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## The Latest on Coronavirus | September 15, 2020

1 message

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U.S. TRAVEL  
ASSOCIATION®

PUBLIC AFFAIRS UPDATE



### ACTIVATING ON CORONAVIRUS RELIEF

Congress has returned to Washington, but little progress has been made so far on a next-phase coronavirus relief package. A pared-down relief bill [failed in the U.S. Senate](#) last Thursday mostly along party lines (52-47), and negotiations have yet to resume. A bipartisan group of lawmakers in the U.S. House of Representatives [introduced a \\$2 trillion plan today](#) that would provide additional loans for small businesses and a second round of stimulus checks, among other provisions, but Senate leaders are expected to push back at the price tag.

Some Democrats in the U.S. House of Representatives are also pushing leadership to [vote on smaller, targeted relief bills](#), as vulnerable House members want to point to progress as we move closer to Election Day—which is just seven weeks from today.

U.S. Travel is working closely with our travel champions in Congress, as well as likeminded associations, on a small business-focused push to secure additional relief any way we can—including expanding the Paycheck Protection Program to destination

marketing organizations, extending through 2020 and modifying the program to allow second loans. Expect more details on this push, including ways to activate, in the coming days. **For now, we encourage you to take two minutes to send an action alert to you members of Congress urging them to pass a bill now that provides meaningful relief, protection and stimulus for the entire travel industry.**

## TAKE ACTION

Thank you to all of you have engaged for the last six months—we are so appreciative of your ongoing efforts to make sure travel and tourism are top of mind across Capitol Hill and in the administration. Please continue to use the resources available in our full advocacy toolkit below that can help make our voice heard in these critical next few weeks.

## ADVOCACY TOOLKIT

WHEN IT'S TIME FOR YOU, WE'LL BE READY



The [Let's Go There campaign](#) launched last **Tuesday, September 8**, and just one week into the campaign, over 2,500 organizations have joined the movement to encourage Americans to experience the joy and anticipation of planning a future trip. See engagement from around the industry as well as media highlights below.

## VIEW HIGHLIGHTS

Whether you're ready to welcome visitors today or waiting until the next phase of your state's reopening, everyone in the travel industry is encouraged to join this national conversation to reignite America's sense of wanderlust and reinstate the feeling of anticipation. If you haven't already, check out the [suite of materials](#) created by the Coalition for use by the industry. The Coalition has created two versions of these materials: [Let's Go There](#) for those who are ready to start promoting travel now, and [Let's Go There, Soon](#) for those who wish to participate but are not yet actively marketing to travelers. View the full toolkit(s) below.

# TOOLKIT

Be sure to follow the Let's Go There Coalition social media channels:

- Instagram: [Let's Go There Coalition](#)
- Facebook: [@LetsGoThereCoalition](#)
- Pinterest: [Let's Go There Coalition](#)
- Twitter: [@LGTCoalition](#)

To learn more about the Coalition and the campaign, reach out to [info@letsgothere.travel](mailto:info@letsgothere.travel).

## THE LATEST

### Federal/Legislative Updates

- In addition to coronavirus relief negotiations, Congress must reach an agreement to keep the government funded when the fiscal year ends on September 30. The House is aiming to [vote on a continuing resolution next week](#), though both parties need to finalize agreements on how long the bill will last. Leadership has agreed to [keep government funding negotiations separate](#) from any coronavirus relief or stimulus package.
- Tomorrow, the Senate Committee on Commerce, Science and Transportation [will markup](#) the Visit America Act ([S. 3831](#)), which would elevate the voice of travel in the federal government by establishing a high-ranking position within the U.S. Department of Commerce focused on bolstering America's travel and tourism industry. U.S. Travel has been highly engaged on this bill and has been working closely with the bill champions. We applaud Senator Sullivan (R-AK), Senator Schatz (D-HI) and Senator King (I-ME) for their leadership on advancing this legislation.

### Travel Industry Updates

- The Meetings Mean Business Coalition has launched a [new reopening tracker](#) that will be the go-to resource for meeting and event planners, residents and travelers to view the most up-to-date gathering limits for each state, details on mask requirements, travel restrictions and more.
- U.S. Travel joined Airlines for America, the U.S. Chamber of Commerce and other associations in calling on the Trump administration to [establish a globally accepted framework for testing protocols](#) to help facilitate the return of international travel.
- The U.S. State Department has [lowered its travel advisory for Mexico](#) to a Level 3 from the highest possible Level 4. The current border closure is currently set to expire on September 21.

Several news outlets are reporting that international travelers to the U.S. [will](#)

- [no longer receive a COVID-19 health screening](#) upon arrival and will not be required to fly into one of the 13 designated airports at which screenings were taking place. As a result, airports such as [Philadelphia International Airport](#) will be able to resume some international flights for the first time since March.

The Federal Aviation Administration [published a notice](#) in the Federal Register on

- Monday that proposes extending exemptions from minimum airport slot usage requirements at certain airports through March 2021 to provide additional relief to airports. However, the exemption would come with conditions, including that airlines consider temporarily giving up slots they are not using each month.

Collectively, U.S. passenger airlines [reported a net after-tax loss of \\$11 billion](#) for Q2

- 2020, according to the U.S. Department of Transportation. Q1 losses in 2020 reached over \$5 billion.

According to a new survey released by the National Restaurant Association, nearly

- 100,000 restaurants—1 in 6 nationwide—[have closed either permanently or long-term](#) due to the coronavirus pandemic. Nearly three million employees remain out of work.

