DEAR U.S. TRAVEL MEMBER:

Our industry has, once again, experienced another remarkable year, one that required maximum flexibility, partnership and adaptability. I am incredibly proud of all that has been achieved to position travel for recovery as we emerge from the global pandemic.

This year in review reflects many moments and activities that we shared in 2021—from the safe return of live events like ESTO, IPW and the Future of Travel Mobility to federal relief for travel businesses and organizations and the reopening of U.S. borders for international travel.

A year ago, before the remarkable medical advancements that brought us COVID-19 vaccines and boosters, we were wide-eyed to the steep challenges before us. Yet through collective work and advocacy with partners in the federal government—both in Congress and in a new administration—we have met success in securing the relief necessary to stabilize the industry and get us back on track, while keeping our eyes on the future.

Fortunately, much brighter days emerged. While challenges persist and recovery is a long road, together we are forging a path that will see us return to growth—smarter and stronger than ever before.

Thank you for your continued support and partnership in the U.S. Travel Association.

Sincerely,

Roger Dow
President and CEO
Throughout 2021, an improving health situation and increasing vaccination rates supported strong demand for services, particularly travel. By the end of the year, domestic leisure travel remained buoyant even with the introduction of the delta and omicron variants, which presented some risks to encouraging sentiment, but no foreseeable lasting impact on leisure travel activity—which remained steadfast due to pent-up demand. By the end of 2021, domestic leisure was the first sector to realize a near-full recovery.

U.S. Travel led successful advocacy efforts to develop and pass federal measures to aid the travel and tourism industry’s recovery, including funding to enable the resumption of marketing and promotion to leisure travelers. Additionally, we launched a series of campaigns and initiatives to communicate how to travel safely and the benefits of travel to the economy and personal health and happiness.

By the Numbers

At the start of the year, over half of American travelers were in a travel readiness state of mind and 60% missed traveling very much

By December, nearly eight in 10 (78%) of American travelers were ready to travel

After declining 23% in 2020, domestic leisure travel spending has nearly fully recovered and is forecast to reach 97% of 2019 levels in 2021 ($702 billion)

SOURCE: Destination Analysts

SOURCE: Tourism Economics
WHAT HAPPENED:
On March 11, 2021 President Biden signed into law a massive $1.9 trillion COVID-19 economic relief bill called the American Rescue Plan Act (ARPA).

MOVING THE NEEDLE
SECURED BILLIONS IN ECONOMIC RELIEF FOR OUR MEMBERS

BY THE NUMBERS:
The ARPA included economic relief for the travel industry through

**CORONAVIRUS FISCAL RECOVERY FUND:**
The ARPA provided $350 billion to states and local governments to address revenue loss and the economic impacts of COVID-19. U.S. Travel helped secure language in the bill that specifies funds can be used to aid the travel and tourism industry.

$350 billion

**EDA GRANTS:**
$3 billion to EDA with 25% ($750 million) set aside for communities and states that have suffered economic injury due to job losses in the travel, tourism or outdoor recreation sectors.

$3 billion

**AIRLINE PAYROLL SUPPORT:**
Provided an additional $15 billion in payroll support for airlines and airline contractors until September 30, 2021.

$15 billion

**AIRPORT RELIEF:**
Provided $8 billion in grants to airports to prevent, prepare for and respond to COVID-19. U.S. Travel worked with key members of Congress to secure relief for both airports and airport concessionaires.

$8 billion
Advancing our Strategic Priorities:

**SPUR LEISURE TRAVEL DEMAND**

**SUCCESS BY THE NUMBERS:**

- Nearly nine in 10 (89%) of our members reported receiving some form of federal relief—whether from state & local ARPA funds, PPP or the Employee Retention Tax Credit. **TOTALING $487 million**

- Three in 10 of our member organizations reported receiving ARPA funding from their state or local government, totaling more than **$260 million**

**IN ADDITION**, following passage of the ARPA, U.S. Travel endorsed the PPP Extension Act of 2021 and successfully lobbied Congress to enact the bill—providing hard-hit travel businesses and DMOs with additional access to this critical economic lifeline.

We sent Congress a letter with nearly **600** travel organizations to expand PPP.

