

# TRAVEL IS AMERICAN JOBS

AND

# ECONOMIC OPPORTUNITY

RELIEF & RECOVERY

REOPENING INTERNATIONAL

RESTORING  
MEETINGS & EVENTS

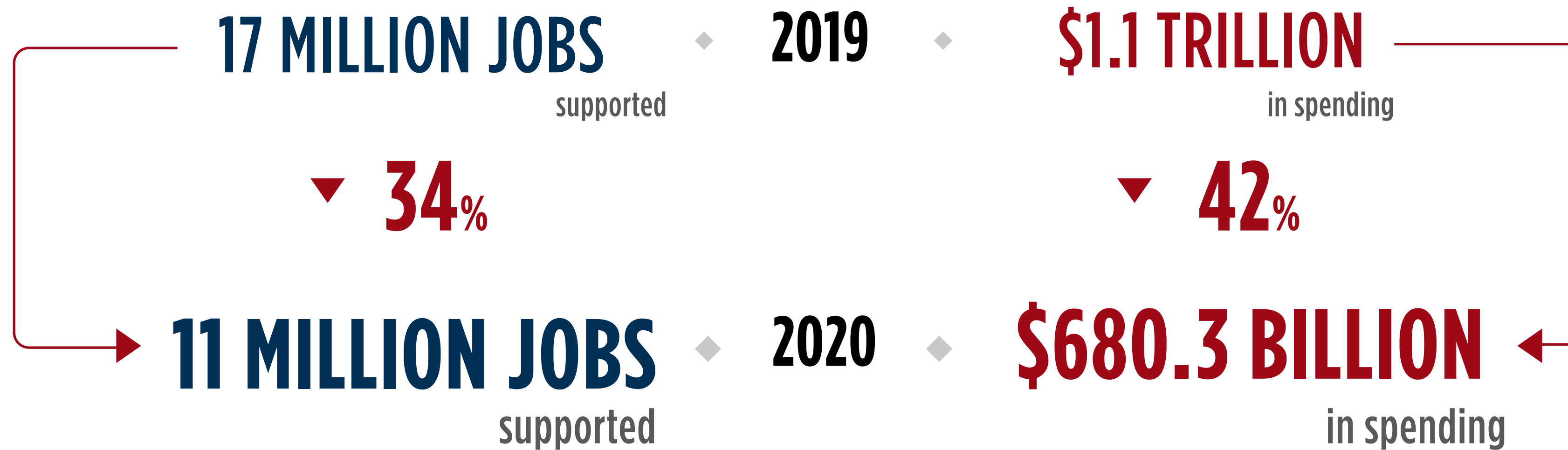
U.S. TRAVEL  
ASSOCIATION®

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The travel and tourism industry is a leader in **economic growth** and **job creation** year over year. Our industry is America's number 2 export.

March 2020, business, leisure and international travel all but came to a standstill, affecting thousands of travel-dependent businesses of every size and the industry's workforce.



