

# TALKING POINTS

## PRIMARY MESSAGE

National Travel and Tourism Week (NTTW) 2021 recognizes the **POWER OF TRAVEL** and the industry's role in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

## SECONDARY MESSAGES

Last year, NTTW highlighted the **Spirit of Travel** in recognition of our industry's resiliency. This year, we start a new chapter, one where the **POWER OF TRAVEL** will drive recovery and help define our country's way forward.

### ECONOMIC IMPACT

- Prior to the COVID-19 pandemic, the travel and tourism industry was a significant contributor to the U.S. economy and exports, and supported millions of hard-working Americans of all backgrounds.
- Travel spending is **down nearly \$500 billion**, costing the U.S. economy **\$1.1 trillion**.
- The total number of travel-supported jobs **fell by 34%**, from **17 million in 2019 to just 11 million in 2020**.
- Here in **[STATE]**, travel spending was down by **[INSERT YOUR STATE %]**. Federal, state and local tax revenues declined by **[INSERT YOUR STATE %]**, which help fund public programs. (*To find your state economic impact data, visit our [Economic Impact Map](#)*).
- The devastating losses have proven how critical travel is to our community, the U.S. economy and American workforce.

### TRAVEL'S ROLE IN RECOVERY

- With the right measures in place, we can get people moving again in a safe and healthy way, which will put Americans back to work:
  - Our industry needs continued and sustained relief to ensure our businesses can stay open and our workers employed.
  - Safely reopening our borders and restarting international inbound travel will be essential for our industry to rebuild.
  - A robust recovery requires the return of business travel, meetings and events, which can be done in a healthy and safe way.
- By maximizing the **POWER OF TRAVEL** we can define the future of mobility, reimagine the air travel system, increase our global competitiveness, and implement innovative technologies that will strengthen security while improving travel facilitation.
- This is why Congress and our elected leaders must do all they can to provide support for our industry so that the **POWER OF TRAVEL** can help drive both recovery and our nation forward.

*More detailed advocacy talking points will be available soon.*