

The travel industry's potential to supercharge the American economy and spirit is real; so too are the challenges of a new, dynamic political environment and overcoming a longstanding struggle to effectively communicate the travel industry's value. U.S. Travel exists to capitalize on the industry's opportunities while addressing its most pressing challenges. Our long-term priorities are to: (1) establish travel as essential and responsible; (2) improve the travel experience; (3) provide members with opportunities to learn, connect and shape their business; and (4) build a best-in-class trade association. Below are U.S. Travel's 2025 priorities with an emphasis on:



Building a strong relationship with the Trump administration and Congressional leaders



Empowering the industry to communicate a compelling message



Effectively implementing our new membership model and increasing engagement



Developing a strong team and cultivating talent to deliver greater value for our members' investment

## ESTABLISH TRAVEL AS ESSENTIAL & RESPONSIBLE

- **Lay the Groundwork for "Travel is Essential" Campaign:** Benchmark, test and refine key messages and develop compelling proof points with primary audiences. Disseminate through the industry and incorporate into all external-facing communications and events.
- **Equip U.S. Travel Members with Tools to Champion the Industry:** Create a one-stop-shop that houses data, messaging and other tools that empower members to quickly and repeatedly share the industry's story. Launch a 'Power of Travel' product that proves the multitude of benefits derived from travel promotion.
- **Invest in Congressional Champion Development:** Conduct 25 reimagined Travel Works experiences in 2025 and strengthen partnerships with state and local level travel organizations. Expand PAC strategy beyond the Summer Auction and grow industry executive engagement. Host 18-20 direct fundraising events for Congressional champions.
- **Position Travel as a Political Asset:** Leverage the mega-decade of events—including the 2025 Ryder Cup, America250 in 2026, the 2026 World Cup and the 2028 Olympics—to demonstrate the economic and diplomatic benefits of welcoming international travelers. Secure government support for reducing visa wait times, streamlining the Customs process and protecting Brand USA.
- **Cement U.S. Travel as the Authority on Travel Matters:** Substantially broaden media reach and thought leadership engagement. Develop new tools to generate media interest. Expand efforts to serve as a resource to investment community.

## IMPROVE THE TRAVEL EXPERIENCE FROM POINT A TO POINT B

- **Paint the Vision for Air Travel's Future:** Release the Commission on Seamless and Secure Travel's report—establishing a transformative blueprint for the next decade of air travel. Bring this bold vision to life through a dedicated microsite, compelling video and additional tactics that illustrate the potential of a reimagined travel experience.
- **Demonstrate Consumer Demand for an Improved Travel Experience:** Invest in data, insights, testimonials and partnerships that prove inefficiencies and poor policy decisions are deterring travel and hindering economic growth. Illustrate a demand for biometric technology and other solutions that provide travelers with increased security, peace of mind and greater predictability in the travel experience.
- **Align Industry on Surface Transportation Priorities:** Determine the surface transportation (road and rail) investments that could yield the greatest return for travel. Initiate focus on a select set of priorities and add new objectives as success is realized.
- **Develop a Comprehensive Disaster Relief Playbook:** Equip the travel industry with the tools and strategies needed to recover effectively and secure federal support as natural disasters grow more frequent and widespread. Create an environment where the consequences of natural disasters for the travel industry are better understood and leaders are more inclined to support the industry's rapid recovery.

## PROVIDE MEMBERS WITH TANGIBLE, MEANINGFUL OPPORTUNITIES TO LEARN, CONNECT & SHAPE BUSINESS

- **Provide Top 200 Members with Maximum Value:** Create new opportunities for select travel leaders at "Engage" level membership to learn from cross-industry experts, share challenges and identify business solutions. Leverage new or strengthened member communities to understand and deepen engagement.
- **Launch International and Group Travel Segments:** Build an agenda, deliver expertise and advance industry priorities in group travel and international inbound travel segments. Identify opportunities to grow these segments through campaigns, industry or policy initiatives, research or thought leadership.
- **Maximize IPW, ESTO and Summer Summit:** Convene the industry through innovative events that empower travel leaders to grow their business, enhance their professional skills and expand their networks. Identify opportunities to create greater member value through new initiatives at IPW, strengthened content at the Summer Summit and a reimagined experience at ESTO.
- **Strengthen Member Communications:** Develop a comprehensive member communications strategy. Create content and communications that better inform the travel industry by leveraging U.S. Travel's expertise, access and convening power.
- **Increase ROI for All Members:** Implement new membership benefits around research and analysis, event discounts and savings and policy insights.

## BUILD A BEST-IN-CLASS TRADE ASSOCIATION WITH AN EYE TOWARDS THE FUTURE

- **Grow U.S. Travel Membership:** Launch a targeted, intentional recruitment effort of large travel companies. Identify opportunities to scale membership at the "Inform" level.
- **Evolve Existing Event Offerings:** Focus on innovation, resource efficiency and strengthening member value. Launch the cruise pavilion and a reimagined sports presence at IPW, assess U.S. Travel awards programs and explore new ways to generate sponsor value.
- **Hone the U.S. Travel Story:** Invest resources to articulate the unique value of U.S. Travel through development of a consistent brand and proven message. Develop content and user experience strategies in preparation for a new website and other public-facing materials in 2026.
- **Cultivate a Best-in-Class Team:** Foster a culture of continuous feedback, providing enhanced development opportunities and driving a shared commitment to professional growth. Effectively integrate 20+ additions to the team in a manner that is seamless and provides demonstrable benefits to members.
- **Pave the Way for Future Organizational Growth:** Champion innovation, data-driven decision-making and new efficiencies across the organization. Focus on key platform upgrades, resource alignment with strategic priorities and responsible investment in long-term goals.