**Rebuilding the travel industry will rebuild America.**



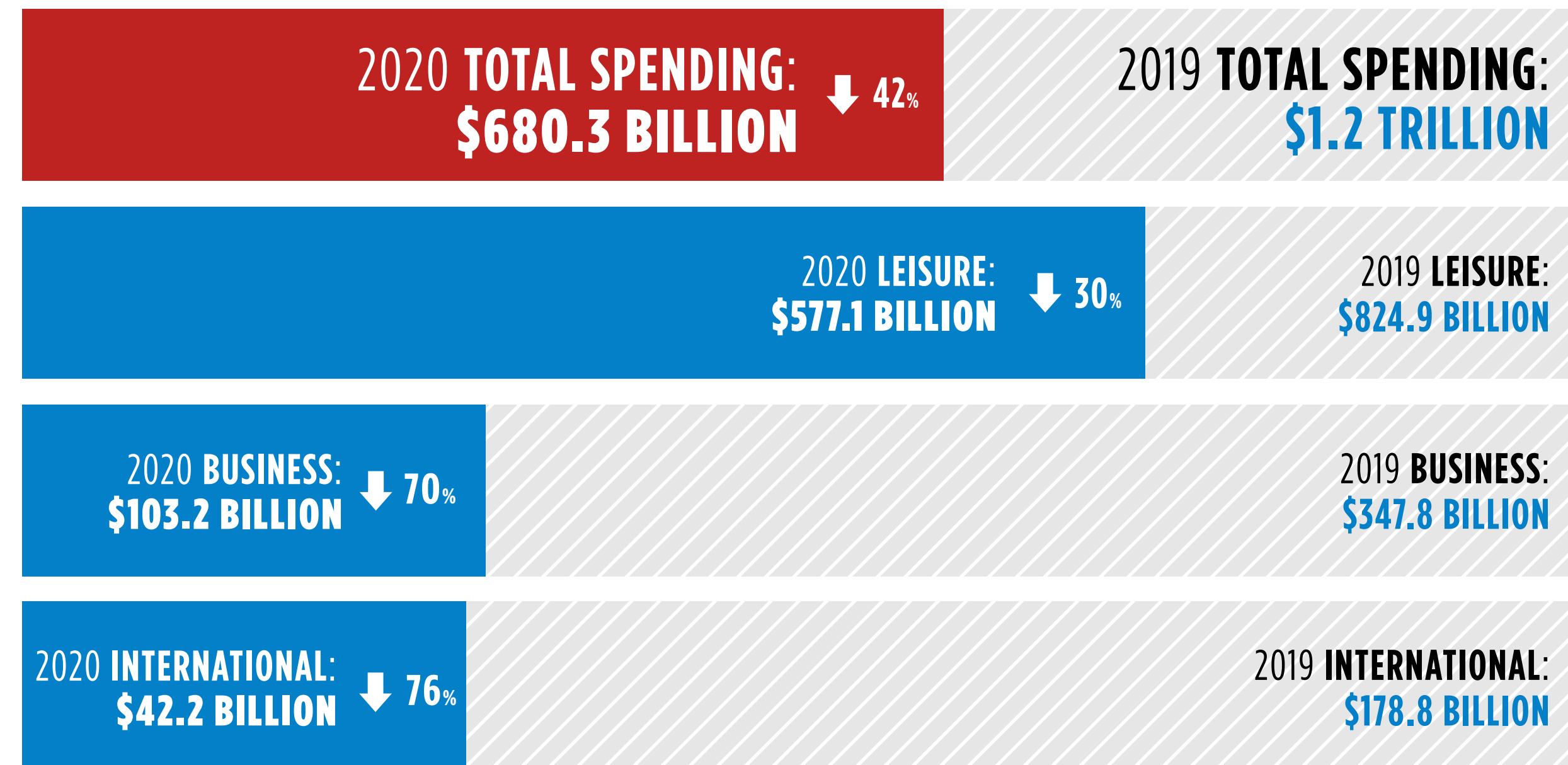
# TRAVEL: The Key to Economic Recovery



2020 was **the hardest** year on record for the travel industry

After 10 years of continuous growth, travel to and within the U.S. has suffered **dramatically**—and **disproportionately**—as a result of the COVID-19 pandemic. 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.**

Latest data finds that travel spending is not expected to return to 2019 levels until **2024 or 2025.**



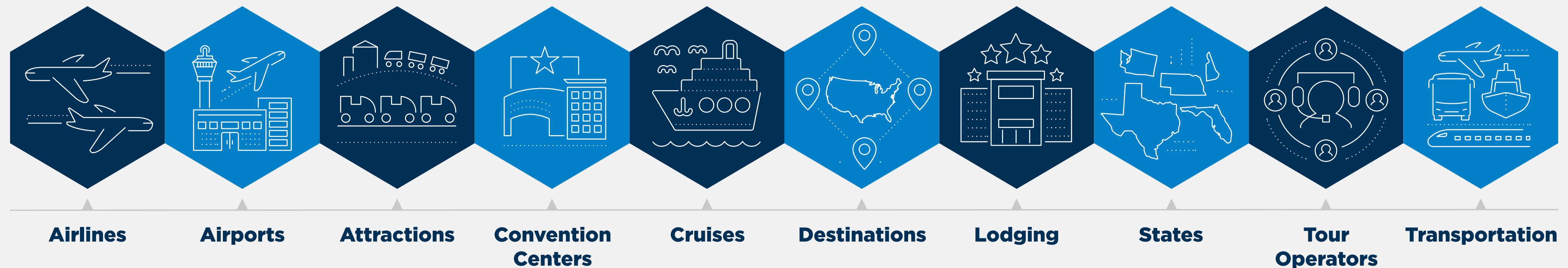
**Our country will not fully recovery without the quick, safe return of leisure, business, meetings and events, and international inbound travel.**

# Rebuilding as **ONE.**

U.S. Travel Association Represents the  
**Many Faces of Travel**

**We are the unifying force for the entire travel ecosystem.** We represent the interests and needs of businesses small, medium and large, from travel brands to destinations across the U.S.

