

DELIVERING ON OUR **2025 STRATEGIC PRIORITIES**

As we head into the final stretch of 2025, U.S. Travel remains squarely focused on the priorities that have defined our work this year—and our direction for years ahead.

Our long-term priorities are clear: establish travel as essential and responsible, improve the travel experience, strengthen member engagement and build a best-in-class trade association.

In 2025, that work centers on four areas:

- **Building strong relationships** with the Trump administration and Congress.
- **Empowering the industry** to speak with one compelling, unified voice.
- **Executing our new membership model** to deepen engagement and deliver value.
- **Developing a high-performing team** to drive results for our members.

The highlights below show how that strategy is coming to life—evidence of real progress and our continued commitment to move this industry forward.

TRAVEL IS ESSENTIAL—AND WE ARE ENSURING THE MESSAGE LANDS

Through targeted advocacy, research and media engagement, U.S. Travel is strengthening how the value of travel is seen, heard and championed nationwide.

- **Completed research to support the “Travel is Essential” campaign**—backed by message testing—with member briefings underway to form a united industry voice.
- **Amplified the economic value of travel** through a satellite media tour reaching 25 local and national broadcast stations.
- **Strengthened political capital** with 13 congressional fundraisers and more than 15 Travel Works events across the country, with more to come before the end of the year.
- **Brought the voice of travel to Capitol Hill:** More than 400 industry leaders met with 90 Senate offices and over half of the House at the largest Destination Capitol Hill ever.
- **Raised a record more than \$620,000** to fuel TravelPAC and the U.S. Travel Advocacy Fund, enabling greater congressional champion development.
- **Protected Brand USA funding**—rallying bipartisan support in Congress, securing funding in the FY26 presidential budget and activating a grassroots campaign.
- **Drove national visibility with sustained media coverage** in [CNN](#), [CBS News](#), [CNBC](#), [Forbes](#), [Bloomberg](#), [The Wall Street Journal](#), [The Washington Post](#) and more.

FIXING THE TRAVEL EXPERIENCE—FROM POINT A TO POINT B

We continue to deliver meaningful progress toward a modern, seamless and secure travel system—driving federal action to improve every step of the journey.

- **Released the [Commission on Seamless and Secure Travel Report](#)**, a bold policy blueprint to modernize our infrastructure and stay globally competitive. That report has already produced results: we [established](#) a White House Task Force for the 2026 FIFA World Cup and earned U.S. Travel a seat at the table, secured the [reversal](#) of the outdated TSA “shoes-off” policy, built momentum for reforms on carry-on liquids and delivered [billions](#) for travel modernization.
- **Kept harmful visa fees at bay** through direct engagement with policymakers and a campaign generating 1,000+ stories on the risks to international inbound travel.
- **Launched the America Sports and Travel Mega Event Coalition**, a cross-sector alliance preparing the U.S. for major global sporting events.

DELIVERING ON OUR **2025 STRATEGIC PRIORITIES**

- **Testified before the House Homeland Security Committee**—spotlighting visa delays, air traffic control fixes and smarter screening as national imperatives.
- **Brought nearly two dozen top CEOs into the conversation**—connecting directly with federal leaders like the Secretaries of Transportation and Commerce and the House Ways & Means Chair.
- **Launched the Great American Road Trip** with the Department of Transportation—creating hundreds of opportunities to spotlight members and showcase the power of travel.

EMPOWERING MEMBERS WITH TOOLS THAT DRIVE BUSINESS

Our members remain at the center of everything we do, with new networks and resources designed to equip leaders with data, connections and insights to grow their business.

- **Established three new member networks**—Group, International Inbound and the Travel Communicators Network—to align on priorities and fuel segment growth.
- **Rolled out messaging [toolkits](#), [factsheets](#) and policy guides** to help members speak with clarity and impact. Launched a monthly [State of Travel](#) report to deliver real-time research insights and help members track trends and inform strategies.
- **Shared practical intelligence** on [REAL ID](#), [border entry](#) and more—curated through direct collaboration with federal agencies.
- **Relaunched our monthly travel data [newsletter](#)** to deliver timely insights.
- **Elevated the Summer Summit** with an enhanced program that convened hundreds of industry executives and a dozen expert voices to provide nuanced cross-sector perspectives on the mindset of today's traveler.
- **Reimagined the ESTO experience**, drawing over a thousand participants and more than a hundred speakers. New peer-to-peer learning formats expanded networking, and a revamped awards show created more meaningful engagement and stronger takeaways for destination leaders.
- **Piloted new IPW innovations**—from flash education sessions and real-time translation tech to open networking spaces and a pickleball court to spark spontaneous connection.
- **Launched Destination Exchange**, a new CEO-level forum for DMO leaders and State Tourism Directors to align on shared challenges.

BUILDING A STRONGER ASSOCIATION FOR THE ROAD AHEAD

We're advancing continuous improvements to fortify U.S. Travel's foundation, enhance member value and affirm our role as the industry's leading voice in Washington.

- **Rolled out a simplified [membership model](#)** that better aligns investment with impact—and launched targeted recruitment to bring in new major players.
- **Convened nearly 30 CEOs and government relations leaders** at the inaugural Association Travel Leaders Coalition meeting, underscoring our leadership as the voice for travel in Washington.
- **Added ten new team members**, including senior leaders in membership, marketing, media and events—to drive growth and elevate member service.
- **Moved into a collaborative new office** designed for smarter work and deeper member value.
- **Invested in tech**—from improved UI/UX and AI exploration to new data tools that sharpen our strategy and track results.