**A TANGIBLE IMPACT:**

But we did not stop with lobbying. Once these bills were enacted, U.S. Travel worked hard to ensure that those who qualified for federal relief understood what they were eligible for and how to secure it.

**SERVING AS A RESOURCE:**

Hosted 5 webinars and created over 12 toolkits, fact sheets and resources to help the industry navigate the new funding programs.

Welcome Leisure Travel Business Travel International Travel Power of Travel Membership Looking Ahead
We continued our Travel Confidently consumer campaign and in 2021 shifted our messaging to promote vaccinations for safe travel. The social media campaign resulted in over 20 million impressions and was a significant step in helping get Americans comfortable with traveling again.

Phase 3 of our Let’s Go There campaign—kicked off in tandem with National Plan for Vacation Day 2021. Through 11,000 posts on social media, 7,000 organizations joined a national conversation that generated 90 million impressions and reignited Americans’ sense of wanderlust and inspired them to plan, book and take their next getaway.

Following a one-year hiatus due to the pandemic, U.S. Travel brought back its popular Daily Getaways Program. Travel deals were provided by America’s top travel brands, as well as U.S. Travel board members, and ranged from hotel loyalty points, car rental coupons, attraction tickets, travel packages, hotel stays and more.

Thank you to the dozen U.S. Travel board members who donated to the 2021 program.
Advancing our Strategic Priorities: ACCELERATE THE RETURN OF BUSINESS TRAVEL, MEETINGS AND EVENTS

BY THE NUMBERS

In January 2021, gathering limits were no more than 250 people in most states, group occupancy was 76% below 2019 levels and 72% of business travelers were avoiding conferences and conventions.

**81%** business travelers expect to travel more

By the end of 2021, there were few gathering limit restrictions, group occupancy was down just 25% from 2019 levels and more than half (54%) of business travelers miss traveling and hope to travel more often in the future. And eight in 10 (81%) of global business travelers believe their volume of domestic business travel will be greater or on par in 2022 than it was prior to the pandemic.

Domestic business travel spending is expected to reach $136 billion in 2021, an improvement of 55% over 2020 levels, yet it remains 50% below 2019 levels ($270 billion).

This year, we strengthened our focus on elevating the importance of this sector to the media, business community and elected officials – communicating the ability and practices to returning to safe and healthy in person meetings, the benefits of face-to-face business and the economic opportunities as well as policy solutions to incentivize the resumption of business travel. From our Let’s Meet There campaign to our own industry events like ESTO, IPW and Future of Travel Mobility, we successfully demonstrated that safe meetings and events are taking place across the country—bringing people together and reminding businesses of the importance of face-to-face interaction.

Despite contributing a greater impact to lodging and air revenue compared to leisure travel, the business travel sector remained sluggish to recover in 2021. With changes in corporate travel policy and budgets, the impact of remote work and virtual meetings and state restrictions and safety concerns, this segment had significant challenges to overcome in 2021. And though some states realized gains as large meetings slowly returned, the recovery is deeply uneven across the U.S. and many obstacles remain to accelerate a stable return of this segment.

**19x15**

**2021 YEAR IN REVIEW**

**BY THE NUMBERS**

**81%** business travelers expect to travel more

**JANUARY 2021**

**DECEMBER 2021**

SOURCE: STR, Destination Analysts and Global Business Travel Association
Advancing our Strategic Priorities:

ACCELERATE THE RETURN OF BUSINESS TRAVEL, MEETINGS AND EVENTS

Leading with science and data, U.S. Travel worked to distinguish professional meetings and events (PMEs) as different from most types of large gatherings.

WHAT WE DID:
U.S. Travel formed a working group and launched the Let’s Meet There campaign in June 2021.

GO DEEPER:
We worked to prove through science that PMEs provide a controlled setting for the secure implementation of health and safety measures designed to prevent the spread of COVID-19.

The months-long effort included two phases of paid media campaigns, weekly activations and industry engagement and earned media moments throughout the remainder of 2021. Through a multi-layered approach, our Let’s Meet There campaign:

1. Demonstrated the scientific and economic case for resuming in-person meetings and events by aligning the industry with research-based evidence from healthcare scientists in the academic community.