**Our diverse membership is comprised of more than 1,100 organizations:**



*Each member organization is a true and proven economic driver for the U.S. and communities nationwide.*

**U.S. travel and industry will drive the recovery of the economy and American workforce.  
Together, we can help our country become more connected and stronger than ever before.**



# Issues **CRITICAL** to the Rebuilding of Our Country

Implementing policies that will not only revive the travel industry, but also propel our country forward

**Increase U.S. Exports and Global Competitiveness**



**Enact Economic Relief, Recovery and Stimulus Measures**



**Prioritize Investments in all Infrastructure and the Future of Travel Mobility**



**Reimagine the Air Travel Experience**



**Enhance Travel Facilitation Programs**



**Safely Reopen International Inbound Travel**



**Safely Restore Business Travel, Meetings and Events**



# RELIEF: Saving America's Travel Businesses

→ The industry needs additional support if we are going to help rebuild our communities and workforce

Travel-dependent businesses—and their workforce—will continue to suffer until travel restrictions and warnings are lifted, COVID-19 vaccines are widely distributed, and travel to and within the U.S. can return to normal.

The relief provided through the CARES Act, COVID-19 Emergency Relief Bill and the American Rescue Plan has been helpful for travel businesses to stay afloat, but we desperately need more help.

**Too many travel businesses—83% of which are considered small businesses—were unable to access relief throughout 2020.** This includes destination marketing organizations, who were left out of the Paycheck Protection Program (PPP) in the original CARES Act and have only begun to secure critical funds that will help keep their doors open.

With the PPP set to expire on March 31, these companies—and more across the travel ecosystem—will not be able to recover. This will have a harmful impact on the restoration of our communities, jobs and economy.

*Our Ask | Provide relief for travel businesses of all sizes*

✓ **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**

An additional extension may be necessary, as well as a **third draw loan for hardest-hit businesses**

## *Cosponsors:*

### **Senate**

Sen. Ben Cardin (D-MD)  
Sen. Susan Collins (R-ME)  
Sen. Jeanne Shaheen (D-NH)

### **House**

Rep. Nydia M. Velázquez (D-NY)  
Rep. Blaine Luetkemeyer (R-MO)  
Rep. Carolyn Bourdeaux (D-GA)  
Rep. Young Kim (R-CA)



# STIMULUS: Getting Americans Moving Again—Safely

Spurring travel demand will put Americans back to work

The Hospitality and Commerce Job Recovery Act would provide the types of stimulus measures needed to restart travel and help reinvigorate economic activity. The **Hospitality and Commerce Job Recovery Act**:

- ▶ Provides a temporary business tax credit for participants and trade show organizations to revitalize business meetings, conferences and other structured events.
- ▶ Restores the entertainment business expense deduction.
- ▶ Provides an individual tax credit (50% of qualified travel expenses up to a maximum of \$1,500 per household plus \$500 for each qualifying child. The credit begins phasing out for individuals making over \$75,000 per year (\$150,000 for married couples.)
- ▶ Provides tax relief for restaurants and food and beverage companies.

**While it is clear Americans are looking forward to traveling, there are still reservations despite the extensive health and safety measures put in place by the entire travel industry.**

## The bill will:

- ▶ Directly add nearly 1.5 million jobs back to the economy
- ▶ Contribute over \$599 billion to the country's GDP
- ▶ Add \$43 billion in tax revenue

Without stimulus to drive travel demand, **it will take five years for jobs to recover to 2019** levels.

***Our Ask** / Advance stimulus measures to drive travel demand*

- ✓ **Cosponsor and advance** the bipartisan Hospitality and Commerce Job Recovery Act (S.477 and H.R.1346)

## Co-sponsors:

### Senate

Sen. Catherine Cortez Masto (D-NV)  
Sen. Kevin Cramer (R-ND)

### House

Rep. Steven Horsford (D-NV)  
Rep. Darin LaHood (R-IL)  
Rep. Tom Rice (R-SC)  
Rep. Jimmy Panetta (D-CA)

