U.S. TRAVEL ASSOCIATION®

OUR MISSION

GROW TRAVEL to and within the United States.















ADVOCACY



Rep. Gus Bilirakis November 15 at 5:21 PM · 🔇

Today while I was reading the paper and enjoying my morning coffee, I was delighted to find an ad urging Congressional leadership to reauthorize Brand USA, the nation's first public-private partnership to promote the United States as a premier travel destination. As co-Chair of the Congressional Travel and Tourism Caucus, I am proud to co-lead the bipartisan legislation, H.R. 3851, which reauthorizes this important program. The program is particularly beneficial to the Sunshine State. Tourism is the backbone of Florida's economy, generating over 1.4 million jobs and bringing nearly 130 million visitors to our state every year. Brand USA has helped create these jobs, reduced the national debt by \$231 million dollars, and costs absolutely nothing to tax payers. It is important that Congress reauthorizes Brand USA, and I will continue to work hard to ensure the passage of this legislation.



Energy and Commerce Committee @EnergyCommerce

First up is HR 3851, the Travel Promotion, Enhancement, and Modernization Act, introduced by @PeterWelch and @RepGusBilirakis. This bipartisan bill will #RenewBrandUSA through 2027.

> H.R. 3851 TRAVEL PROMOTION, ENHANCEMENT, AND MODERNIZATION ACT OF 2019

US Rep Kathy Castor
US Rep Ka

— Brand USA —

★ 147% increase in international flights at Tampa International Airport since 2010

Generated over 52,000 jebs and almost \$9 billion in 2018, beneficing small businesses

KATHER CASTOR

\$25 returned to the economy for every \$1 spent

Rep. Tom O'Halleran @ @RepOHalleran - Oct 29 In 2018, domestic and international travel to #A201 generated \$2.1 billion in economic impact and supported over 18,000 jobs. It is critical that we reauthorize Brand USA and support key public-private partnerships that bolister our state's tourism economy.



Kyrsten Sinema @ @SenatorSinema · Sep 12 Tourism fuels Arizona's economy. We're working to renew Brand USA to strengthen Arizona jobs. sinema.senate.gov/sinema-meets-a...



Brand USA

Rep. Scott Peters O @RepScottPeters - Oct 25

Travel and tourism is a key driver of San Diego's economy. I support the Travel Promotion, Enhancement, and Modernization Act to reauthorize Brand USA, which helps market the U.S. as a premier travel destination.



Brand USA Reauthorized to 2027

Americans now have until October 1, 2021 to get #REALIDready

Visit ustravel.org/REALIDready to learn more

STRONGER TOGETHER

More than 6,000 travel industry organizations: "Aggressive financial relief is needed IMMEDIATELY"

U.S. TRAVEL

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CORONAVIRUS INDUSTRY RESOURCES



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NATIONAL TRAVEL & TOURISM week MAY 3-9, 2020

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NATIONAL TRAVEL & TOURISM week MAY 3-9, 2020

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Industry Guidance for Promoting the Health and Safety of All Travelers

Developed based on Centers for Disease Control and Prevention (CDC) and White House guidelines: "Opening Up America Again" and in consultation with public health experts

CONTRIBUTING ORGANIZATIONS

American Association of Airport Executives Asian American Hotel Owners Association American Car Rental Association **Airports Council International Airlines for America** American Gaming Association American Hotel & Lodging Association American Resort Development Association **American Society of Travel Advisors** Brand USA

Cruise Lines International Association

Destinations International Events Industry Council IAAPA International Association of Exhibits and Events

International Association of Venue Managers International Franchicse Association International Inbound Travel Association IMEX Group

Meeting Professionals International National Restaurant Association

National Tour Association

Society of Independent Show Organizers United States Tour Operators Association U.S. Travel Association's CEO Roundtable U.S. Travel Association's Destinations Council U.S. Travel Association's Gateway Airports Council Meetings Mean Business

