



DESTINATION CAPITOL HILL

TORI EMERSON BARNES

Executive Vice President,
Public Affairs and Policy
U.S. Travel Association



FROM COAST-TO-COAST, THE COVID-19 PANDEMIC HAS DECIMATED **SPENDING** IN THE U.S. TRAVEL INDUSTRY.



- ↓ **BUSINESS TRAVEL SPENDING** down nearly **\$245 BILLION** (-70%)
- ↓ **PROFESSIONAL MEETINGS AND EVENTS** down **\$107 BILLION** (-77%)
- ↓ **INTERNATIONAL TRAVEL SPENDING** down nearly **\$140 BILLION** (-76%)

FROM COAST-TO-COAST, THE COVID-19 PANDEMIC HAS DECIMATED **JOBS** IN THE U.S. TRAVEL INDUSTRY.



Prior to the pandemic, total travel-supported jobs accounted for **11% of the U.S. workforce**, but in 2020, total travel-supported jobs accounted for **A STAGGERING 65% OF UNEMPLOYMENT**.

OUR ASKS: FOUR MAIN BUCKETS

- 1 PROVIDE RELIEF** FOR TRAVEL BUSINESSES
- 2 ADVANCE STIMULUS MEASURES** TO DRIVE TRAVEL DEMAND
- 3 POSITION THE U.S. TO WELCOME BACK INTERNATIONAL INBOUND TRAVEL**
- 4 SAFELY RESTORE BUSINESS TRAVEL,** MEETINGS AND EVENTS



BRIEFING + MEETING MATERIALS SENT FRIDAY

- **Talking Points and Background** Specific to our Asks
- **Economic Impact Map** with State and District-Level Data
- **Meeting Schedule and Access Code** for Virtual Meeting Tool
- **Meeting Agenda** with Suggested Meeting Flow



LAY OF THE LAND

Join us for a webinar tomorrow at 12:00 p.m. ET to walk through the **American Rescue Plan** and how to access relief.

REGISTER >> bit.ly/ARPreief



1 PROVIDE **RELIEF** FOR TRAVEL BUSINESSES

ASK

Support the PPP Extension Act of 2021 in the Senate (S.723), and the Paycheck Protection Program Extension Act in the House (H.R. 1799), that would push the deadline for PPP fund applications to May 31, 2021. While this extension will help, a third draw for hardest-hit businesses and further extension is still necessary.



2 ADVANCE **STIMULUS MEASURES** TO **DRIVE TRAVEL DEMAND**

ASK

Please cosponsor and advance the Hospitality and Commerce Job Recovery Act (S. 477, H.R. 1346) to accelerate rehiring by driving demand to travel through temporary tax credits.

HOSPITALITY AND COMMERCE JOB RECOVERY ACT

- **Provides a temporary business tax credit** to revitalize business meetings, conferences and other structured events.
- **Restores the entertainment business expense deduction.**
- **Instills an individual tax credit** to stimulate nonbusiness travel.
- **Offers tax relief for restaurants** and food and beverage companies.

The bill will directly **add nearly 1.5 million jobs** back to the economy, **contribute over \$599 billion** to the country's GDP and **add \$43 billion in tax revenue**



3 POSITION THE U.S. TO **WELCOME BACK INTERNATIONAL INBOUND TRAVEL**

ASK

Work with Sen. Klobuchar (D-MN), Sen. Blunt (R-MO), Rep. Welch (D-VT) and Rep. Bilirakis (R-FL) on their solution to protect the future of Brand USA.

SAFELY RESTORE **INTERNATIONAL INBOUND TRAVEL**

- **Set a timeline** for reopening borders
- Implement a COVID-19 **testing requirement, NOT** quarantines
- Consider **digital health credentials**
- **Protect Brand USA** funding

FUNDING MODEL **IN JEOPARDY**

With international borders closed, the lack of inbound travel has resulted in very little collected through the Electronic System for Travel Authorization (ESTA), which helps to fund Brand USA along with a match from the private sector.



