



U.S. TRAVEL

A S S O C I A T I O N[®]

Defining Travel

Overall Impact

\$1.1
TRILLION
in travel spending

15.8 MILLION
Jobs
#7 largest employer of all
industries in the U.S.¹

\$277.4
BILLION
payroll

\$179 BILLION
in tax revenue
each household will pay \$1,398
additional taxes per year without
the tax revenue from travel

Sources of Travel Spending Total = **\$1.1 trillion**

\$278.9B
Foodservices

\$242.3B
Lodging

\$210.8B
Public
Transportation

\$169.7B
Auto
Transportation

\$117.8B
Recreation/
Amusement

\$107.3B
Retail

Available at ustravel.org/research

IN 2020, TRAVEL WILL EXPERIENCE DEVASTATING IMPACTS INCLUDING:



SOURCE:
Tourism Economics

The travel industry is in danger of losing **4.5 million** jobs by the end of the year—**50%** of all travel jobs.

PRIORITIES DURING **LAME DUCK CONGRESSIONAL SESSION**

- 1 PPP EXTENSION AND EXPANSION INCLUDING A 2ND DRAW LOAN**
- 2 EXTENSION OF THE CORONAVIRUS RELIEF FUND THROUGH END OF 2021**
- 3 FUNDING FOR AIRPORTS**

BUILDING BACK BETTER

Travel's Power to Accelerate Economic Recovery and Reunite America
Recommendations for the First 100 Days of the Biden Administration

TWO OBJECTIVES

Establish a national plan to restore domestic travel and reunite America by quickly developing public health and COVID-19 testing protocols to safely resume travel, and enacting aggressive economic stimulus measures to boost travel demand and bring back jobs.

Safely reopen international travel through risk-based COVID-19 testing protocols, remove international travel bans and set a goal of welcoming 116 million visitors to the U.S. by 2028, which will reestablish the United States as the most welcoming country in the world.

The Following Policies should be Part of the Administration's 100-Day Plan:

1

Support passage of a COVID-19 economic relief bill in 2020 that extends and expands support for small businesses, protects workers and invests in public health.

2

Enact economic stimulus measures to boost travel demand by establishing a tax credit for leisure and business travel, and providing \$10 billion in domestic travel promotion grants to encourage Americans to reconnect with their family, friends and fellow citizens.¹

3

Quickly develop science-driven, risk-based health and safety guidance that enables domestic travel, large meetings, events and conferences to resume. These standards should include the universal wearing of masks in public places and risk-based COVID-19 testing protocols that remove the need for travelers to quarantine.

4

Safely reopen international travel through a science-driven, risk-based approach to COVID-19 testing. The COVID-19 testing protocols should alleviate the need for quarantines upon arrival, should be piloted along highly trafficked international routes, and quickly expanded in order to lift all international travel bans.

5

Creating a new Assistant Secretary for Travel and Tourism at the U.S. Department of Commerce. The Assistant Secretary would be tasked with implementing policies to facilitate international travel exports and achieve the national goal of welcoming 116 million international visitors by 2028.

6

Invest in the future of travel mobility and infrastructure. Call for historic federal investments in all modes of travel infrastructure, including airports, highways, passenger rail, and public transit. Target investments toward projects that improve national and regional mobility and facilitate greater travel and tourism.



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The **Power** of **One**

A Plan to Rebuild Travel **Together**



- 1 Create **Transmission Barriers**
- 2 Implement **Touchless Solutions**
- 3 Adopt and Implement **Enhanced Sanitation Procedures**
- 4 Promote **Health Screening Measures** for Employees
- 5 Establish Procedures **Aligned with CDC Guidance**
- 6 Follow **Best Practices in Food and Beverage Service**

ustravel.org/IndustryGuidance

#TRAVELCONFIDENTLY

TRAVEL CONFIDENTLY from start to finish, and everywhere in between



#TravelConfidently

How can you help **PROTECT RESIDENTS** and **FELLOW TRAVELERS** on your next trip?