2. Developed advocacy tools and materials showcasing the safety and economic value of PMEs to elected officials and the business community.

WAYS TO ENGAGE: INDUSTRY

- Industry Thought Leadership
- Targeted Grassroots Push to Governors and Mayors
- Business Leader Editorial Board
- National Op-ed Campaign
- Association Open Letter
- Sharing Good News

In-person PMEs pose a near-zero (0.001%) risk of COVID-19 transmission to attendees—even for large events.

#LetsMeetThere

1 in 1 Million

Risk of an infected passenger transmitting COVID-19 to another passenger flying from the U.K. to the U.S.

Source: Mayo Clinic
Following an announcement in November 2021, the Meetings Mean Business Coalition (MMBC) will be fully integrated under the U.S. Travel umbrella, where the work of the coalition will be executed holistically and strengthen MMBC’s critical mission of elevating the meetings industry to key stakeholders.

WHAT’S NEXT:

Targeted business executives showcasing the value of PMEs to attendees, including their impact on sales, productivity and competitive advantage.

Amplified messaging across multiple channels, including paid media, earned media and both grassroots and grass tops.

Campaign analytics report reaching executives at the following corporations (and more): Microsoft, Amazon, EY, Google, Apple, KPMG, Accenture, Intel, Wells Fargo, Oracle, Boeing, SalesForce, Deloitte, PWC, JPMorgan and IBM.

The outcome was:

- OVER 25 million IMPRESSIONS
- 250,000 CLICKS
- MORE THAN 200,000 WEBSITE SESSIONS

GO DEEPER:

U.S. Travel also worked alongside the Meetings Mean Business Coalition to launch the #MeetSafe platform—a resource for leaders across the industry to highlight safe meetings happening across the United States. Since launching the platform, we have shared hundreds of events—all organized responsibly with health and safety top-of-mind.

U.S. Travel will activate all functions of our advocacy, leverage our internal resources and apply strategic thinking as we do with international and domestic leisure.

Michael Massari, Chief Sales Officer, Caesars Entertainment (co-chair)

Martha J. Sheridan, president and CEO of the Greater Boston Convention and Visitors Bureau (co-chair)

Fred Dixon, President and CEO, NYC & Company (2020-2021 co-chair)
Advancing our Strategic Priorities:

ACCELERATE THE RETURN OF BUSINESS TRAVEL, MEETINGS AND EVENTS

FIGHTING FOR BUSINESS TRAVEL, MEETINGS AND EVENTS ON CAPITOL HILL

We worked with lawmakers to introduce and build support for the bipartisan Hospitality and Commerce Job Recovery Act of 2021 (HCJRA).

U.S. Travel was also a leading voice in the development of the Pandemic Risk Insurance Act (H.R.5823), which would create a federal program to help stabilize pandemic risk coverage in business interruption and event cancellation insurance.

BUILDING MOMENTUM:
To raise awareness of the economic importance of business travel, professional meetings and events, and to secure critical support on Capitol Hill, U.S. Travel united the industry—compiling signatures from over 60 organizations, businesses and industry representatives to encourage a swift enactment of HCJRA.

MOVING THE NEEDLE:
The House & Senate Appropriations Committees directed the International Trade Administration (ITA) to work with domestic stakeholders and interagency partners to increase the competitiveness of U.S. destinations working to attract international trade shows and sporting events in FY2022 committee reports.

TANGIBLE IMPACT:
Oxford Economics estimated that enacting the HCJRA would shorten the recovery timeline from five years to just three while creating an incremental 1.5 million jobs and generating nearly $600 billion in spending.

THE WAY FORWARD:
In the coming months, U.S. Travel will continue to aggressively lobby Congress and the Biden administration on matters important to the meetings and events sector.
Advancing our Strategic Priorities:

ACCELERATE THE RETURN OF BUSINESS TRAVEL, MEETINGS AND EVENTS

In April, we celebrated Global Meetings Industry Day, united behind the theme of Meet Safe. The campaign resulted in:

- 3,400 Twitter mentions
- 2,800 engagements
- 10.2 million overall impressions

In September, U.S. Travel brought together the business and travel community, including representatives of the Let’s Meet There Coalition, the Exhibitions & Conferences Alliance and industry experts to deliver an evidence-based message that travel for professional meetings, exhibitions and events could safely resume and doing so would accelerate America’s economic and jobs recovery.

