

General Talking Points

If you are asked any questions for which the answer is not outlined in these talking points, U.S. Travel staff will be available to answer or follow up with your member of Congress.

Economic impact of coronavirus on our industry

- The last few months have been devastating not only for our workers but also for our businesses—83% of which are small businesses.
 - While the economy is in the midst of a recession, the travel industry is in a depression.
 - During the worst year of the Great Depression (**1933**), unemployment was **25%**.
 - Overall travel industry employment right now is 51%—twice the rate during the worst year of the depression.
 - While a difficult comparison, the overall economic impact on our industry has been 9x worse than the impact of 9/11.
- With the right strategies in place, restoring travel **would add \$147 billion in GDP impact** and **1.3 million jobs**.
- That is why it is **so critically important** that a bill that provides relief, protection and stimulus be passed **as soon as possible**, before the July 4 recess.

Relief

- 1 **Extend eligibility for the Paycheck Protection Program to destination marketing organizations of all statuses.**

Talking Points: Thank you for all the hard work you have done on the CARES Act and in passing the Paycheck Protection Program Flexibility Act.

By further enhancing and expanding the Paycheck Protection Program (PPP), we can secure relief for more organizations who desperately need it—specifically destination marketing organizations (DMOs).

ASK: Please expand eligibility for PPP to DMOs of all statuses (501(c)(6), 501(c)(4) and quasi-governmental organizations).

Protection

- 1 **Provide targeted liability protection for businesses that follow proper health and safety guidelines to protect against COVID-19. **This is a necessary ask for Republicans and important to highlight with Democrats with real-world examples of why your businesses need these protections.***

Talking Points: My business has been without customers or a steady revenue stream for several months, and our resources have been stretched. We are eager to safely reopen. Travel businesses, like mine, that follow proper health and safety guidelines need protection so we can feel confident safely reopening in a way that protects our employees and customers.

The threat of frivolous lawsuits is real. We are doing the right thing—following and maintaining safety practices based on CDC and OSHA guidelines—and we need protection.

**Insert personal examples*

ASK: Please provide a temporary and targeted safe harbor from liability for companies, like my business/nonprofit/organization, that maintain a safety plan based on CDC or OSHA guidelines.

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Stimulus

1 Incentivize a safe reopening of the travel economy through tax credits and deductions.

Talking Point: Incentives to boost domestic leisure and business travel will get Americans moving again, which, in turn, will boost our economy and create jobs.

ASK: Please consider stimulus measures in the next phase of legislation this summer:

- Create a temporary travel tax credit.
- Allow businesses to fully deduct food and entertainment expenses.
- Provide tax breaks for personal protective equipment (PPE) and sterilization of facilities.
- Enact tax measures to help revitalize U.S. trade shows and exhibitions.

2 Provide \$10 billion in Economic Development Administration grants to DMOs to promote healthy travel.

Talking Point: Travel businesses across the country have committed to implementing guidance that unifies the industry for a safe travel experience, which we all are eager to promote among our communities and to travelers.

ASK: Please provide \$10 billion in Economic Development Administration grants for DMOs and small businesses to promote healthy travel practices, encourage visitation and educate travelers on CDC and industry guidance.