Are you REAL ID Ready?
Effective

OCTOBER 1, 2020,
all state-issued identification for travel aboard commercial aircraft must be

REAL ID COMPLIANT.
Established by the **REAL ID Act in 2005**, a **REAL ID** has stronger security standards than a legacy driver’s license.
What’s the status of **REAL ID** compliance across the states?

How do residents in each state get a **REAL ID**?

And how do residents know if they have a **REAL ID**?
What’s the status of REAL ID compliance?
How do residents in each state get a REAL ID?
Each state has different requirements.

www.dhs.gov/real-id
How do people know if they HAVE a REAL ID?
TYPES OF REAL ID

- Gold Star
- Black Star
- Star cutout in gold circle
- Star cutout in black circle
- State-specific star cutout (i.e. CA and ME)
MI, MN, NY, VT and WA offer Enhanced IDs that are an accepted alternative to REAL ID.
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Other Accepted Forms of ID

- U.S. passport or passport card
- U.S. military ID
- Enhanced driver’s license
  (Offered in MI, MN, NY, VT and WA. Generally marked with a U.S. flag)
- DHS trusted traveler cards
  (Global Entry, NEXUS, SENTRI, FAST)
- For more acceptable forms of ID, visit tsa.gov/travel/security-screening/identification
What the **TRAVEL INDUSTRY** can do
An estimated 182 MILLION AMERICANS (72%) either have a legacy driver’s license or are unsure if their driver’s license is a REAL ID.

Source: Longwoods Survey. Commissioned by U.S. Travel Association and U.S. Travel Association
PUBLIC EDUCATION + POLICY SOLUTIONS
An estimated

182 MILLION AMERICANS (72%)

either have a legacy driver’s license or are unsure if their driver’s license is a REAL ID.

Source: Longwoods Survey; Commissioned by U.S. Travel Association and U.S. Travel Association
44% of AMERICANS believe their state-issued driver’s license is a **REAL ID**, only **16%** are certain because a star appears on their license.

Source: Longwoods Survey, Commissioned by U.S. Travel Association and U.S. Travel Association
99 MILLION AMERICANS (39%) do not have an acceptable ID that could be used on or after October 1, 2020.

Source: Longwoods Survey; Commissioned by U.S. Travel Association and U.S. Travel Association
A MAJORITY OF AMERICANS (57%) ARE UNAWARE of the October 1, 2020, REAL ID enforcement deadline.

Source: Longwoods Survey, Commissioned by U.S. Travel Association and U.S. Travel Association
American Association of Motor Vehicle Administrators
Hostelling International
Global Business Travel Association
American Association of Airport Executives
National Governors Association
National Tour Association
International Airport Transport Association
U.S. Chamber of Commerce
American Society of Travel Advisors
Airlines for America
Airports Council International - North America
American Hotel and Lodging Association
Regional Airline Association
Asian American Hotel Owners Association
What **REAL ID** is

How to Get a **REAL ID**

When the **REAL ID** Deadline is
INITIAL LAUNCH: OCTOBER 1, 2019
One year out from enforcement deadline
Education Campaign Resources Phase I

- Factsheet
- Social Media Guide and Graphics
- Talking Points
- Sample Blog
Messaging Best Practices

★ Rally behind a common hashtag: #REALIDready

★ Adopt a catchy tagline: If you don’t have the star, you won’t go far

★ Communicate other accepted forms of ID

★ Know our audience: American air travelers

★ Direct consumers to the right information (DMV, DHS, TSA)

★ Remain brand agnostic

★ Share the message with friends & family
What Else Can the Industry Do

- Educate your own staff and employees first
- Host a webinar like this one
Travel Companies

- Hotel key card inserts
- Loyalty customers/frequent guests
- Confirmation emails & timed communications
- Scripts for front desk check-in
- Mobile app push notifications
- Paid social media
- Prominent signage
Destination Marketing Organizations

- Visitor guide ads
- Email communications
- Meeting planner/community organization partnerships
- Website pop-ups
- Op-eds
- Local TV/radio PSAs
- Blog posts
- Paid social media
U.S. Travel’s REAL ID Ready toolkit

Get REAL ID Ready for October 1, 2019
ustravel.org/REALIDreadyy
U.S. Travel Policy Recommendations

- Modernize the REAL ID statute
- Designate registered travel enrollment as an acceptable alternative
- Transition TSA checkpoints to automated identity verification
- Develop alternative screening procedures for travelers without acceptable identification
Join us in communicating this important issue

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