U.S. TRAVEL SIGNATURE EVENTS

Leading by example, U.S. Travel hosted 6 in-person events in 2021:

- **MARCH 9-11**: Spring Board of Directors Meeting, Tampa, FL
- **JULY 21-23**: Summer Board of Directors Meeting and 2020 Hall of Leaders, Colorado Springs, CO
- **AUGUST 15-17**: ESTO, Los Angeles, CA
- **SEPTEMBER 18-22**: IPW, Las Vegas, NV
- **OCTOBER 26**: Future of Travel Mobility, Washington, D.C.
- **NOVEMBER 16-18**: Fall Board of Directors Meeting and 2021 Hall of Leaders, Washington, D.C.
Advancing our Strategic Priorities:
SAFELY RESTORE INTERNATIONAL TRAVEL

BY THE NUMBERS

The effects of the border closure restrictions resulted in losses of more than one million American jobs from March 2020 through 2021.

Declines in international visitation since the start of the pandemic have resulted in more than $300 billion in lost export income in 2020 and 2021 (combined) and

Flight bookings soared following the announcement of the reopening in mid-October:

According to ForwardKeys, weekly bookings exceeded 70% of pre-pandemic levels

MORE THAN $150 billion IN 2021 ALONE

SOURCE: Tourism Economics and U.S. Travel Association

SOURCE: ForwardKeys
Reopening international borders was U.S. Travel’s top priority for 2021 and through continued lobbying and advocacy efforts, U.S. Travel was able to unite the industry and make a tangible impact on the trajectory of international travel.

LEADING THE WAY:
We rallied the broader travel industry behind a science-based policy framework to safely reopen U.S. borders. With one voice, we successfully lobbied the highest levels of the Biden administration to lift travel restrictions, welcome back international visitors and boost economic recovery.

MOVING THE NEEDLE

WHAT WE DID:
U.S. Travel worked closely with its members and other sectors of the industry, to strategize, speak with a collective voice and strengthen our efforts.

INDUSTRY ALIGNMENT:
U.S. Travel, alongside 24 organizations, released a blueprint that outlined the ways in which the administration could safely lift travel entry restrictions and restart international travel.

INDUSTRY ENGAGEMENT:
U.S. Travel held bi-weekly touchpoints with an international working group, comprised of 50 members from across all travel sectors and close coordination with key stakeholders and industry groups within the aviation industry.

BUILDING SUPPORT ON THE HILL:
U.S. Travel worked to secure 75 bipartisan House cosigners on a letter urging the Biden Administration to safely reopen our borders. In addition, U.S. Travel Executive Vice President of Public Affairs and Policy Tori Barnes testified before the Senate Subcommittee on Tourism, Trade, and Export Promotion at a hearing on international travel reopening.

ADVOCATING AT THE HIGHEST LEVELS:
U.S. Travel organized key meetings between U.S. Travel’s CEO Roundtable executives and high-level administration officials, including White House Coronavirus Response Coordinator Jeffrey Zients, Secretary of Transportation Pete Buttigieg, Secretary of Homeland Security Alejandro Mayorkas and Secretary of Commerce Gina Raimondo, to communicate the economic importance of international travel.

WHAT WE ACHIEVED:
During IPW, the White House announced that it would lift entry restrictions on international air travel for vaccinated individuals—a turning point in our industry’s recovery and an accomplishment that U.S. Travel worked tirelessly to achieve.

Welcome Leisure Travel Business Travel International Travel Power of Travel Membership Looking Ahead
Advancing our Strategic Priorities:
SAFELY RESTORE INTERNATIONAL TRAVEL

KEY DATES FOR REOPENING AND ADVOCACY EFFORTS

JANUARY 28
Tourism Omnibus Act of 2021 introduced in the Senate.

MARCH 22
U.S. Travel led an effort to unite 26 organizations to urge the White House to commit to a plan to reopen the U.S. to inbound international visitation.

MAY 18
U.S. Travel Executive Vice President of Public Affairs and Policy Tori Barnes testified before the Senate Subcommittee on Tourism, Trade, and Export Promotion at a hearing on international travel reopening.

