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

2020 SPENDING: $680.3 BILLION  ↓ 42%  2019 SPENDING: $1.2 TRILLION

↓ 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/ARPrelief
PROVIDE RELIEF FOR TRAVEL BUSINESSES

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.
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.
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.
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

1. 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.

2. Conduct a very brief round robin introduction. Name, Title and Organization only.

3. Set the stage with Economic Impact Data (from Talking Points).

4. Assign one person each to review the asks.

5. If time allows, share a personal story about why these asks matter in your community.
KEVIN SCHULTZE
Senior Vice President, Soapbox Consulting
Strategic Map

- **445** Participants
- **45** States
- **373** Meetings
- **182** Republicans
- **187** Democrats
- **0** Independents
Soapbox Mobile Tool, Part I

1. Log-in
2. Accept Push Notifications
3. Main Screen

Schedule
Team Roster
Documents

PUSH NOTIFICATIONS
Soapbox can send you text notifications on the DAY OF THE EVENT if a meeting on your schedule changes. To take advantage of this feature, please enter your cell phone number below.
(Your schedule is always current here on the Soapbox Mobile Tool.)

Mobile Phone Number:
(509) 863-4321

SAVE SETTINGS

*Message and data rates may apply.
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.

5. We need feedback right after your meeting

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

3. **Call in using phone number**
   - (If other options do not work)
   - Enter PIN and #

GoToMeeting: Three Icons

1. **See roster**
   - Mute/unmute

2. **Chat / questions**

3. **Audio/video set-up**
   - Call-in info (if necessary)
Virtual Meeting Reminders

TIPS FOR ADVOCATES

• 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.
Travel jobs can’t wait. **TAKE ACTION** to #SAVETRAVEL today.

ACCESS THE SOCIAL GUIDE >> ustravel.org/dch
United States

In 2020, travel generated $1.5 trillion for the U.S. economy, supporting 13.1 million American jobs.

In Idaho, travel will power our economic recovery. Why travel matters to

Travel will power our economic recovery. Why travel matters to

ustravel.org/economic-impact