#TravelConfidently

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** *There*

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There, Together

TOOLKIT



ustravel.org/LetsGoThere



Save the Date

NATIONAL

PLAN FOR

Vacation

DAY

POWERED BY U.S. TRAVEL

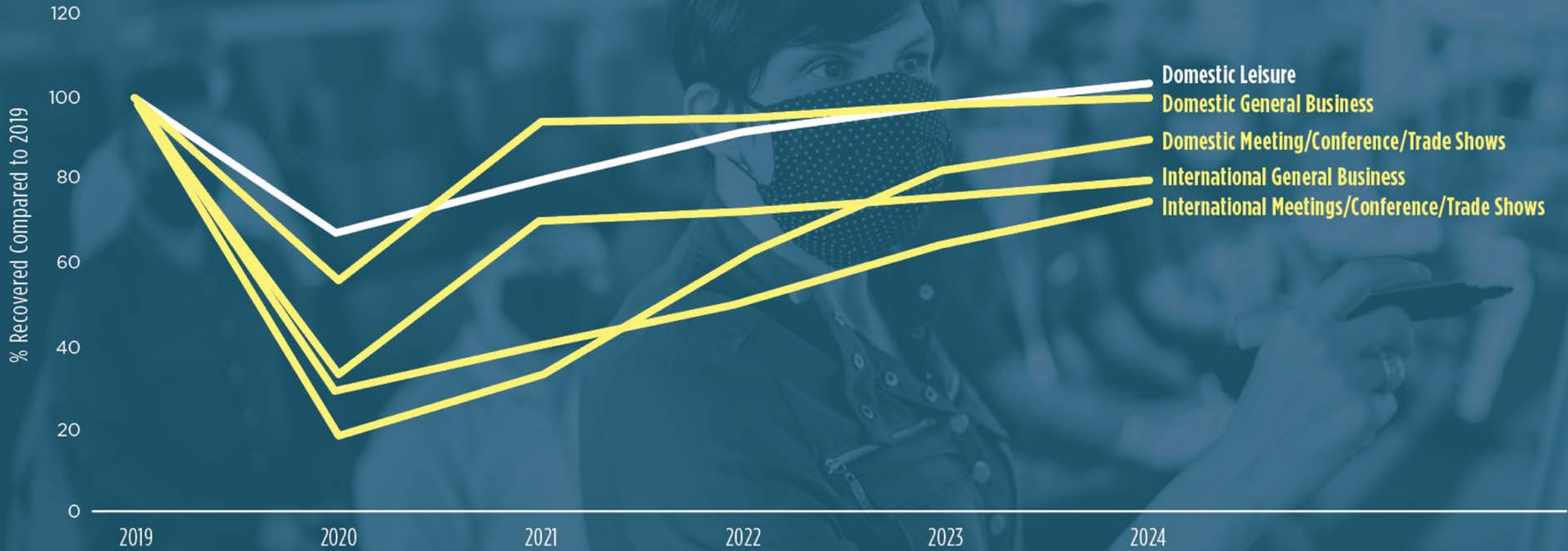
JANUARY 26, 2021



Let's *Meet* There

Meetings, Events, Conferences and Trade Shows Have a Slower Recovery

(% recovered compared to 2019)



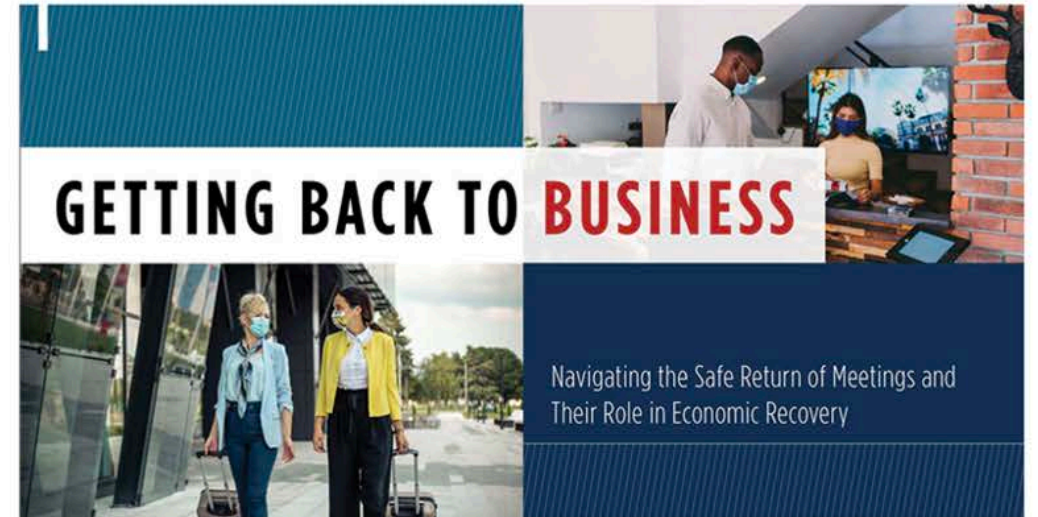
SOURCE: U.S. Travel Association

○ New Resources

Semi-Annual Forecast



Getting Back to Business Report



Available at ustravel.org/research

WAYS TO **ENGAGE**



TWEET

your member of
Congress



WRITE

an op-ed



PITCH

a local TV or
radio station



SUBMIT

a letter to
the editor



SHARE

the message with
your networks

Resources available at ustravel.org/savetravel



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