

# U.S. TRAVEL: STATE OF PLAY & STRATEGIC ADVOCACY

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# THE \$1.3 TRILLION TRAVEL INDUSTRY



**DOMESTIC**

**\$876B**



**INTERNATIONAL**

**\$181B**



**BUSINESS  
TRANSIENT**

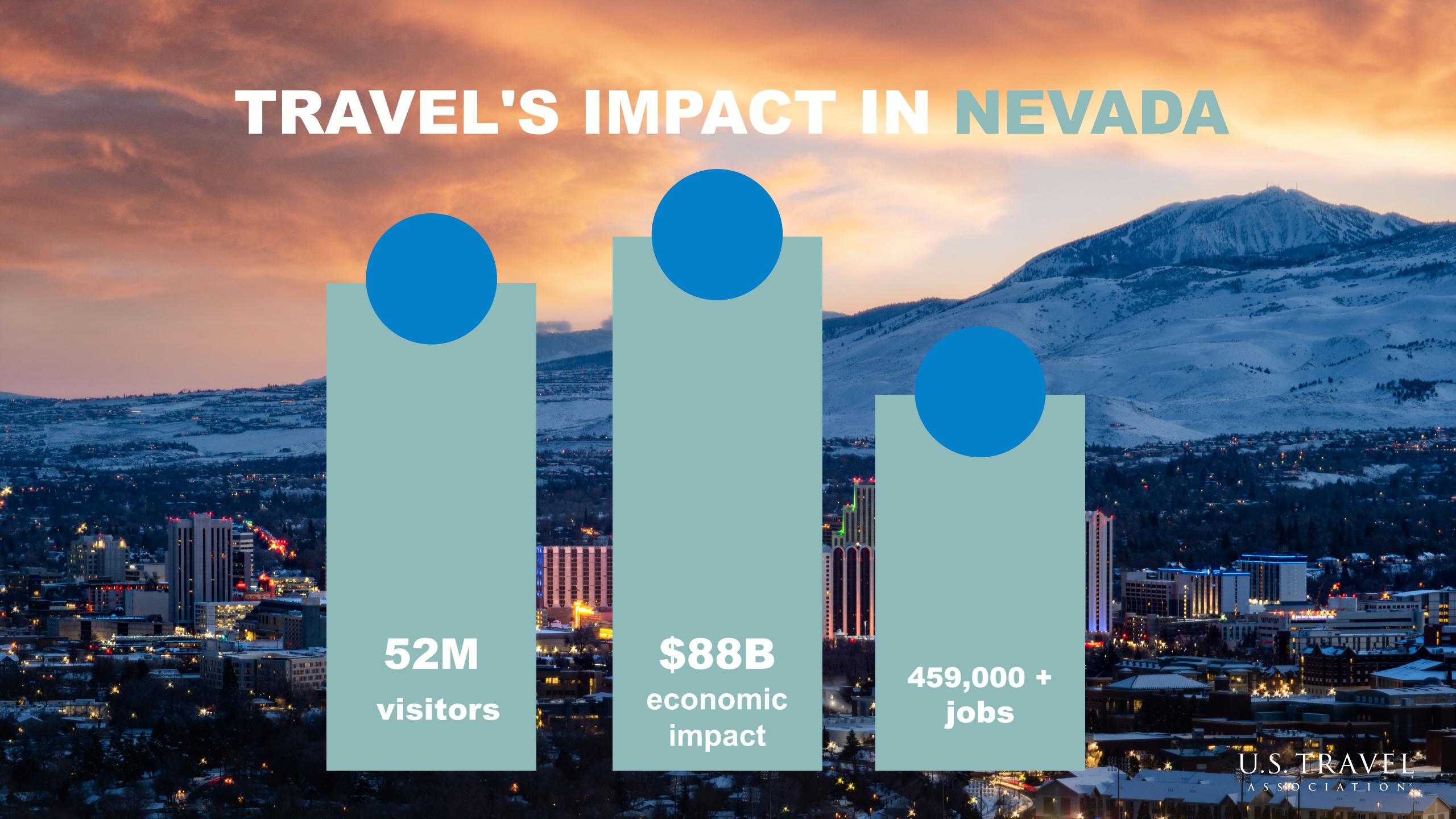
**\$186B**



**GROUP**

**\$126B**

# TRAVEL'S IMPACT IN NEVADA



52M  
visitors

\$88B  
economic  
impact

459,000 +  
jobs

# A DECADE OF OPPORTUNITY



**40 MILLION** International Visitors  
**\$100 BILLION** in Traveler Spending

# OUR STRATEGY





# NOTABLE ACHIEVEMENTS



## Maximized Mega Event Potential

World Cup & Olympic Task Forces Launched