# GETTING BACK TO BUSINESS:

## Resuming Business Travel, Meetings and Events

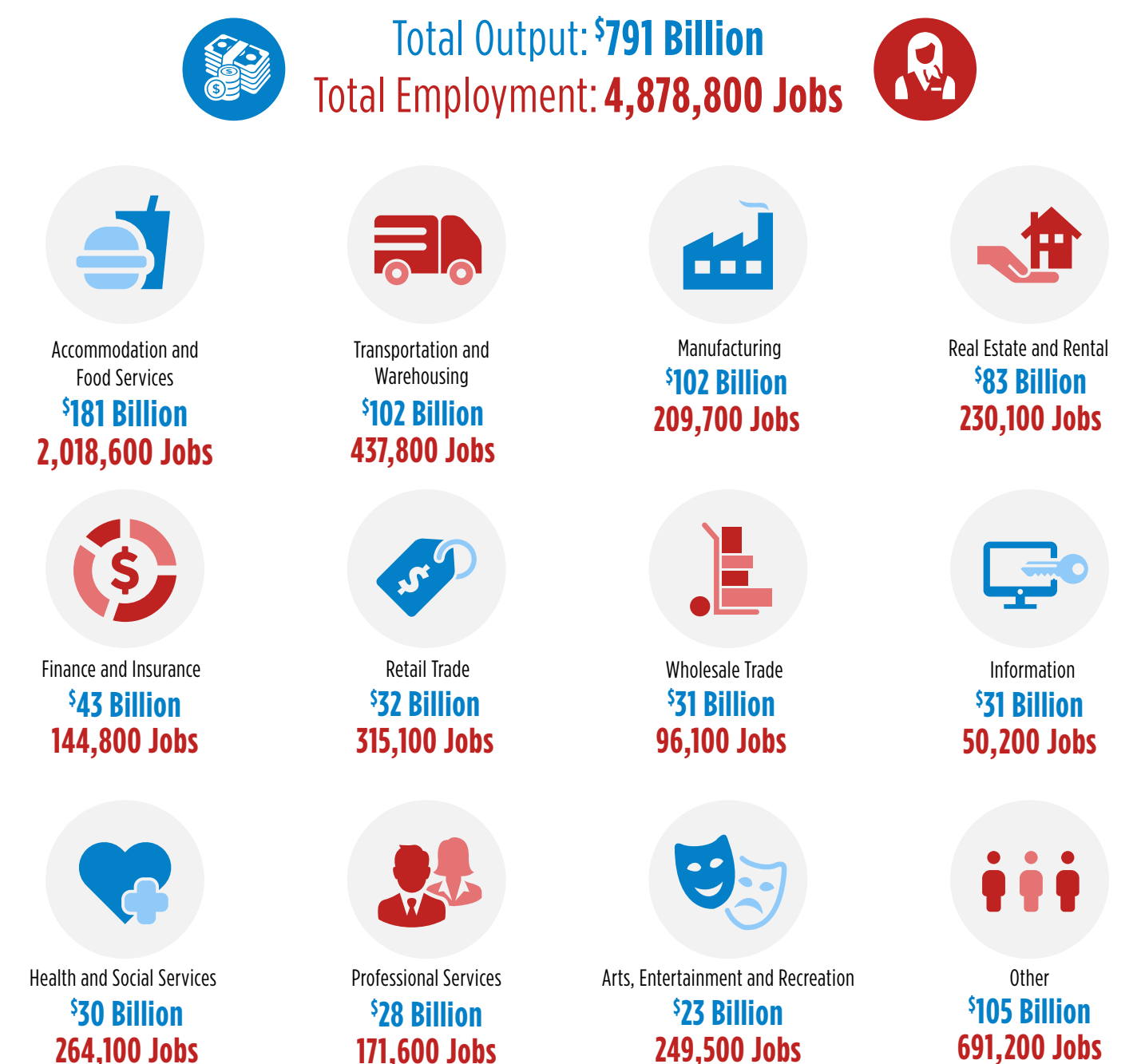
**Meeting face-to-face can be done safely.**

Nearly 500 million business trips by domestic and international travelers were taken in the United States in 2019—a number that had been steadily increasing over 10 years. These travelers spent a total of \$348 billion on travel-related goods and services, including \$97 billion on lodging and \$73 billion on air transportation. **The spending generated from business travelers supported 2.5 million American jobs in 2019, making this sector disproportionately significant compared to leisure travel.**

**In 2020, business travel declined 70% —a loss of \$245 billion for the U.S. economy. Travel businesses and our workers are suffering without this demand.**

**Professional Meetings and Events (PME) are distinct from social or mass gatherings and occupancy limits should be adjusted to permit a safe restart of meetings and events.** The structured environment of a professional business meeting or event, where physical distancing and other safety practices can be enforced, is distinct from other forms of social gatherings, meaning it should be possible to safely conduct business events that adhere to healthy and safe gathering guidelines.