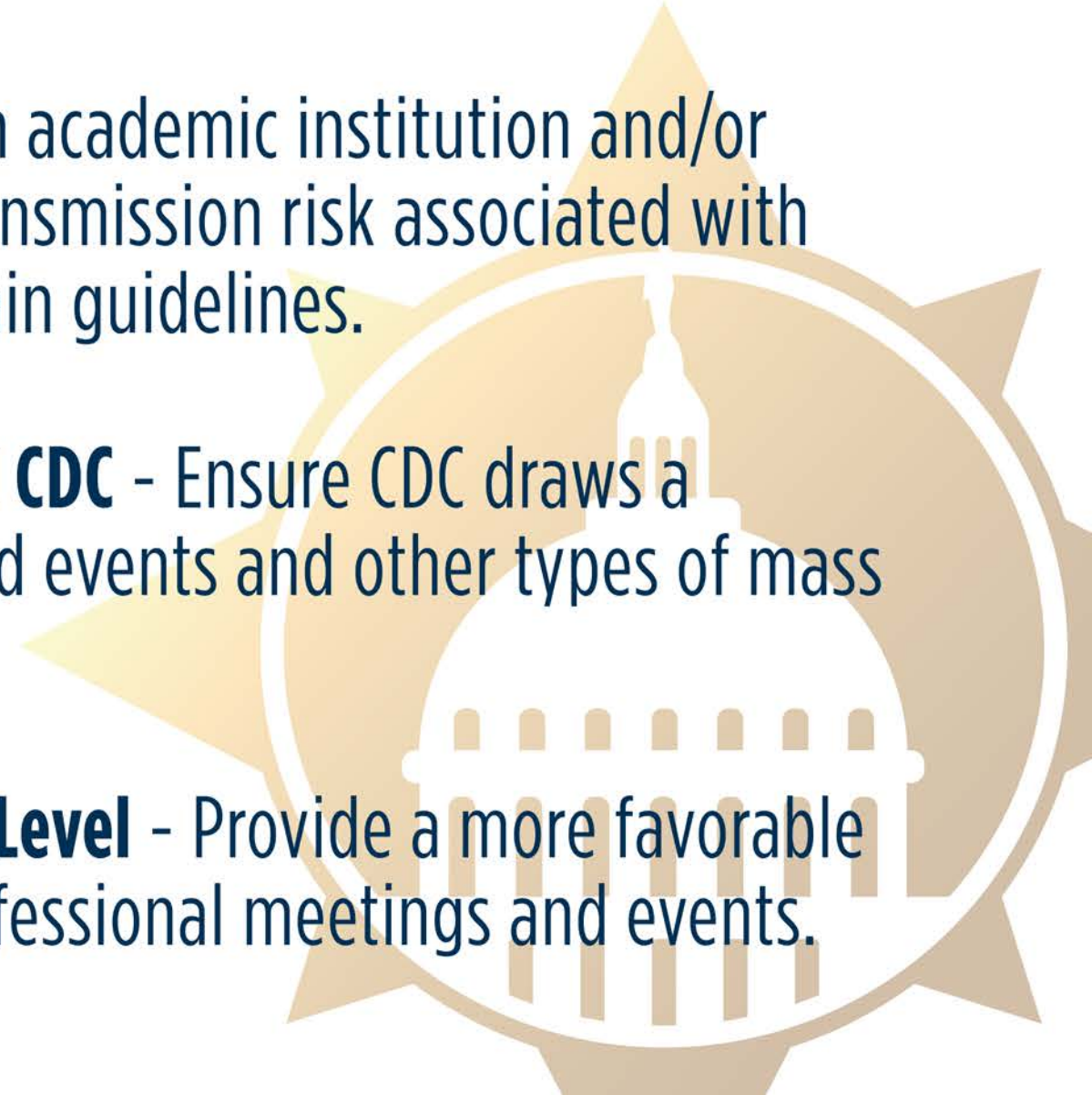
4 SAFELY RESTORE BUSINESS TRAVEL, PROFESSIONAL MEETINGS AND EVENTS

ASK

U.S. Travel is developing a Plan to Restore Professional Meetings and Events through a science-driven approach to executing meetings and events based on a consistent health and safety framework. We look forward to the opportunity to share more about this plan in the coming weeks.

PROFESSIONAL MEETINGS AND EVENTS RESTORATION FRAMEWORK

- **First: Build the Case** – Partner with an academic institution and/or medical professionals to study the transmission risk associated with meetings and events that follow certain guidelines.
- **Next: Engage the Administration and CDC** – Ensure CDC draws a distinction between safe meetings and events and other types of mass gatherings.
- **Make the Case at the State and Local Level** – Provide a more favorable atmosphere for the restoration of professional meetings and events.