## Streamlined Security

TSA Shoe Rule Ended; Liquid Ban Under Review



## Improved International Connections

Expanded One-Stop for Easy Transfers



## Advanced Trusted Traveler Systems

Biometric Exit System Nearing Completion



## Bolstered Staffing

Funding for More CBP Officers Secured



## Modernized Air Infrastructure

\$12.5B Investment in ATC: Tech & Hiring



## Activated the Industry

Great American Road Trip Campaign Launched



## Progress to Expand VWP:

Trump Admin Starts Negotiations with Argentina

# SETBACKS



\$80M  
BRAND  
USA

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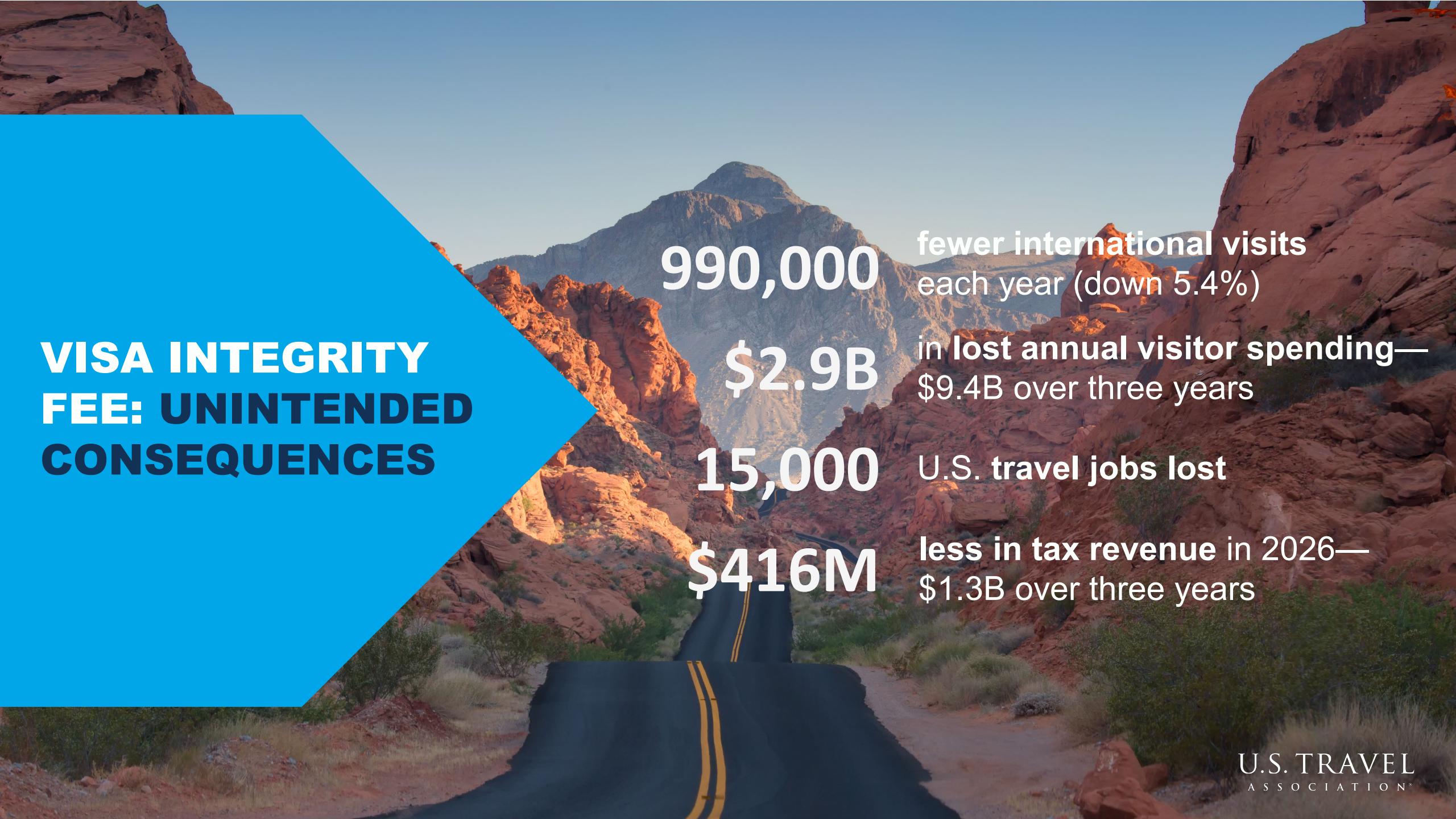