There should be a separate definition of PMEs from mass gatherings. **With appropriate health and safety practices in place, elected officials should allow for larger gathering limitations throughout the U.S. in an effort to build the economy back.**



### *Our Ask | Safely restore business travel, meetings and events*

- ✓ **Differentiate** professional meetings and events from mass gatherings by definition
- ✓ **Establish a cap** on risk controls nationally
- ✓ **Establish a cost-sharing program** to cover pandemic risk in business interruption and event cancellation insurance
- ✓ **Provide liability protections** for businesses



# RESTORING INTERNATIONAL TRAVEL:

## Essential to recovery

**As the number 2 U.S. export, travel and tourism has historically generated a large surplus for the economy. In 2019, travel exports totaled \$233 billion and delivered a \$51 billion surplus. In 2020, international travel came to a halt.**

**International inbound travel declined by 76%** with similar drastic declines to international spending.

**Today, borders still remain closed, extinguishing travel exports.**

With a layered and science-driven approach, we can restore international inbound travel. **We must set a timeline for reopening.** We cannot have deterrents to travel, like quarantines.

**Testing for international inbound will be important to reopening without the need for quarantines.**

- 83% of international travelers will not fly if they have to quarantine upon arrival
- 88% of international travelers are willing to be tested

Digital health credentials are being explored here and abroad, and could offer yet another layer of safety as long as there is a consistent approach. The U.S. has an opportunity to be a leader in this space, especially when working closely with the aviation industry and other industry partners.

**We cannot have a zero-risk tolerance policy, or our country will never reopen and the economy will suffer further.**

*Our Ask | Safely Restore International Inbound Travel*

- ✓ **Establish a timeline** for reopening borders
- ✓ **Work closely with the aviation industry** and other industry partners to position the U.S. as a leader in the use of digital health credentials around the globe

# BRAND USA: Positioning America to Welcome Back International Inbound Travel

↳ A successful diplomatic promotional policy at risk

**Borders have been closed for over a year. Overseas travel to the U.S. is down by 81%, while travel from Mexico is down by 62% and Canada by 77%. The U.S. economy has lost as much as \$146 billion.**

In 2019, the U.S. welcomed 79 million international travelers who generated \$234 billion in travel exports. In 2020, the U.S. was only able to welcome 19 million international travelers and our travel exports plummeted to just \$88 billion.

## Brand USA's Work is More Important than Ever

Brand USA is the public-private partnership that positions the U.S. as a top travel destination and provides travel information to a global audience.

As the world safely reopens, there will be significant competition for international travelers. The top 30 countries have travel promotion entities and will be ready to capture this lucrative market. Through no fault of its own, Brand USA's funding is at risk. This puts us at a severe disadvantage at winning back global travelers, which will be necessary for the full economic and workforce recovery.

### *A Funding Model in Jeopardy*

With borders still closed, the significant reduction in inbound travelers has depleted funds collected by the Electronic System for Travel Authorization (ESTA) fee—one of the funding sources for Brand USA.

### *Our Ask / Protect Brand USA*

✓ **Support our congressional travel champions**, Senators Klobuchar (D-MN) and Blunt (R-MO) and Representatives Bilirakis (R-FL) and Welch (D-VT), on their solution

Since FY13, **Brand USA has added:**



**\$38 BILLION**

in economic output returning \$27 for each \$1 spent



**54,000 American Jobs**



**\$5 BILLION**

in federal, state and local taxes



# TRAVEL INFRASTRUCTURE:

## Reimagining the future of mobility

**A bold, forward-looking surface and air infrastructure plan can facilitate travel demand, spur recovery and increase America's competitiveness in the global travel market.**

For too long, America's aging, underperforming infrastructure has made it increasingly difficult to get to and around our country quickly and efficiently.

The U.S. can have the world's most modern, efficient airports, a high-speed rail system, congestion-free highways, more sustainable fueling options and abundant electric vehicle charging stations. We can emerge from the pandemic and rebuild the travel industry with stronger, more connected infrastructure systems than ever before.

But it requires the federal government take an active role in advancing a national infrastructure plan that considers both surface and air transportation.



Modernizing existing infrastructure, providing funding to enhance travel mobility, offering tax credits and incentives for travel businesses to offer more sustainable transportation solutions, and accelerating innovative technologies like opt-in biometrics—these actions will all allow for faster facilitation, greater accuracy and a more secure travel system.