JUNE 7
Ahead of the G7 Summit, U.S. Travel President and CEO Roger Dow joined the CEOs of American Airlines, British Airways, Delta Air Lines, JetBlue, United Airlines and Virgin Atlantic—a group of major airlines—along with Heathrow Airport, to call for the reopening of transatlantic travel, a move that was essential to reigniting economic recovery.

JULY 7
U.S. Travel led the industry to secure a bipartisan Congressional sign-on letter urging the Administration to safely reopen our borders.

AUGUST 9
Canada begins welcoming back vaccinated Americans.

AUGUST 20
The administration announced that the United States extended border restrictions on Mexico and Canada until September 21.

SEPTEMBER 18-22
More than 2,600 attendees from 52 countries gathered in Las Vegas, Nevada for the 52nd annual IPW—the travel industry’s premier international marketplace and the largest generator of travel to the United States.

SEPTEMBER 20
The Biden administration announced that restrictions on international air travel will be lifted for vaccinated travelers.

SEPTEMBER 21
U.S. Travel Executive Vice President of Public Affairs and Policy Tori Barnes testified during the Senate hearing, Legislative Solutions to Revive Travel and Tourism and Create Jobs.

NOVEMBER 8
After 20 months of closures, America’s air, sea and land borders reopen to international travel.

NOVEMBER 29
The president administered a travel ban prohibiting the entry of non-U.S. citizens from eight countries: South Africa, Botswana, Zimbabwe, Namibia, Lesotho, Eswatini, Mozambique and Malawi.

DECEMBER 6
The administration implemented new testing requirements for entry to the United States as a result of the omicron variant.

DECEMBER 15
U.S. Travel applauded the Senate Commerce Committee markup of the Tourism Omnibus Act of 2021.

DECEMBER 22
U.S. Travel worked with Reps. Darren Soto (D-FL) and Peter Meijer (R-MI) to add signers to a bipartisan letter addressing visa processing operations.

DECEMBER 20
The Department of Homeland Security and the Department of Labor announced to make an additional 20,000 H-2B temporary nonagricultural worker visas available for fiscal year 2022.

DECEMBER 31
The administration lifted the travel ban on eight African countries.
WELCOMING BACK THE WORLD AT IPW:
U.S. Travel reunited the world at IPW—the first international trade show since the pandemic began—gathering more than 2,600 attendees from 52 countries.

WHY IT MATTERS:
This event—the travel industry’s premiere international marketplace and largest generator of travel to the United States—underscored the importance of global competitiveness for our nation’s economy.

GO DEEPER:
With many key international borders still closed in September 2021, the administration recognized IPW’s significance to the American economy and extended U.S. Travel the opportunity to apply for a 30-day National Interest Exemption as a group, allowing 300+ additional international delegates attendance to the event.

REINVENTED SHOW FORMAT
ONSITE FLU AND VACCINE CLINIC

Welcome  |  Leisure Travel  |  Business Travel  |  International Travel  |  Power of Travel  |  Membership  |  Looking Ahead
ADVANCING VISA PROCESSING ISSUES

THE PROBLEM:
As travel bans were lifted and borders reopened, more than 50% of U.S. visa processing sites around the globe remained partially or fully closed for appointments. In locations that were open, average wait-times exceeded 6 months, with the longest delays lasting more than 1 year.

OUR ROLE:
U.S. Travel worked continuously to urge Congress and the administration to prioritize the safe and full reopening of visa processing facilities and to reduce any processing delays.

THE WAY FORWARD:
We will continue to press the administration to fully restore visa processing, reduce the backlog of appointments and modernize the system.

IN December, the administration made the decision to temporarily waive the interview requirement for certain nonimmigrant visa holders. That was another step in the right direction for rebuilding international travel.

We worked with Reps. Darren Soto (D-FL) and Peter Meijer (R-MI) to organize a bipartisan letter with over 80 signatures urging the State Department to develop a plan to quickly restore visa processing operations and help create a more stable environment for travelers and travel businesses.

BY THE NUMBERS:
Top 20 markets receive nearly 65% of all nonimmigrant visas, including student, worker and cultural temporary visas.

