



# TRAVEL'S VIRTUAL HILL WEEK

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U.S. Travel Association

## HILL WEEK





**RELIEF**

**PROTECTION**

**STIMULUS**



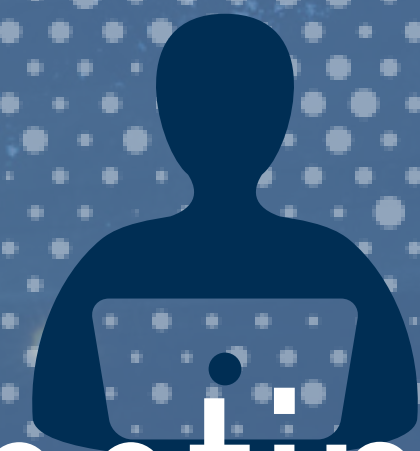
# WAYS TO ACTIVATE



Social Media



Action Alerts



Meetings



# MEETING FORMAT

- **Brief Introductions** (U.S. Travel)
- **COVID-19 Legislation Update** (MOC)
- **Economic Impact Overview** (U.S. Travel)
- **Tell Your Story** (Attendees speak ~5 mins each)
- **Wrap Up** (U.S. Travel)



# LAY OF THE LAND

- **Next Relief Bill: Mid-July**
- **Standalone DMO Bills**
- **Travel America Act**



# RELIEF

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**Extend eligibility for the Paycheck Protection Program to destination marketing organizations of all statuses.**

**ASK:** Please expand eligibility for PPP to DMOs of all statuses: (501(c)(6), 501(c)(4) and quasi-governmental organizations.



# PROTECTION

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**Provide targeted liability protection for businesses that follow proper health and safety guidelines to protect against COVID-19.**

**ASK:** Please provide a temporary and targeted safe harbor from liability for companies, like my business/nonprofit/organization, that maintain a safety plan based on CDC or OSHA guidelines.



# STIMULUS

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**Incentivize a safe reopening of the travel economy through tax credits and deductions.**



# Incentivize a safe reopening of the travel economy through tax credits and deductions.

## **ASKS:**

Please consider stimulus measures in the next phase of legislation this summer:

- Create a temporary travel tax credit.
- Allow businesses to fully deduct food and entertainment expenses.
- Provide tax breaks for personal protective equipment (PPE) and sterilization of facilities.
- Enact tax measures to help revitalize U.S. trade shows and exhibitions.



# STIMULUS

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**Provide \$10 billion in Economic Development Administration grants to DMOs to promote healthy travel.**

**ASK:** Please provide \$10 billion in Economic Development Administration grants for DMOs and small businesses to promote healthy travel practices, encourage visitation and educate travelers on CDC and industry guidance.