



# U.S. TRAVEL

A S S O C I A T I O N<sup>®</sup>



# OUR **MISSION**

**GROW TRAVEL**

to and within the  
United States.







NATIONAL  
**PLAN FOR**  
*Vacation*  
DAY

POWERED BY U.S. TRAVEL

GLOBAL  
**MEETINGS**  
INDUSTRY DAY



**DESTINATION**  
CAPITOL HILL

U.S. TRAVEL  
ASSOCIATION

**SPRING**  
Meetings Week

**NTTW**  
NATIONAL TRAVEL & TOURISM WEEK

  
POWERED BY U.S. TRAVEL ASSOCIATION

U.S. TRAVEL  
ASSOCIATION

**SUMMER**  
Board Meeting

**esto**  
Powered by U.S. Travel Association

U.S. TRAVEL  
ASSOCIATION

**FALL**  
Board Meeting

The background of the image is a dark blue field with a faint, stylized American flag pattern. The stars and stripes are visible but muted, serving as a backdrop for the central text.

# 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 @USRepKCastor · Oct 29

I'm proud to cosponsor HR 3851 to #RenewBrandUSA 🇺🇸 & support #Florida small business owners who serve international visitors. Check out just a few of the benefits of @BrandUSA @VisitTampaBay in #Tampel @SantiagoCorrada @ustravel #UnlockTampaBay #travel #tourism #jobs #VisittheUSA

**Brand USA**

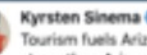
- ★ 147% increase in international flights at Tampa International Airport since 2010
- ★ Generated over 52,000 jobs and almost \$9 billion in 2018, benefiting small businesses
- ★ \$25 returned to the economy for every \$1 spent

KATHY CASTOR



Rep. Tom O'Halleran @RepOHalleran · Oct 29

In 2018, domestic and international travel to #AZ01 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 bolster 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-...](https://sinema.senate.gov/sinema-meets-a-...)



Brand USA



Rep. Scott Peters @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 #**REALID**ready



Visit **[ustravel.org/REALIDready](https://ustravel.org/REALIDready)** to learn more



The background of the image is a stylized, monochromatic representation of the United States flag in shades of blue. It features diagonal stripes and a field of stars, creating a patriotic and textured backdrop.

**STRONGER TOGETHER**







# **CORONAVIRUS** INDUSTRY RESOURCES

[ustravel.org/ReliefResources](https://ustravel.org/ReliefResources)

[ustravel.org/CoronavirusResearch](https://ustravel.org/CoronavirusResearch)

[ustravel.org/DestinationResources](https://ustravel.org/DestinationResources)



# *Spirit of* TRAVEL



NATIONAL TRAVEL & TOURISM WEEK  
MAY 3-9, 2020



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in the **New**

*Normal*

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 Franchise Association

International Inbound Travel Association

IMEX Group

Meeting Professionals International

National Restaurant Association

National Tour Association

PCMA

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

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

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





[ustravel.org/IndustryGuidance](https://ustravel.org/IndustryGuidance)







# ASSESSING *Recovery*

[ustravel.org/Webinars](https://ustravel.org/Webinars)



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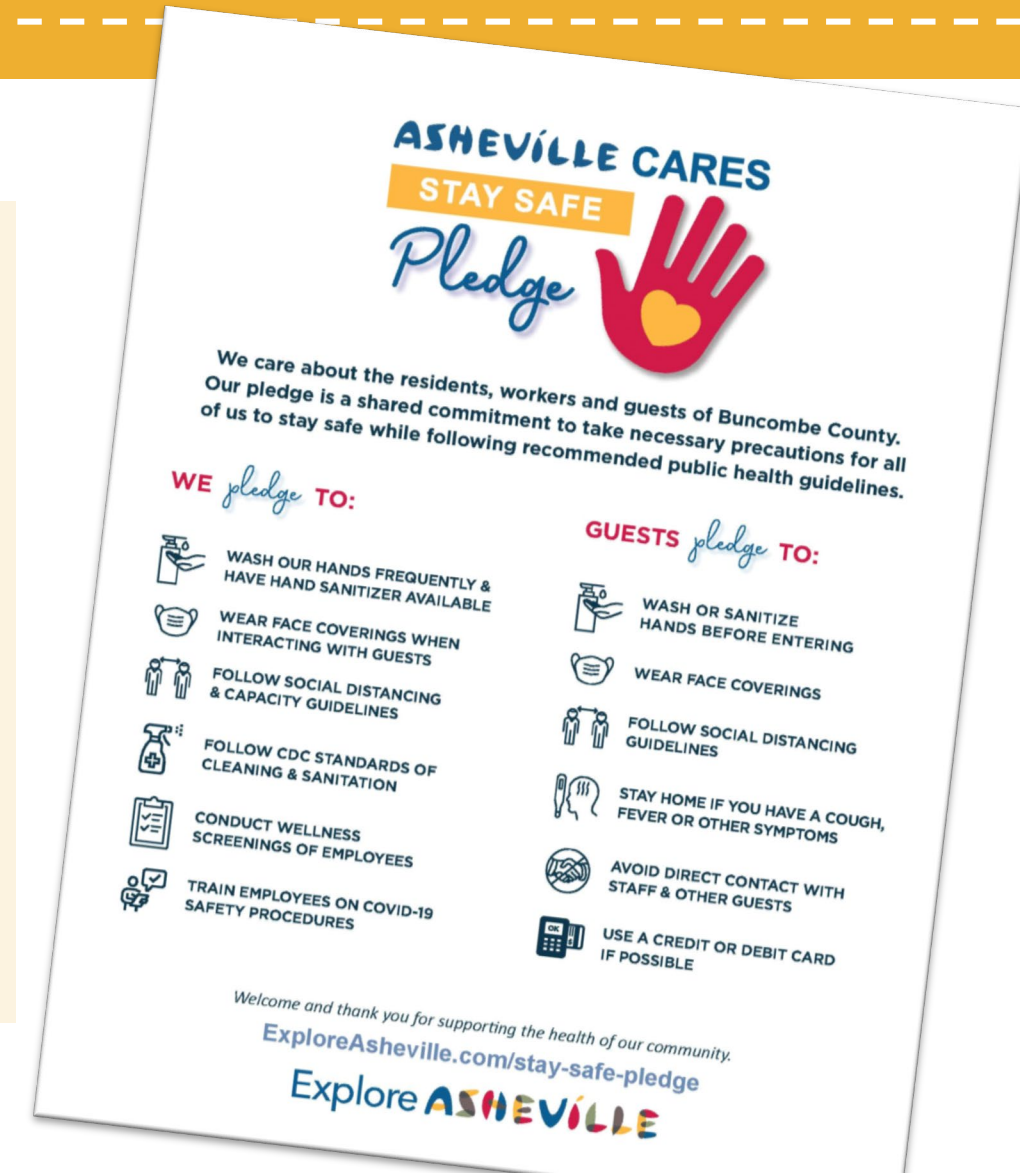
# Asheville covid response