MEETING FLOW

- **Open the meeting and thank the member/staff member for joining.**
For member-level meetings, a U.S. Travel team member will be on hand.
- **Conduct a very brief round robin introduction.**
Name, Title and Organization only.
- **Set the stage with Economic Impact Data** (from Talking Points).
- **Assign one person each to review the asks.**
- **If time allows, share a personal story** about why these asks matter in your community.

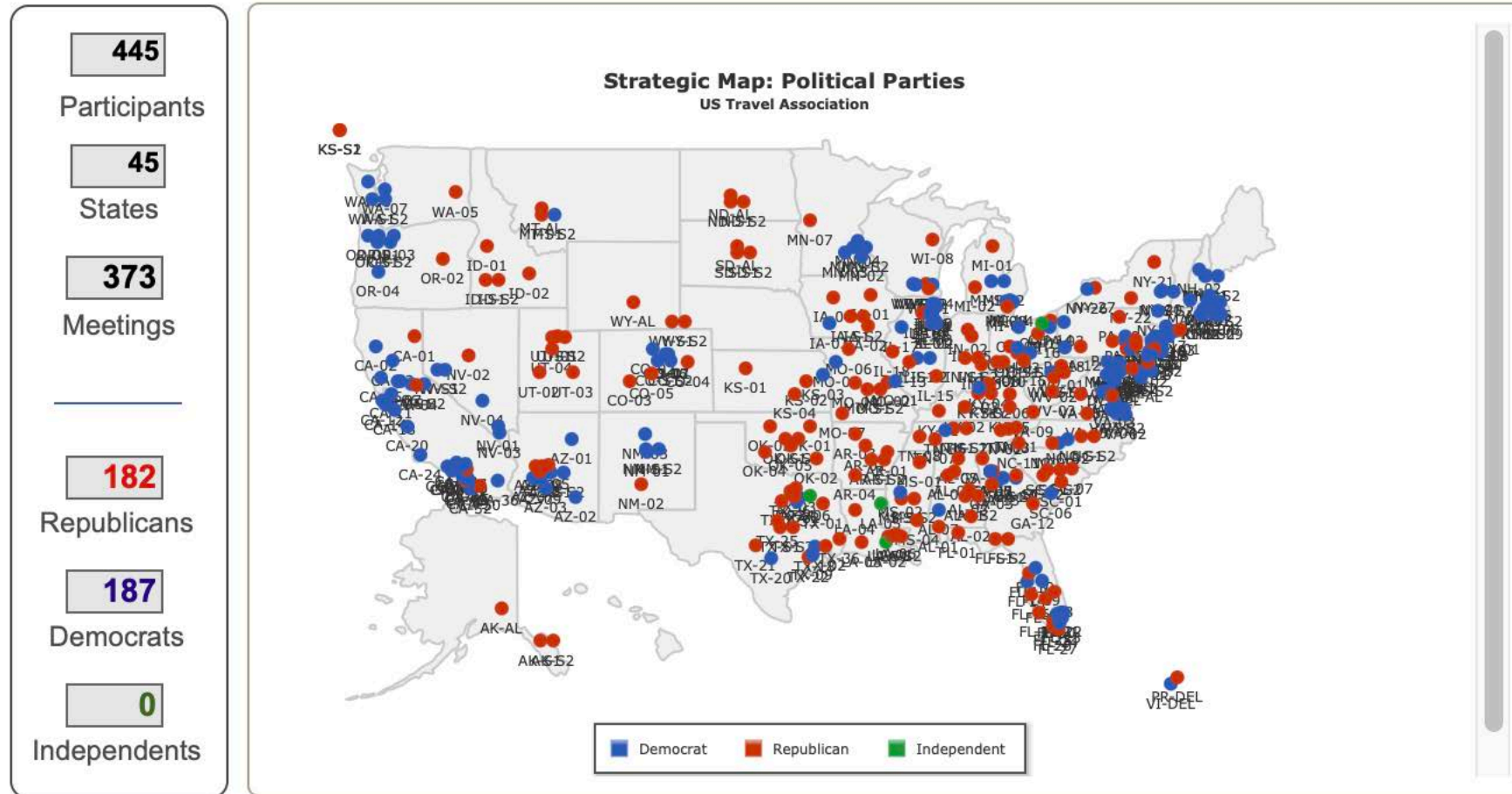


A photograph of the U.S. Capitol building in Washington, D.C., taken at sunset. The building is illuminated by the warm, golden light of the setting sun, which is visible in the sky. The Capitol's iconic dome and neoclassical architecture are clearly visible. In the foreground, there are trees with autumn-colored leaves and several street lamps. A large, semi-transparent graphic on the right side of the image features a stylized sun with a circular center containing a silhouette of the Capitol dome.

