

DRIVING THE INDUSTRY FORWARD:

U.S. TRAVEL'S 2024 WINS

U.S. Travel achieved considerable progress against our 2024 strategic priorities: Establishing travel as essential, improving the travel experience from point A to point B, delivering greater value to our members and building a best-in-class trade association.

The progress we've made is a testament to the commitment, support and engagement of our members. Together, we have laid the groundwork for an even more successful 2025.

Enhancing Member Value: Restructuring U.S. Travel's Membership, Convening Industry Leaders and Investing in New Talent and Resources

- ▶ Drove **\$5.7B in travel to the U.S. at IPW** by bringing together more than 2,000 international media and buyers from nearly 70 countries, including significant growth in Asian markets.
- ▶ Convened **two dozen corporate CEOs for roundtable discussions** in the **fall** and **spring**, featuring rich conversations with leaders including President George W. Bush, Texas Governor Greg Abbott, Senators Shelley Moore Capito and Dan Sullivan, TSA Administrator David Pekoske, Secretary of Transportation Pete Buttigieg, White House Chief of Staff Jeff Zients and others. Conversations centered on geopolitical issues, strengthening the industry's standing and improving the travel experience.
- ▶ Gathered **200 travel leaders at Summer Summit** to deliver stimulating and actionable content on (1) Embracing agility in an evolving marketplace; (2) Understanding shifting traveler behavior; and (3) Crafting brand narratives that cultivate lifelong, passionate customers. Summer Summit provided invaluable networking opportunities for attendees and featured insights from experts outside the travel industry, including Albertsons CEO Vivek Sankaran and former Levi's CEO Chip Bergh.
- ▶ Brought together **more than 1,000 destination marketing professionals at ESTO** to learn actionable strategies to showcase destinations in new, meaningful ways.
- ▶ Invested in **20 new staff members** to grow travel to and within the U.S., including new segment leads for Group Travel and International Inbound.
- ▶ Delivered **forward-looking travel forecasts** to inform the industry and shape the narrative as to why policymaker support is critical to travel's future.
- ▶ Launched **U.S. Travel's SmartBrief** to provide a daily snapshot of top travel industry news.
- ▶ **Provided all state tourism offices** with a comprehensive **analysis** of funding mechanisms and budget allocations.
- ▶ **Restructured membership** to build an organization that tackles game-changing issues and provides members with compelling value, resources and services—while continuing to serve as travel's best advocate.

Making Headway on Travel's Top Priorities: Amplifying Travel's Voice, Advancing the Future of Travel and Achieving Policy Wins

- ▶ **Launched the [Commission on Seamless and Secure Travel](#)** to build a vision for an improved air travel experience and greater U.S. competitiveness. The Commission, comprised of former government officials and private sector experts, was launched in response to a [study](#) that revealed the U.S. was lagging behind global competitors in the race to modernize travel.
- ▶ Led **24 [Travel Works](#) events in 2024**, uniting local industry leaders and policymakers to showcase travel's positive impact on communities, jobs, businesses and the economy.
- ▶ **Mobilized more than 300 travel leaders** from all 50 states for **Destination Capitol Hill to [advocate for industry priorities](#)** and deepen the industry's relationships with elected officials.
- ▶ Tackled travel headaches head-on through critical wins in the **[FAA Reauthorization Act](#)** of 2024—fortifying the air traffic control workforce and investing in essential upgrades to strengthen our nation's airports and air travel system. These investments make air travel smoother, safer and more efficient.
- ▶ Successfully **[protected the industry from a misguided effort](#)** to block TSA's use of biometric screening technology—a critical tool for enhancing security and efficiency. We followed up with commissioned [research](#) that made it clear: Travelers overwhelmingly back biometrics for the speed and safety it brings to their journey.
- ▶ Launched a powerful initiative to **cement travel as essential**, developing and testing **key messages** designed to inform policymakers and opinion leaders. This work lays the foundation for travel to be recognized as a vital driver of our economy.
- ▶ Elevated travel's significance through **political engagement and strategic support for industry champions—driving more than \$500,000 in contributions to the [TravelPAC](#)**. This strong backing enables us to position travel's priorities front and center with the leaders who shape the industry's future.
- ▶ Achieved a critical breakthrough in visa access by adding **[one million new appointments](#)** globally, which will lower wait times to 90 days or less for most visitors. Also, secured **[\\$50 million in funding](#)** for the U.S. Department of State to **slash visitor visa interview wait times**.
- ▶ **Prepared the U.S. for a decade of major global sporting events, including the 2026 World Cup, 2028 Summer Olympics and 2034 Winter Olympics** by **[prompting the administration](#)** to (1) ensure smooth visa processing; (2) embed State Department staff in Los Angeles to strengthen local collaboration; and (3) direct the Tourism Policy Council to establish a subcommittee on sporting events to improve coordination for future bids and large-scale opportunities.
- ▶ **Achieved federal funding for the [Assistant Secretary for Travel and Tourism](#)**, a critical role to improve travel facilitation and remove barriers to industry growth.
- ▶ **Pressed [Congress](#)** to take immediate action and provide **disaster relief** following Hurricanes Milton and Helene, to ensure impacted members receive the support they need to recover and rebuild.