**Compiled** available resources

**Convened** local business owners

**Collaborated** with local and regional health officials and community organizations

**Contributed** what we created

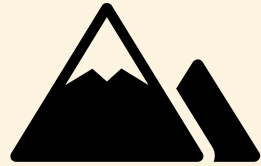


# Convened partners



11 Hotel Partners  
+ Town Hall

78 Protocol Points



7 Attractions Partners  
+ Town Hall

19 Protocol Points



Aligned with  
Restaurant Assoc.

Adopted NCRLA  
Guidelines



Aligned with Local Orgs  
and Chamber

Adopted NC DHHS  
Guidelines

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



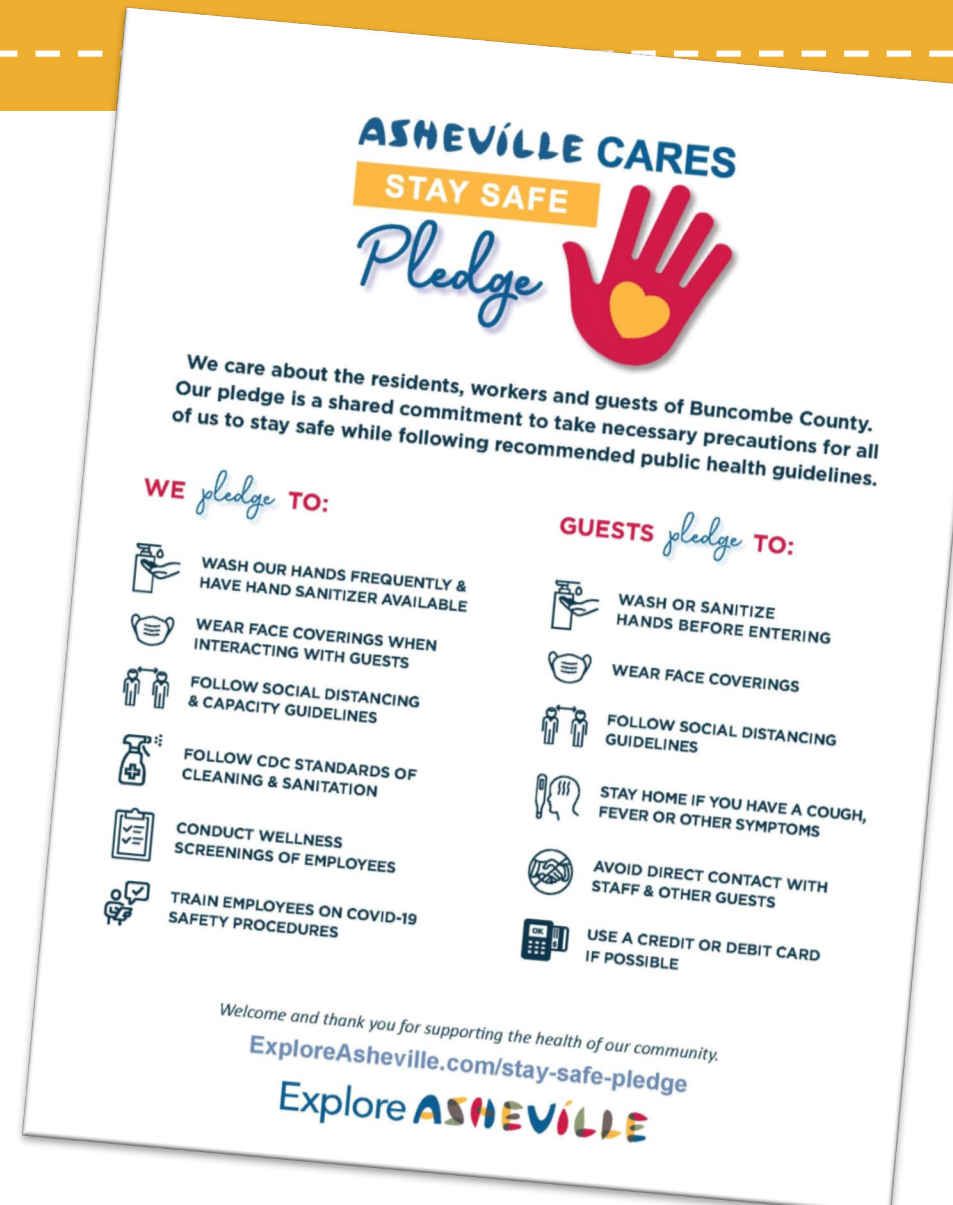
# STAY SAFE PLEDGE



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 ALIGNMENT



Tuesday, May 26



## The 'Asheville Cares' Stay Safe Pledge

ASHEVILLE CARES

STAY SAFE



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. [Download &](#)

[get more info here!](#)

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

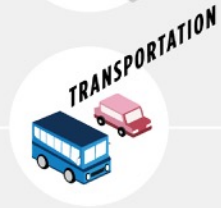
River Arts District Artists

The Block Collective



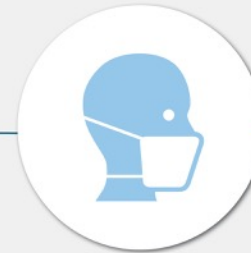