205 days
The average wait times for visa interviews from our top 20 inbound markets.

39%
Of the top 20 markets with a higher vaccination rate than the U.S., only 39% of visa processing sites are processing visitor visas.

VWP
In September, Secretary Mayorkas designated Croatia as a new participant in the Visa Waiver Program (VWP). Expanding the VWP is a long-standing priority of U.S. Travel because of its ability to strengthen long-standing economic and security cooperation between the United States and top global travel markets.
FUNDING BRAND USA

As we look to restore international travel, Brand USA funding is critical in order to ensure the United States remains globally competitive and a top destination for international visitors.

GO DEEPER:
Steep declines in international travel have decimated Brand USA’s funding: International travel restrictions resulted in the loss of more than 1 million American jobs and $150 billion in export income last year alone.
In 2021, we worked tirelessly to advocate for the Restoring Brand USA Act—a critical measure that will ensure Brand USA has the funding source necessary to market the United States abroad.

WHAT IT DOES:
The emergency relief provided by the bill—which utilizes existing funds and comes at no additional cost to American taxpayers—will help bring back international visitors more quickly, shorten the recovery timeline and restore lost U.S. jobs.

THE OUTCOME:
On August 4, 2021, the U.S. Senate Committee on Commerce, Science and Transportation approved the Restoring Brand USA Act (S.2424). On November 15, the House Energy and Commerce Committee approved its version of the Restoring Brand USA Act (H.R. 4594) with overwhelming bipartisan support.

WHAT’S NEXT:
U.S. Travel is working hard with our Congressional champions and the industry to ensure this measure is included in a moving legislative vehicle in early 2022.
Throughout the year, U.S. Travel advocated for key policy priorities, publicized industry events, highlighted important research on behalf of our members and leveraged media opportunities to share the industry’s narrative.

Our advocacy is most powerful when our collective industry works together and communicates our shared vision for the industry—that travel is understood as essential to the economy, American jobs, security, image and well-being of the United States and travelers.

**Communicating the Power of Travel**

**BY THE NUMBERS**

- **100+ press releases** and statements to advance our top policy priorities all year long
- **87k** emails and **4,500 tweets** to elected officials sharing our messaging and the power of travel
- **135 speaking engagements** by Roger Dow, Tori Barnes and members of U.S. Travel’s leadership team at in-person and virtual events and webinars across the industry and the U.S.
- **25 webinars** on a variety of topics with **13,000 views**
Communicating the Power of Travel:
SPEAKING WITH ONE VOICE

MOVING THE NEEDLE

We kicked off 2021 with our annual State of the Travel Industry address which was attended by nearly 2,000 industry leaders and the media.

Following the address, Executive Vice President of Public Affairs and Policy, Tori Barnes released a comprehensive Power of Travel Policy Platform.

U.S. Travel strengthened its grassroots army to champion and advocate for travel and provided the platform for advocates to speak with one voice to drive change.

WHAT HAPPENED:
President and CEO Roger Dow previewed the upcoming era for the American travel and tourism industry following the challenges of the COVID-19 pandemic.

The platform detailed how advocacy will deliver economic relief and recovery, increase America’s global competitiveness, define the future of mobility and infrastructure, reimagine air travel and improve travel facilitation.

WHAT'S MORE:
In one week, we drove 13,500 social media posts resulting in 162.5 million TOTAL IMPRESSIONS and 60 proclamations.

WHAT'S MORE:
National Travel and Tourism Week joined together more than 5,500 organizations across all 50 states, D.C. and Puerto Rico to spotlight the #PowerofTravel.

WHAT HAPPENED:
Together as an industry, we demonstrated the role of travel and tourism in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

SERVING AS A RESOURCE:

Destination Capitol Hill brought travel leaders from across the country together to educate policymakers about the power of travel.

A virtual powerhouse resulted in 450 advocates from 45 states proudly representing our industry in over 360 virtual meetings with Congressional leaders.
Communicating the Power of Travel: SPEAKING WITH ONE VOICE

POWERING RESEARCH, DATA INSIGHTS AND ANALYSIS

Since the start of the pandemic, we have expanded our research offerings by working with leading research partners to provide a broad range and steady flow of data. Our research products helped inform our members of the latest sentiment and trends affecting our industry and impacting our recovery.

