

DELIVERING ON OUR 2025 STRATEGIC PRIORITIES

As we reflect on 2025, U.S. Travel is proud of the progress the industry made in a challenging year. Our work focused on four clear priorities:

- **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 that follow show how that strategy translated into action—demonstrating real momentum and our continued commitment to moving this industry forward.

PROTECTING GROWTH AND REDUCING FRICTION

Major policy wins that safeguarded demand, jobs and competitiveness

- **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: the administration [established](#) a White House Task Force for the 2026 FIFA World Cup and earned U.S. Travel a seat at the table, we secured the [elimination](#) of the outdated TSA “shoes-off” policy, built momentum for reforms on carry-on liquids and delivered [billions](#) for travel modernization (see our full progress report [here](#)).
- **Continued to delay implementation of the \$250 Visa Integrity Fee**—preventing new cost barriers for international travelers and protecting inbound demand through direct engagement with policymakers and a [campaign](#) generating 1,000+ [stories](#) on the risks to international inbound travel.
- **Strengthen Support for Brand USA—[rallying](#)** bipartisan support in Congress, securing a recommendation for full funding in the FY26 presidential budget and activating a nationwide grassroots campaign to urge that funding be restored.
- **Advanced bipartisan legislation in the House to [ensure](#)** TSA and air traffic control workers are paid during government shutdowns—protecting workforce stability and system continuity.
- **Brought together senior public policy leaders** from corporations and airports to shape advocacy priorities.

MODERNIZING THE TRAVEL SYSTEM

Positioning the U.S. to compete globally

- **Partnered to launch the Great American Road Trip** with the Department of Transportation—[creating](#) hundreds of opportunities to spotlight members and showcase the power of travel ahead of America’s 250th anniversary.
- **Brought nearly two dozen top CEOs into the conversation—[convening](#)** senior leaders in Washington, D.C. and New York City for a strategic discussion on the global economy, consumer trends and the policy environment shaping travel, competitiveness and growth.
- **Testified before the House & Senate Homeland Security Committees—[spotlighting](#)** visa delays, air traffic control fixes and smarter screening as national imperatives.
- **Launched the Global Recreation, Events and Tourism USA [Coalition](#)**—a cross-sector alliance preparing the U.S. for major global sporting events.

ELEVATING TRAVEL’S VOICE AND VISIBILITY

Ensuring travel’s economic importance is understood—and acted on

- **Completed research to support the “Travel is Essential” campaign**—backed by message testing—with [member briefings](#), [talking points](#) and custom [materials](#) to form a united industry voice.
- **Raised a record \$620,000** to fuel TravelPAC and the U.S. Travel Advocacy Fund, enabling greater congressional champion development.
- **Used a government shutdown moment to lead the national conversation**—driving [top-tier media coverage](#) on how disruptions to government operations directly harm travelers, workers and the broader economy.

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- **Executed a coordinated broadcast strategy to elevate demand for a modern travel system**—anchored by a [satellite media tour](#) that delivered 22 television interviews across 10 priority local and national markets and reinforced by CEO placements on major national business and news outlets.
- **Drove national visibility for our industry throughout the year with sustained media coverage** in [CNN](#), [CBS News](#), [CNBC](#), [Forbes](#), [Bloomberg](#), [The Wall Street Journal](#), [The Washington Post](#) and more.
- **Strengthened political capital** with 20 congressional fundraisers and a half-dozen [Travel Works](#) events across the country, and a full calendar of events in 2026.
- **Brought the voice of travel to Capitol Hill** as more than 400 industry leaders [met](#) with 90 Senate offices and over half of the House—making this the largest Destination Capitol Hill ever.

DELIVERING PRACTICAL VALUE TO MEMBERS

Tools, data and connections that support business decisions

- **Established three new member networks**—Group, International Inbound and the Travel Communicators Network—to align priorities, tackle shared challenges and fuel segment growth.
- **Launched [Power of Promotion](#)**, U.S. Travel's new DMO advocacy hub, equipping destinations with the data, tools, and messaging to defend and grow destination funding.
- **Published a monthly [State of Travel](#)** report to deliver real-time research insights and help members track trends and inform strategies.
- **Relaunched a monthly travel data [newsletter](#)** to deliver timely insights to deliver timely, actionable insights on travel demand, performance trends and policy impacts.
- **Shared practical intelligence** on [REAL ID](#), [border entry](#) and more—curated through direct collaboration with federal agencies.
- **Held focus-groups to inform priorities, identify shared challenges and shape future engagement** focused on expanding leisure travel within the U.S.
- **Reimagined the ESTO experience**, [drawing](#) over a thousand participants and more than a hundred speakers.
- **Rolled out messaging [toolkits](#), [factsheets](#) and [policy guides](#)** to help members speak with clarity and impact.

STRENGTHENING THE ORGANIZATION FOR LONG-TERM IMPACT

Building capacity to lead—now and in the future

- **Convened 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.

THE WAY FORWARD:

The progress we made in 2025 sets the foundation for what comes next. In 2026, our focus is clear:

- **Identity**—leading the narrative for travel in America.
- **Advocacy**—advancing policies that reduce friction and enable growth.
- **Value**—delivering insights, tools and connections that help members compete.
- **Performance**—building a strong, agile association equipped to lead.

This is how we protect today's gains and drive long-term impact for the travel industry.