

Reopening International Travel

Social Guide









While nearly all sectors of the economy have reopened for business, **international inbound travel remains grounded.**

Though U.S. officials have made strides in recent weeks to advance the issue, every day that our borders remain closed puts the industry further off the path to recovery. **International travel must reopen as quickly as possible to help restore the U.S. economy and the millions of jobs the travel industry supports.** Travel-supported jobs comprised 11% of the workforce pre-pandemic but accounted for a staggering 65% of all jobs lost in 2020. Prior to the pandemic, roughly a third of all travel jobs were created by international and business travel.

Science and data show that travel, especially for vaccinated travelers, can be low risk when proven and effective safety measures are in place. We have the tools to reopen international travel safely and officials must act swiftly to restore this vital sector of the travel economy. Without international travel, the industry as a whole—and the broader U.S. economy—cannot fully recover from the economic devastation of the pandemic.

Help amplify this important messaging on your platforms to key officials within the administration. Customize the sample social language below to reflect the impact that restarting international travel will have on your community.

Targeted Tweets to Urge Action

-  The right tools are in place. @WHCOVIDResponse coordinator, Jeff Zients: The U.S. must continue to lead by creating a timeline to safely reopen the U.S. to international travelers from **low-risk countries, beginning with the U.K. this July. #ReopenTravel**
-  BILLIONS in export income will be lost if key travel markets like the U.K., E.U. and Canada remain restricted. @POTUS, @WHCOS, @SecretaryPeteand @SecYellen: we applaud the responsiveness to reverse economic damage by safely restarting international travel from our top inbound markets by this July. **#ReopenTravel**
-  The travel industry is expected to suffer a \$1 TRILLION loss through 2023—an impact TEN times greater than that of 9/11. @CommerceGov, @SecRaimondo, @BrianCDeese—continue the progress to reopen international travel by this July. **#ReopenTravel**
-  We have the tools in place to safely reopen international travel by July. The travel industry applauds the efforts to advance a bilateral travel corridor @POTUS, @Richmond46 and @WHCOVIDResponse coordinator, Jeff Zients **#ReopenTravel**
-  A clear timeline is needed to reopen international travel. With 75% of adults with at least one vaccine dose in the U.K. and 65% of adults in the U.S.—some of the strongest records in the world—conditions are ideal for the creation of a U.S.-U.K. air travel corridor to open this July @SecretaryPete and @USDOT. **#ReopenTravel**
-  International travel needs a timeline for reopening. If inbound travel remains restricted, more than ONE MILLION travel jobs that were lost will not be restored in 2021. @USTreasury @SecYellen: protect the travel industry's contributions to the U.S. economy and reopen this July. **#ReopenTravel**
-  The U.K. is our #1 overseas travel market. @POTUS, @DHSgov, @USTreasury, @CommerceGOV and @USDot: Ignite economic recovery by reopening the transatlantic corridor this July. **#ReopenTravel**
-  After more than a year of lockdowns and restrictions, it is time to safely open up travel between low-risk countries, enabling consumers to reconnect with loved ones, re-establish business relationships and explore new destinations. The time is now. @POTUS @DHSgov **#ReopenTravel**

Access the social graphics on the next page.

SOURCE: U.S. Travel Association

65% of U.S. and **75%** of U.K adults have received at least one COVID-19 vaccine dose.

The data is clear: a risk-based approach can be used to **SAFELY** reopen an international U.S. - U.K. travel corridor **BY EARLY JULY.**

SOURCE: U.S. Travel Association

Without reopening **overseas travel** from these countries, **each month** the U.S. will continue to lose **potential spending:**

- ↓ **\$3.9 BILLION** from the **E.U.**
- ↓ **\$1.2 BILLION** from the **U.K.**
- ↓ **\$1.5 BILLION** from **Canada**

SOURCE: U.S. Travel Association

If key travel markets reopen on July 1 and spending returns to just half of late 2019 numbers, the U.S. will generate **BILLIONS** in export income this year:

		
\$12B E.U.	\$3.7B U.K.	\$3.3B Canada

SOURCE: U.S. Travel Association

International inbound and business-related travel accounted for **41% of travel spending and 1 out of 3 jobs in 2019—** suffering a combined **\$300 BILLION loss** in 2020 alone.

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