Brand USA Funding  
Cut by Congress

Visa Fee Increases



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# VISA INTEGRITY FEE: UNINTENDED CONSEQUENCES

990,000

\$2.9B

15,000

\$416M

fewer international visits  
each year (down 5.4%)

in lost annual visitor spending—  
\$9.4B over three years

U.S. travel jobs lost

less in tax revenue in 2026—  
\$1.3B over three years



U.S. Travel's  
**DESTINATION**  
**CAPITOL HILL**

**April 14-15, 2026**





U.S. Travel's  
Travel  
**WORKS**  
for AMERICA



# WHAT EVERY ADVOCATE CAN DO?



## USE YOUR VOICE

Tell the Story



## EDUCATE

Share the Numbers



## CREATE RELATIONSHIPS

Policymakers & Staff

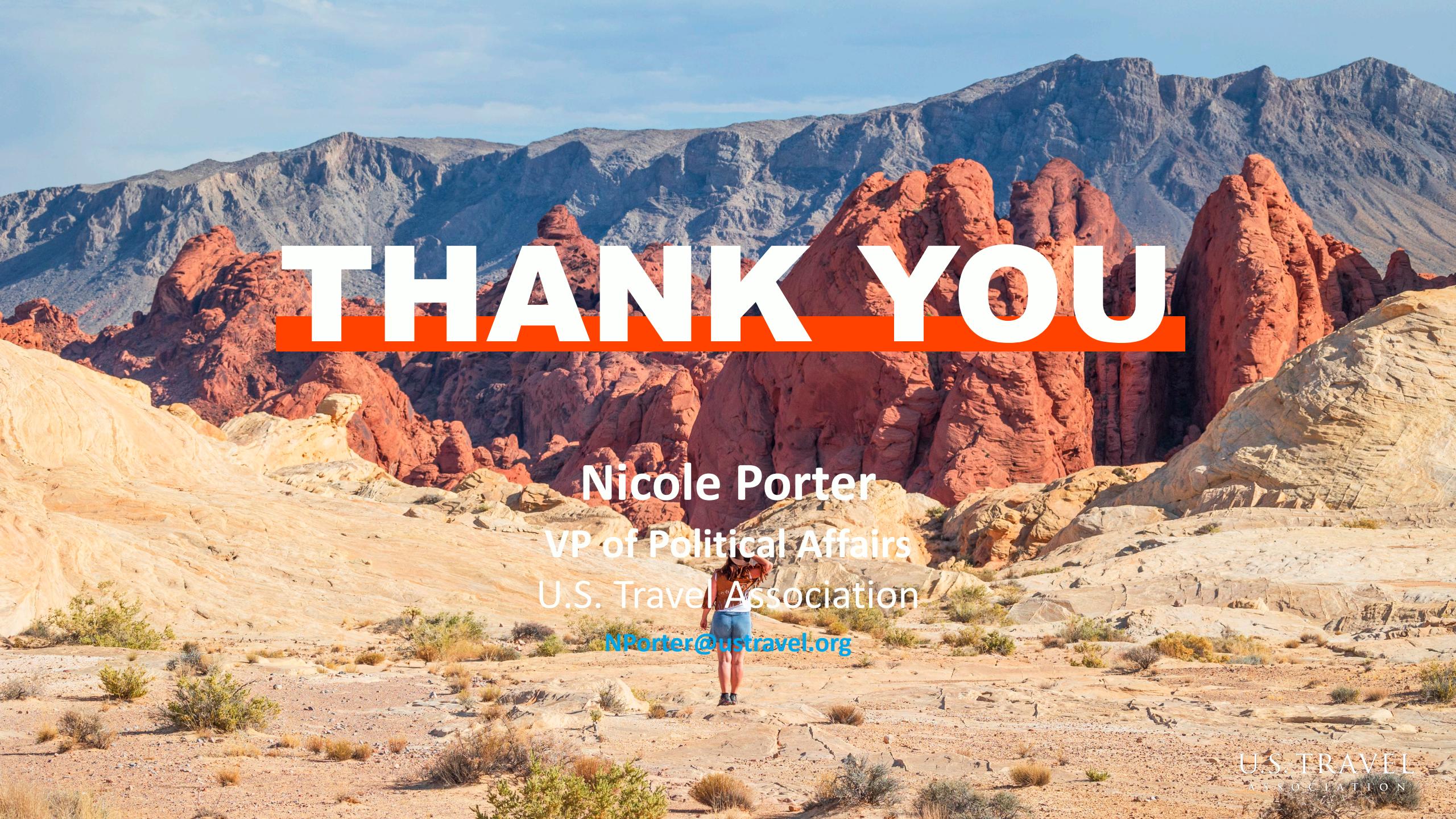


## DON'T SIT ON THE SIDELINES

Engage & Participate



## STAY IN TOUCH

A photograph of a desert landscape with red rock formations and mountains in the background. A woman is standing in the foreground, looking towards the horizon.

# THANK YOU

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