# #TRAVELCONFIDENTLY

**TRAVEL CONFIDENTLY** from start to finish, and everywhere in between



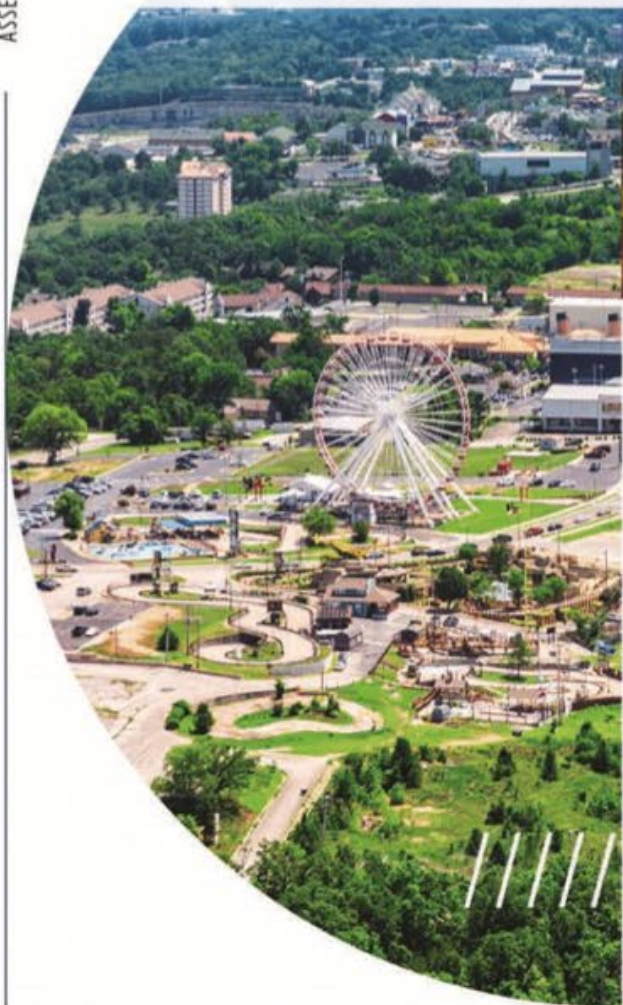
#TravelConfidently

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



#TravelConfidently

# However, Travel Aspirations are High



Nearly **70%** of American travelers have at least tentative trips planned for 2020

**1 in 5**

are now already traveling or ready to travel with no hesitations



The background of the image is a stylized, monochromatic blue representation of the United States flag. It features diagonal stripes and a field of stars, rendered in a soft, painterly style. The word "SUSTAINABILITY" is centered horizontally across the middle of the image.

**SUSTAINABILITY**







The background of the image is a stylized, monochromatic representation of the United States flag in a deep red color. It features diagonal stripes and a field of stars, creating a textured, draped effect.

# **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](mailto:membership@ustravel.org)





# U.S. TRAVEL

## ASSOCIATION®

Angie Briggs  
[abriggs@ustravel.org](mailto:abriggs@ustravel.org)