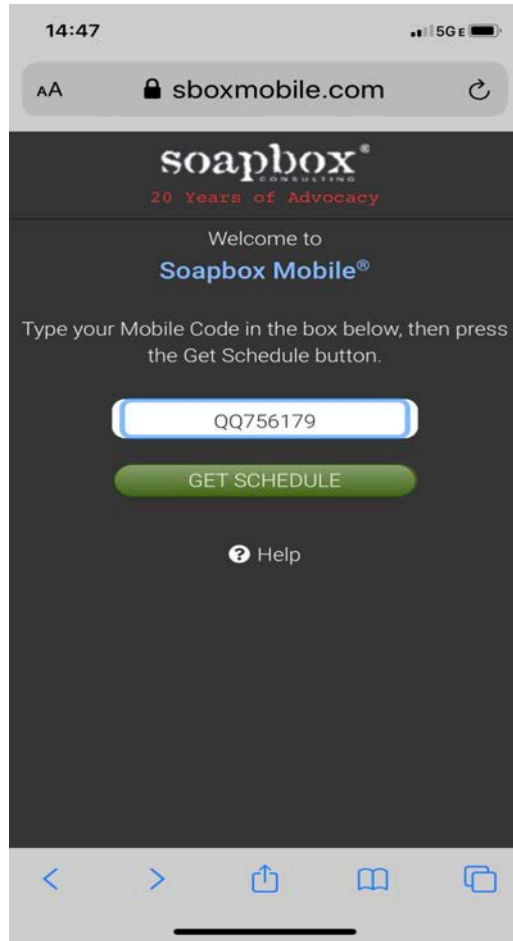
KEVIN SCHULTZE

Senior Vice President,
Soapbox Consulting

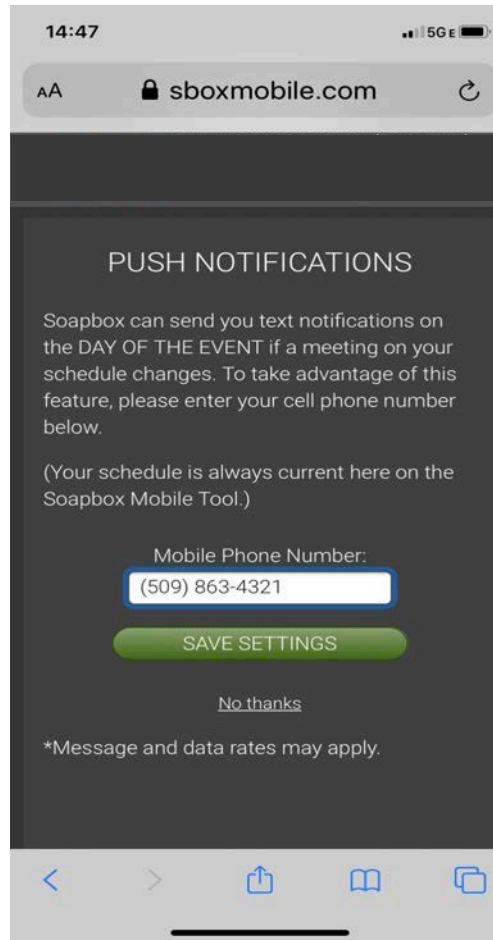
Strategic Map



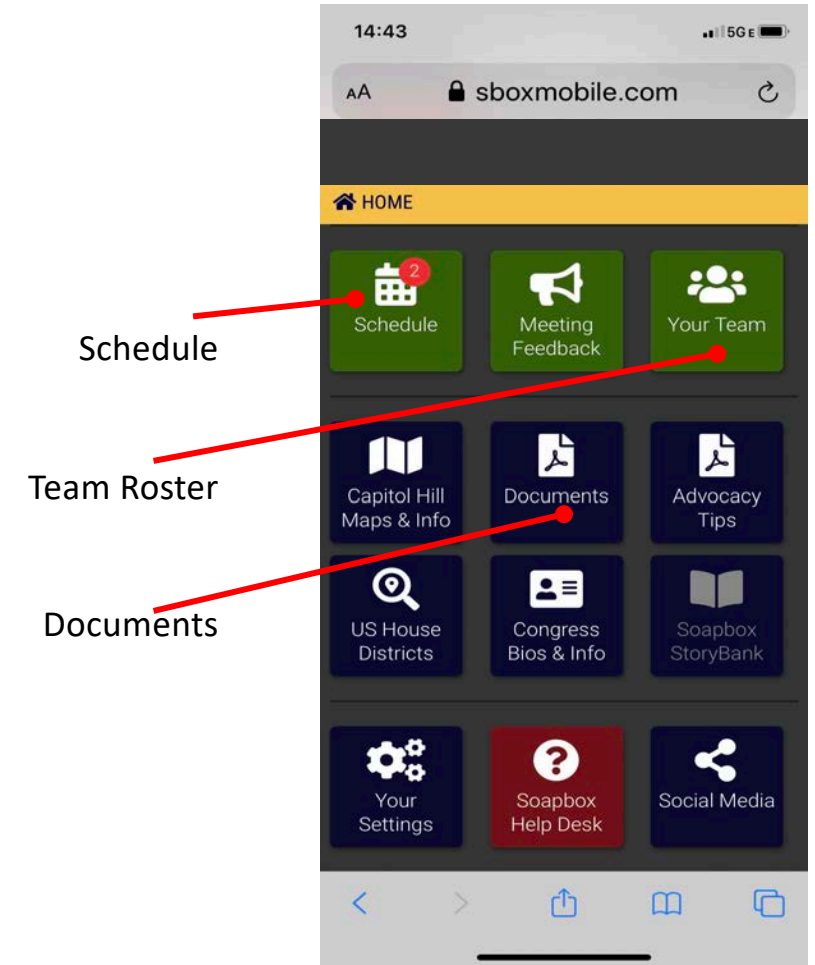
Soapbox Mobile Tool, Part I



1. Log-in

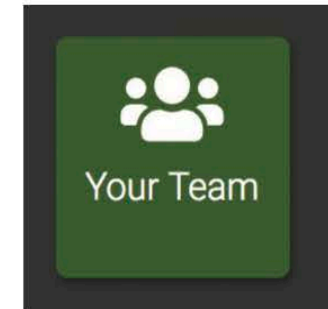


2. Accept Push Notifications



3. Main Screen

Your Team



soapbox[®]
AMERICAN COLLEGE OF EMERGENCY PHYSICIANS (PHONE-IN)
Virtual Hill Day 2020
04/28/2020

[HOME](#) > [YOUR TEAM](#)

YOU
Kevin Cope DO (Team Leader) (Email: kcope3@gmail.com)
Birmingham, AL
House Dist: AL-06
Subgroup: AL-01
Mobile Tool Code: XY940879

YOUR TEAM
Kevin Cope DO (Team Leader) (Email: kcope3@gmail.com) (AL-06)

EMails can be found here

Meet your other team members
and plan your meetings by using the “Virtual Practice Space” (in orange box above schedule)

Your roster (and individual emails) are available under the Your Team icon on the Mobile Tool.

Any designated Team Leaders can take the lead on getting folks together for planning/practice.

Soapbox Mobile Tool, Part II

4. Your schedule

Your Practice Room link is in the orange box.

HOME > SCHEDULE LEGEND

12:30 PM (ET) -- Sen. Martha McSally (with Edward Kim, HLA) AZ-S (R)
Room: SR-404 (New)
Note: Meeting link: <https://global.gotomeeting.com/join/521841341>
Call-in number (if needed): (224) 501-3412 / PIN (if needed): 521-841-341 (Conf. Call)

Feedback Get Me There Meeting Roster

1:30 PM (ET) -- Sen. Kyrsten Sinema (was Rep.) (with Krista Rosenthal, Fellow) AZ-S (D)
Room: SH-317 (New)
Note: Meeting link: <https://global.gotomeeting.com/join/521841341>
Call-in number (if needed): (224) 501-3412 / PIN (if needed): 521-841-341 (Conf. Call)