We monitored a variety of metrics and indicators, such as COVID-19 spread, travel intentions, sentiment and lodging and air travel demand on a regular basis to help inform messaging and timing of campaigns, especially Let’s Go There and Let’s Meet There.

HOW WE EXPANDED:
In collaboration with Tourism Economics and more than 20 data partners, we launched a new Travel Recovery Insights Dashboard, a comprehensive and centralized source for data intelligence on the U.S. travel industry. The platform was designed to help members track and navigate the recovery.

TAKING IT EVEN FURTHER:
We released two new newsletters—a Monthly Travel Data Report, an exclusive newsletter for members with key findings from the recovery dashboard and other insights on domestic leisure, business and international travel and Industry Insider, Workforce Edition, with monthly data and resources focused on the current workforce challenge.

MORE THAN 2,000 members on average opened the Monthly Travel Data Report newsletter every month.

WHAT’S NEXT:
We will continue to provide our members with an insider’s view of the state of the industry and communicate our research findings in formats we know work well, including fact sheets, newsletters, webinars and interactive tools.

Hundreds of media hits in top-tier outlets throughout 2021
Strengthening and Convening our Membership:
MORE POWERFUL TOGETHER

BY THE NUMBERS:
We also saw an increase in members in specific segments

We added two domestic airlines to our Board

DELTA AIR LINES AND AMERICAN AIRLINES

Our Allied segment gained
approximately 3X more
than we have been averaging over the past five years

32 NEW MEMBERS

28 NEW MEMBERS
Joined the Sustaining category in 2021, U.S. Travel's new, mid-tier membership level

A NEW AND ENHANCED MEMBERSHIP STRUCTURE

CHAIRMAN’S CIRCLE
BOARD CIRCLE
ASSOCIATION BOARD CIRCLE
SUSTAINING
PILLAR

As the primary force that brings all segments of the travel and tourism industry together, U.S. Travel restructured our membership this year to enhance our advocacy and elevate our role as the industry's united voice in Washington while meeting the shifting needs of our industry.

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Strengthening and Convening our Membership:
MORE POWERFUL TOGETHER

CONVENING COUNCILS, COMMITTEES AND COALITIONS

Throughout 2021, U.S. Travel’s various councils, committees, coalitions and working groups met regularly and were an incredible resource for our members.

WHAT THEY DID:
Meetings and communication with these groups provided additional touchpoints and regular updates of industry segment-specific issues.

National Council of State Tourism Directors, led by chair DAVID LORENZ, Vice President, Travel Michigan, Michigan Economic Development Corp.

Destinations Council, led by co-chairs SUSIE SANTO President and CEO, Visit Wichita and PAUL BENCIVENGO President/COO, Visit Bucks County

Gateway Airports Council, led by co-chairs JOE LOPANO CEO, Tampa International Airport and Vice Chair CHELLIE CAMERON CEO, Philadelphia International Airport

National Council of Attractions and Experiences, led by co-chairs ROBERT GRAFF Vice President, Sales and Marketing, Bindlestiff Tours and Vice Chair, BOB HOFMANN Vice President, Broadway Inbound Inc., Broadway Inbound, A Shubert Organization

Communications Advisory Committee, led by chair JAMIE SIMPSON Vice President, Global Communications, Los Angeles Tourism Board

ESTO
The Educational Seminar for Tourism Organizations (ESTO) is the leading annual education-sharing forum for destination marketing

IN DEMAND:
U.S. Travel exceeded revenue goals for ESTO by 20%.

650+ IN-PERSON ATTENDEES

EVEN MORE:
The ESTO audience continued to demonstrate a high degree of loyalty and engagement with 90% saying they are likely to attend a future ESTO.

Also at ESTO, Brad Dean, CEO of Discover Puerto Rico, was named national State Tourism Director of the Year for 2021, marking the first win for Puerto Rico.
Paving the Future of Travel:
SETTING UP FOR SUCCESS

ADVOCATING FOR AN EVEN RECOVERY
Domestic leisure demand is now near 2019 levels, however business travel, meetings and events and international inbound travel face years before a full recovery. This recovery is not only uneven across the travel economy, but also across the U.S. In the months and years ahead, U.S. Travel will advocate to accelerate the return of all sectors - in communities nationwide, through policies that propel the growth of the entire travel industry forward and build the foundation for a strong future.

