALKING POINTS

- Will lead efforts to grow domestic and international travel—will boost the overall economy.
- U.S. ranks last in government leadership on travel issues.
- U.S. is the only G20 country without a senior official in charge of travel policy.

OUR ASK

- Provide full funding for the office of the Assistant Secretary for Travel and Tourism, to ensure the Assistant Secretary can effectively lead and coordinate policies across the government to protect and grow travel.



4



ADVANCE FAA REAUTHORIZATION

TALKING POINTS

- Air travelers avoid an average of 2 trips per year due to air travel hassles.
 - Costing the U.S. economy \$71 billion in spending each year.
- Most hassles air travelers experience are due to years of underinvestment.
- We need a more modern, efficient, and dependable air travel system.
- Need a long-term reauthorization bill for the Federal Aviation Administration (FAA).

OUR ASK

Provide increased funding and policy changes to—

- Increase staffing for Air Traffic Control.
- Expand aviation workforce grants for pilots, mechanics, and manufacturing
- Modernize airport infrastructure and ATC technology



Q & A



Make your voice heard on social media during #DCH24!

HOW TO ENGAGE:

1

Use Hashtags: #DCH24

2

Tag: U.S. Travel & your elected officials in the House & Senate

3

Post: Photos of yourself, your delegation & your members of Congress at DCH



SAMPLE SOCIAL MEDIA POSTS:

[Organization] is thrilled to be in Washington, D.C. for **#DCH24** with **@USTravel!** Today, we're calling on *[@CongressmanXYZ]* to recognize travel for what it is: a key economic driver in *[DISTRICT/STATE]*—creating jobs & contributing over *[\$XX]* to the economy.

Productive meetings today at **@USTravel's #DCH24** as *[Organization]* sat down with *[@CongressmanXYZ]* to share our industry's most critical policy priorities and underscore travel's indispensable role in shaping communities & economies throughout *[STATE/DISTRICT]* and nationwide.

Thank you *[@CongressmanXYZ]* for taking the time to meet with your constituents today during **@USTravel's #DCH24**. In our conversations, one point stood out: the travel industry is powering the economy & connecting America.



CHRISTOPHER KUSH

PRESIDENT & CEO, SOAPBOX



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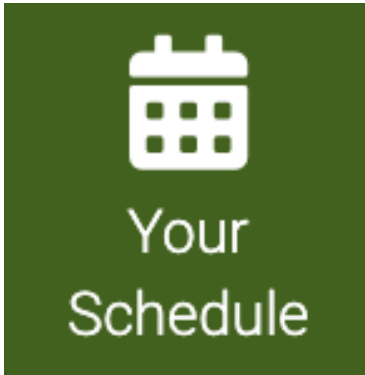
- ✓ Nothing to download or install
- ✓ Works on any browser/phone
- ✓ Just go to sboxmobile.com

Log-In

Schedule

Feedback

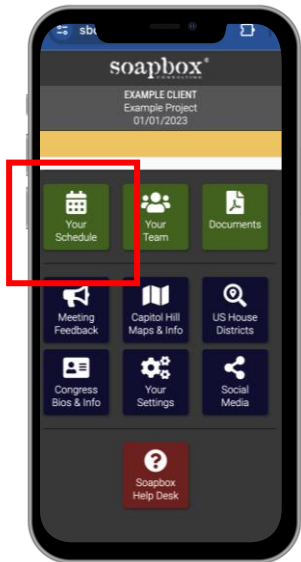




Log-In

Schedule

Feedback



soapbox[®]
EXAMPLE CLIENT
Example Project
01/01/2023

HOME > SCHEDULE LEGEND

Your individual schedule is below.

11:30 AM (ET) -- Sen. Tom Cotton (with Alex Hanson, LA) AR-S (R)
Room: SR-326 [CAU]

Feedback Meeting Roster

12:00 PM (ET) -- Sen. John Boozman (with Member) AR-S (R)
Room: SD-555 [S.Approps] (HlthPro) [S. 345]

Feedback Meeting Roster

2:00 PM (ET) -- Rep. Steve Womack (with Jessica Powell, LD) AR-03 (R)
Room: RHOB-2412 [H.Approps]

Feedback Meeting Roster

Rep. or Sen. | (w/ Member or Staff & Title)

Building & Room Number

Bill Co-Sponsors / Caucus Members / Etc.

Key Committee Members

Log-In

Schedule

Feedback

soapbox
CONSULTING

EXAMPLE CLIENT
Example Project
01/01/2023

HOME > SCHEDULE > FEEDBACK

MEETING: 10:00 AM (ET) – Sen. Amy Klobuchar (MN-S-D) [S.Leadership]

Did the Member (or staff) agree to our request(s)? (please explain)

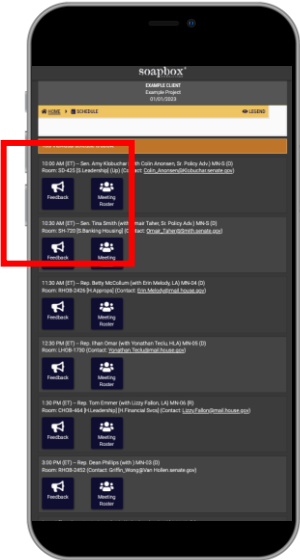
Additional details you would like to share about your meeting:

Was any additional follow-up or information requested?