**It was American ingenuity that made our nation first in flight and created the interstate highway system. The U.S. must once again tap into its spirit of innovation to reimagine the “All-American Road Trip” and resume its place as a global leader in pioneering bolder, smarter and more modern transportation and infrastructure systems.**

### *Our Ask | Invest in the future of mobility*

- ✓ **Authorize \$550 billion in federal funding** for highways, transit, passenger rail and airports over five years
- ✓ **Expand federal funding opportunities** for passenger rail
- ✓ **Ensure states and localities develop transportation plans**, identify projects and use federal funding to grow travel and tourism
- ✓ **Prioritize awarding federal discretionary grants to projects improving travel mobility**
- ✓ **Establish a federal grant program and offer tax incentives for electric charging stations**
- ✓ **Advance the implementation of biometric technology**



# NATIONAL PARKS:

## Protecting our Natural and Cultural Treasures

### SAFELY WELCOMING TRAVELERS WHO VALUE THE OUTDOORS MORE THAN EVER

The U.S. has more than **400 federally protected sites** that encompass over **85 million acres** across every state and territory. Both domestic and international travelers value experiencing firsthand the history and beauty of our country.

National parks are also a huge economic benefit for local communities. The **\$21 billion** in traveler spending in 2019 supported **341,000 jobs** in the parks and gateways communities.

Prior to the pandemic, national park visitation had been steadily growing. Despite an overall decline in visitors in 2020, many parks still welcomed an impressive number of travelers. Americans indicated a strong preference for recreating outdoors, a trend we anticipate will carry forward in 2021.

**National and state parks top the list of outdoor attractions American travelers are interested in visiting.**

SOURCE: Destination Analysts, Feb. 2021

**Years of deferred maintenance due to funding issues has resulted in a list of costly repairs, hampering visitor access and experience.**

The **Great American Outdoors Act** passed last year was a good first step—but more funding is needed to fully address the issues our parks are facing.

In order to meet the current, and inevitably growing, travel demand for our national parks—as well as ensure the surrounding communities are able to benefit from visitor spending—we must make certain these national treasures receive the attention and funding they need.

***Our Ask** | Invest in our parks to improve the long-term viability of NPS sites*

- ✓ **Structurally resolve facilities management** and maintenance funding issues
- ✓ **Update infrastructure to balance access with conservation** to provide all visitors with an exceptional experience and access while also protecting the environment
- ✓ **Increase park security** and make safety upgrades to protect visitors and land



# TRAVEL AND SECURITY:

## Updates to Meet New Demands

### More innovative technologies can provide both a safe and expedient travel experience.

The pandemic highlighted the need to revisit our approach to air travel by creating a more secure, seamless travel experience for low-risk domestic and international visitors.

#### *Our Ask / Adopt and implement more innovative technologies*

- ✓ **TSA should rapidly invest in the procurement of technology** to implement Credential Authentication Technology with Camera (CAT-C) at 90% of TSA lanes by 2022
- ✓ **Expand the biometric exit systems that are currently operational** at 20 airports and seven seaports to process 90% of arrivals by the end of 2021
- ✓ **DHS should develop and implement universal standards and rules** concerning traveler privacy, data, and protection that will give nongovernment entities a framework for developing and implementing voluntary biometric solutions

### Streamlining processes and consolidating data collected by Trusted Traveler Programs will strengthen security and improve efficiency.

The U.S. has several Trusted Traveler Programs, many of which look to achieve the same results, though require different application processes and fees.

#### *Our Ask / Improve upon existing programs and processes*

- ✓ **Consolidate all Trusted Traveler Programs** to have one application, vetting process, credentialing and fee structure
- ✓ **Expand Global Entry and Preclearance** to Visa Waiver Program countries
- ✓ **Enhance the visa processing experience**

### Keeping the October 1, 2021 REAL ID-enforcement deadline will have disastrous consequences for air travel.

The pandemic has prevented many Americans from securing a REAL-ID compliant identification from the DMV or U.S. Department of State while the country has been shut down.

#### *Our Ask / Delay the REAL ID-enforcement deadline and modernize the REAL ID Act*

- ✓ **Establish a new deadline** based on a set of criteria based on metrics, such as REAL ID issuance rates and the percentage of Americans with acceptable alternatives
- ✓ **Improve and modernize** the REAL ID from 2005
- ✓ **Develop a screening procedure** for individuals who arrive at the airport without REAL ID-compliant documents

Travel will rebuild our economy, create and support American jobs, reconnect families and improve our global standing.



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