Feedback Get Me There Meeting Roster

2:30 PM (ET) -- Rep. Andy Biggs (with Dawn-Marie Sullivan, LC) AZ-05 (R)
Room: LHOB-1318
Note: Meeting link: <https://global.gotomeeting.com/join/174404589>
Call-in number (if needed): (408) 650-3123 / PIN (if needed): 174-404-589 (Conf. Call)

Feedback Get Me There Meeting Roster

Webinar/conf. call
hyperlink is near end
of each meeting
line

5. We need feedback right after your meeting

soapbox[®]

HUMAN RIGHTS CAMPAIGN (SENATE PHONE-IN)
2020 Spring Lobby Day
03/19/2020

HOME > SCHEDULE > FEEDBACK

MEETING: 2:30 PM -- Sen. Roy Blunt (MO-S-R) [Ldr]

With whom did you conference call?(Member/Staff/or both) If staffer, please give name

What issues did you cover in the meeting?

Did the Member (or staff) ask any questions? (Please note any questions to which HRC should respond)

Were there any commitments made by you or the Congressional office? (Please note who made them & any dates for response)

What was the tone of the meeting? Were there any particular problems, information needs or advice that would help move this Member on the issues or help in future lobbying?

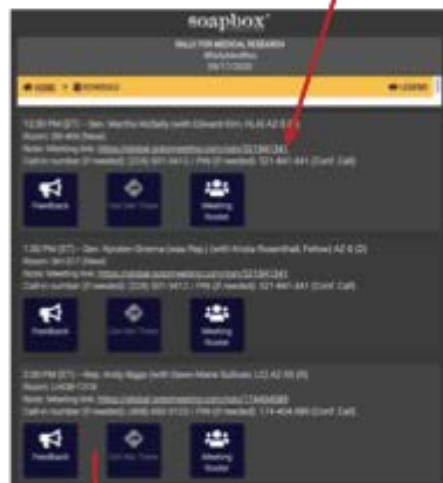
Upload a photo of the meeting (optional):
Choose File No file chosen

SUBMIT

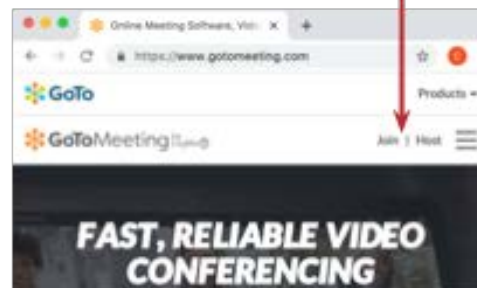
Cancel

GoToMeeting: Three Ways To Join A Meeting

1. • Click link on Soapbox Mobile Tool*
• (or cut and paste link into your browser)



2. • Press join at top of www.gotomeeting.com page
• Enter the 9-digit meeting number



Install GoToOpener, if requested

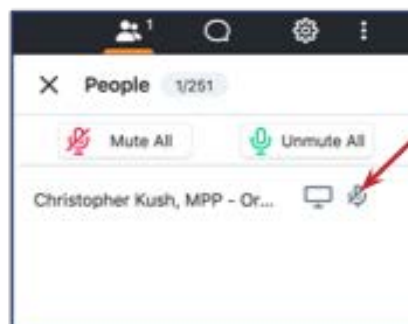


3. • Call in using phone number
(if other options do not work)
• Enter PIN and #

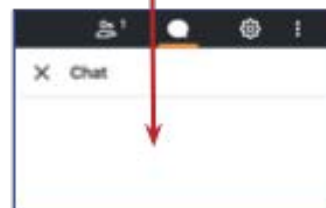
12:30 PM (ET) - Sen. Martha McSally (with Edward Kim, HLAG) AZ-G-19
Room: 59-404 (New)
Note: Meeting link: <https://global.gotomeeting.com/join/521841341>
Call-in number (if needed): (224) 501-3412 / PIN (if needed): 521-641-541 (Conf. Call)

GoToMeeting: Three Icons

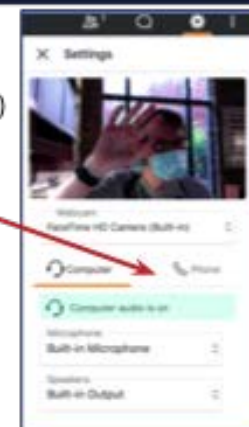
1. • See roster
• Mute/unmute



2. Chat / questions



3. • Audio/video set-up
(if necessary)
• Call-in info (if necessary)