The U.S. travel industry has once again displayed resilience and unity in the face of a challenge and together we are emerging stronger than before.

While the road to full recovery may be longer than we would like, we are already looking far beyond the pandemic. Our future priorities and advocacy efforts will look holistically at bolstering all sectors of the travel economy to ensure an even recovery.

We are preparing to meet the new challenges and themes emerging for 2022 and are building a brighter, more globally competitive, increasingly more sustainable, diverse and innovative future for the whole of the U.S. travel industry.
THE FUTURE OF TRAVEL MOBILITY:
As we contemplate the best way to travel to a destination, explore it and get around while we are there—technology that enables sustainable, frictionless and secure mobility will increasingly take center stage, not only in 2022, but over the next decade.

LEADING THE CHARGE:

WHY IT MATTERS:
This event took a deep dive into the ways both business leaders and policymakers are working to innovate and expand travel mobility.

SETTING UP FOR SUCCESS:
As we continue to advance from the pandemic, we are preparing to meet the new challenges and themes emerging for 2022, including sustainability, mobility, workforce and diversity.

The Infrastructure Investment and Jobs Act (IIJA): Throughout 2021, we worked closely with Congress and the administration to pass a $1.2 trillion infrastructure spending bill that will make transformational investments in travel mobility.

WHY IT MATTERS:
This bill is a huge accomplishment for our industry—and the funding levels and investments outlined in the framework will revolutionize the way people travel in the United States. It will ensure safer, more efficient and sustainable systems for generations to come.

Additionally, it establishes a Chief Travel and Tourism Officer at the Department of Transportation to help coordinate travel and tourism policy across all modes of transportation. This role will be vital for rebuilding our industry and preparing to welcome back visitors from around the world.

THE WAY FORWARD:
U.S. Travel is working to ensure funding from this bill gets used on pressing needs that benefit the traveler and destinations.
Paving the Future of Travel:

SETTING UP FOR SUCCESS

ADDRESSING THE WORKFORCE CRISIS:
In 2022, workforce challenges will be the most critical issue our industry faces.

THE WAY FORWARD:
The U.S. Travel team has already started providing our industry with the resources, tools, communication support and advocacy necessary to collectively address this issue from every possible angle.

Additionally, we will continue to press for a higher cap on H-2B and J-1 visas, and advocate for faster visa processing times for low-risk applicants as a way for the industry to tap into temporary workers.

WHAT’S NEXT:
U.S. Travel is not only looking at policies to help shape the industry’s recovery now, we are also looking ahead to the future of travel.

And, the future of travel is bright.

ALWAYS EDUCATING:
In 2021, U.S. Travel hosted webinars to further discuss and explore key issues including our workforce and diversity, equity and inclusion including:

Across the Industry: Intentional Strategies for Connecting with the Black Traveler (February 2021)

Lessons on Race and Racism: AAPI Voices in the Travel Industry (March 2021)

Crisis to Opportunity: Building Back the Tourism Workforce (May 2021)

The Workforce Crisis: Looking to Data and Psychology (October 2021)

GO DEEPER:
The challenges the industry faces with its workforce is multi-pronged and will require us to find solutions for attracting talent, filling jobs and upskilling and training for hospitality and leisure jobs.

DIVERSITY, EQUITY AND INCLUSION:
A successful future relies on our industry coming together to advocate for an inclusive and diverse workforce and guest experience.

OUR LATEST EFFORTS:
In December 2021, U.S. Travel embarked on a new partnership with Tourism Diversity Matters.

WHAT THIS MEANS:
This partnership will aim to strengthen the association’s focus and support of the industry on issues related to diversity, equity and inclusion (DEI). The partnership will be key to advancing workforce development issues and federal policy initiatives that support travel’s recovery.

STATE OF THE AMERICAN WORKFORCE AND ITS IMPACT ON TRAVEL

Welcome Leisure Travel Business Travel International Travel Power of Travel Membership Looking Ahead