PCMA

U.S. Travel Association's National Council of Attractions and Experiences

U.S. Travel Association's National Council of State Tourism Directors



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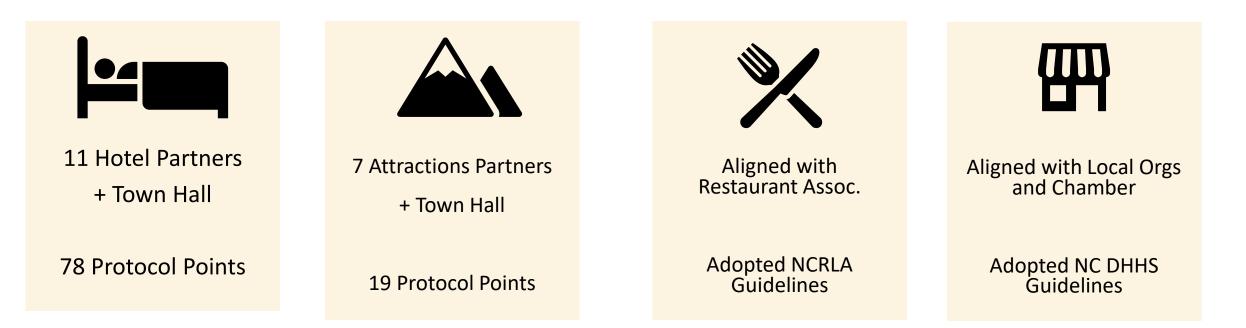
Asheville covid response

Compiled available resources Convened local business owners Collaborated with local and regional health officials and community organizations

Contributed what we created



Convened partners



Partnered with Buncombe County Health Officials and the Asheville Area Chamber of Commerce to host Town Halls by Industry Sector

STAY SAFE PLEDGE



We care about the residents, workers and guests of Buncombe County. Our pledge is a shared commitment to take necessary precautions for all of us to stay safe while following recommended public health guidelines.

"We Care" Safety Pledge

Customized version for each incorporated community in Buncombe County

ASHEVILLE CARES STAY SAFE Pledge				
We care about the residents, workers and guests of Buncombe County. Our pledge is a shared commitment to take necessary precautions for all of us to stay safe while following recommended public health guidelines.				
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Welcome and thank you for supporting the health of our community. ExploreAsheville.com/stay-safe-pledge Explore ASHEVILLE				

ASHEVILLE CARES ALIGNMENT





Tuesday, May 26

The 'Asheville Cares' Stay Safe Pledge



Download The 'Asheville Cares' Stay Safe Pledge' the new tool by Explore Asheville to communicate a shared commitment to safety, designed in collaboration with local industry partners. In just three quick steps, you can support the safety of our community and enhance confidence for visitors. <u>Download &</u> Asheville Area Arts Council

Asheville Area Chamber of Commerce

Asheville Attractions Collaborative

Asheville Brewers Alliance

Asheville Downtown Association

Asheville Grown Business Alliance

Asheville Independent Restaurants Association

Biltmore Village Business Association Black Mountain-Swannanoa Chamber of Commerce

Buncombe County

City of Asheville

Downtown Asheville Arts District

Mountain BizWorks

River Arts District Business Association

River Arts District Artists

The Block Collective

get more info here!

#TRAVELCONFIDENTLY



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

#TravelConfidently

<u>____</u>

However, Travel Aspirations are High

Nearly 70% of American travelers have at least tentative trips planned for 2020 are now already traveling or ready to travel with no hesitations

V/////

SUSTAINABILTY



DIVERSITY & INCLUSION

Leading by Example: Lessons in Race and Antiracism

THURSDAY, JUNE 11

12:00-1:00 p.m. ET



To register, contact: membership@ustravel.org

U.S. TRAVEL A S S O C I A T I O N®

Angie Briggs abriggs@ustravel.org