Virtual Meeting Reminders

TIPS FOR ADVOCATES

Soapbox Help Desk for
LIVE assistance:
(202) 362-5910

- Please put your phone on mute when not speaking.
- As a courtesy to other advocates, please keep other people, pets, electronics, appliances, etc. out of the room during the call to further minimize distractions.
- Do not introduce topics that are not part of our shared messaging.
- Average length of call will be 15-20 minutes. Time is at a premium; be as clear and succinct with your stories and statements as possible. Do not monopolize the conversation.
- Fact sheets will be sent in advance to Capitol Hill offices by Soapbox. Fact sheets should also be available under the document icon of the Soapbox Mobile Tool.
- Do not share or post call-in information. The Team Leader may choose to end the call if unknown parties show up.
- Advocates should each complete and submit their feedback reports via the Soapbox Mobile Tool immediately following each call.
- Do not debrief in the meeting space unless you are certain that all staff and/or Members have left the meeting.

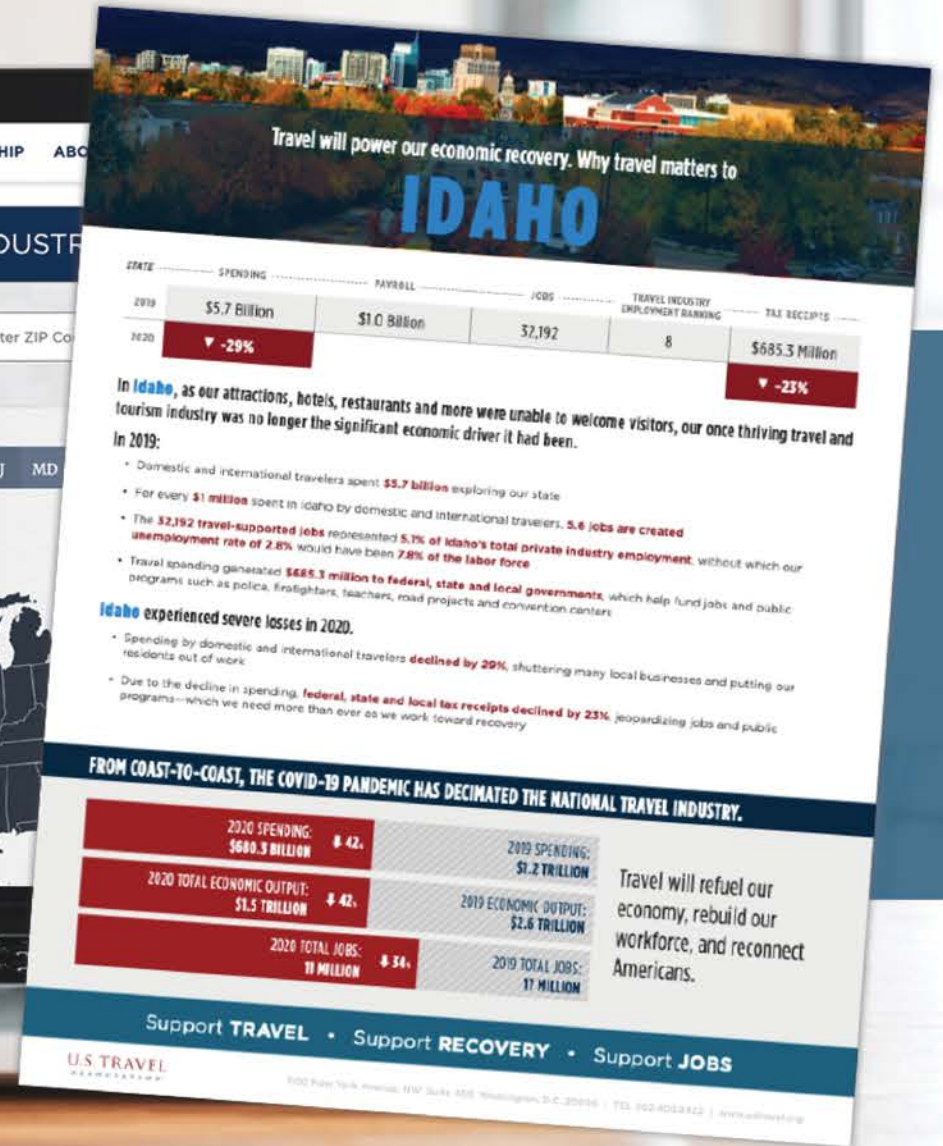
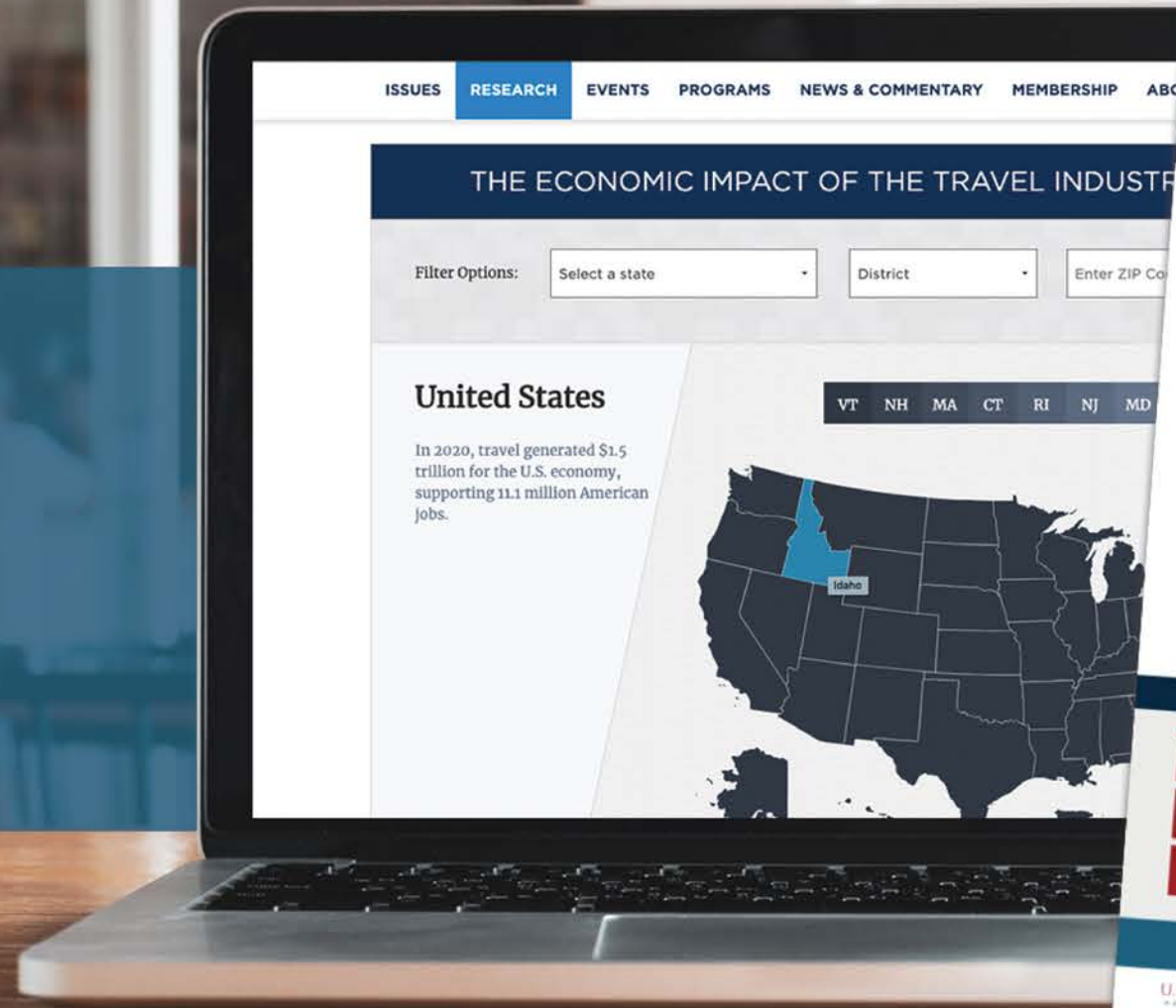


DESTINATION CAPITOL HILL



Travel jobs can't wait.
TAKE ACTION
to #SAVETRAVEL today.

ACCESS THE SOCIAL GUIDE >> ustravel.org/dch



ustravel.org/economic-impact



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