📷 Upload a photo of the meeting (optional):

No file chosen

[Cancel](#)



YOUR SCHEDULE



Association Example
Advocacy Day

Lisa Jones
New City, GA

Primary district: GA-01
Alt. district (if applicable): NA-00

Mobile Tool Code
ABCD8368
(www.sboxmobile.com)

Help Desk
Soapbox Help Desk
(202) 362-5910

Your Team
GA Team 01

Lisa Jones (GA-01)
Louis Rodriguez (GA-01)
Brian Smith (Group Lead) (GA-01)

Key Committees

[S.Appr-Full] - Appropriations
[H.Appr-Full] - Appropriations
[H.Edu-Full] - Education and Labor
[Ldr] - H. Leadership
[Ldr] - S. Leadership

(Printed 1/18/2019 12:15:53 PM)

Staff Titles:	Additional Info:	Office Numbers:	Co-Sponsor/Caucus:
COS: Chief of Staff LD: Legis. Director Cmts. Staff: Committee Staff LA/HLA: Legis. Assistant LC: Legis. Correspondent	[New] - New to 118th Congress [Up] - Senator up for re-election [Ret.] - Not running for re-election	SH-xxx Hart SD-xxx Dirksen SR-xxx Russell CHOB-xxx Cannon LHOB-1xxx Longworth RHOB-2xxx Rayburn	[H.R.XXXX] - House bill co-sponsor [S.XXXX] - Senate bill co-sponsor [Cau] - Caucus member [LTR] - Signed Dear Colleague Letter

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soapbox
30 Years of Advocacy

Name | District

Mobile Tool® code | Help Desk phone number

Team (for all House meetings)

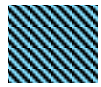
Meeting times | Location | Staffing | Co-Sponsors

Key Committees

Other Abbreviations



CAPITOL HILL MAP



Entrance



Accessible



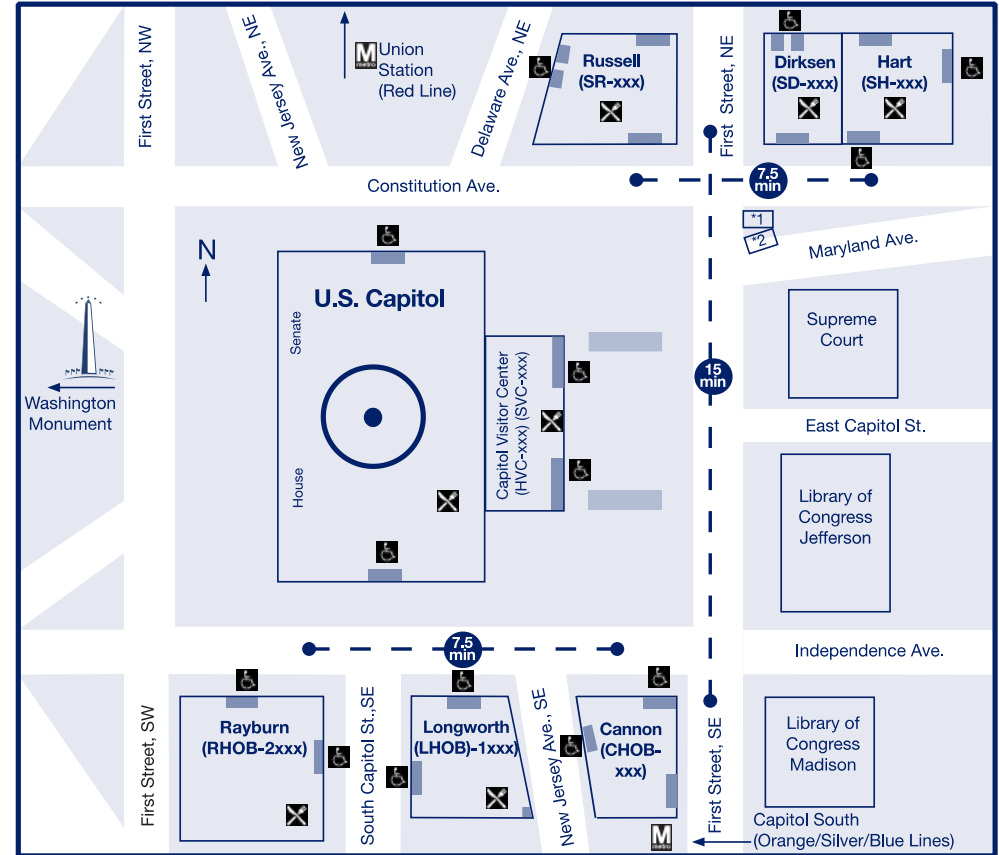
Food/Drink



Est. Walking Time



Map of Capitol Hill



Senate Office Buildings	House Office Buildings	Capitol Visitor Center	Estimated walking times
SH-xxx Hart SD-xxx Dirksen SR-xxx Russell	CHOB-xxx Cannon LHOB-1xxx Longworth RHOB-2xxx Rayburn	HVC-xxx House Side SVC-xxx Senate Side	*1 Reserve Officers Building *2 United Methodist Building

- Entrance
- Wheelchair Access
- Food/Dining



Q & A

THANK YOU TO OUR SPRING ENGAGEMENT WEEK SPONSORS

Official Card



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SILVER SPONSORS





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SEE YOU MARCH 19TH!