## U.S. TRAVEL WEBINARS

### Assessing Recovery: Optimizing Coronavirus Relief Funds

Thursday, September 17 | 12:00 – 1:00 p.m. ET

The next webinar in U.S. Travel's Assessing Recovery series will take place **Thursday, September 17, from 12:00 – 1:00 p.m. ET** and walk through how organizations can access and best leverage the Coronavirus Relief Fund (CRF), established by the CARES Act with \$150 billion for state and local governments. U.S. Travel's government relations team, along with industry leaders who have successfully obtained CRF funds, will discuss the process for accessing funds, best practices for distributing the dollars and how to maximize the resources for recovery efforts.

#### Featured speakers:

- Duane Parrish, director, South Carolina Department of Parks, Recreation and Tourism
- Brian Ross, president and CEO, Experience Columbus
- Diane Shober, executive director, Wyoming Office of Tourism

REGISTER

*Access all Assessing Recovery webinars [here](#).*

ESTO Webinar Recap: Shifting Your Social Media Strategy

During last week's ESTO webinar, Simpleview's Katie Cook and Shanda Maloney discussed social media trends they have observed during the pandemic and shared best practices travel marketers can apply to their organization's recovery marketing plans. View the full recording and slides below.

## RECORDING & SLIDES

*U.S. Travel login required.*

## OTHER CORONAVIRUS NEWS

### Domestic Updates

- While the overall daily average of new U.S. coronavirus cases continues to decline, [11 states](#) are seeing increases of 5% or more on average: Alaska, Arkansas, Connecticut, Delaware, Maine, Nebraska, New Hampshire, New Jersey, Rhode Island, Wisconsin and Wyoming.
- Beginning on September 30, New York City will [allow indoor dining in restaurants](#) at 25% of total capacity. The infection rate in the city has stayed under 1% for more than a month.

### International Updates

- The CEO of the Serum Institute, the largest vaccine manufacturer in the world, estimated that there [would not be enough COVID-19 vaccines](#) for everyone in the world until the end of 2024 at the earliest.
- Saudi Arabia is [set to resume some international flights](#) beginning September 15, while Colombia will [reopen its borders to international flights](#) beginning September 21.
- Israel is set to [impose a second nationwide lockdown](#) this Friday amid a new coronavirus outbreak. The lockdown aims to prevent mass gatherings during the Jewish holidays that begin at sundown on Friday.

## U.S. TRAVEL RESOURCES

- Our [Emergency Preparedness and Response](#): Coronavirus toolkit contains the latest information and resources, along with information about our advocacy efforts and messaging guidance on how best to respond to this evolving issue.
- Our [COVID-19 CARES Act Relief and Resources](#) page has detailed documents on every relief program the CARES Act provides.

Our [COVID-19 Travel Industry Research](#) page is a round-up of all the

- latest travel industry data on the coronavirus. These updates are also shared in our weekly research newsletter, which goes out every Thursday.

Our [COVID-19 Resources for Destinations](#) page has a host of resources that

- destinations can leverage, including state-specific data and details on relevant relief programs.

Our [Industry Guidance for Promoting the Health and Safety of All Travelers](#) page

- outlines the guidance in detail, along with insights on reopening from across the travel industry.

Our [Assessing Recovery webinar series](#) looks toward the recovery of the travel and

- tourism industry and the broader economy. The webinars focus on the guidance and data necessary to safely restore travel in the U.S.

Our [Power of Travel Advocacy Toolkit](#) has materials for congressional outreach and

- advocacy to help secure as much relief, protection and stimulus as possible for the travel industry.

Our [Travel Confidently Toolkit](#) contains resources for the entire travel industry to share

- the steps they are taking to protect travelers' health and safety—as well as promoting the shared responsibility of travelers. If you haven't already, check out our [fall-themed resources](#).

## TRAVEL CONFIDENTLY

*You received this email because you participated in a recent webinar or have a relationship with U.S. Travel Association.*

*Have a colleague who would appreciate our coronavirus communications?  
Have them [sign up here](#).*

## AROUND THE INDUSTRY: RESOURCES & EXAMPLES

- American Airlines has [launched a new resource](#) that curates current travel guidelines for both domestic and international destinations by state and by airport. United Airlines has [launched a similar tracker](#) that helps travelers quickly check where they can travel and what they can do when they get there.
- Bloomberg Equality is hosting an all-day summit **next Wednesday, September 23** called “Now or Never: Inclusion in the Age of Disruption,” which will discuss how organizations can embrace inclusion and diversity even in the midst of a global pandemic. [Register here](#).

- Experience Jackson (Michigan) is [hosting a giveaway](#) for a free Fall Biking Getaway Trip to the city, which can be taken any time through the end of 2021.
- Visit Huntsville (Alabama) [collected a list](#) of the best parks, greenways and trails for physically distance activities and time outdoors.
- [World Travel Market London 2020](#) will be a fully virtual event this year, taking place from November 9-11, featuring networking sessions, one-on-one meetings and other digital opportunities.

## RECENT HEADLINES

**FOX BUSINESS NETWORK**

### **Post-Coronavirus Travel Will Be Back “Sooner Than People Think:” Travel Association CEO (VIDEO)**

September 14, 2020

**CNN**

### **NYC Tourism Chief: We Are Bullish on Recovery (VIDEO)**

September 14, 2020

**USA TODAY**

### **Six Months of Carnage and Counting: Travel Industry Struggles to Rebound from COVID-19**

September 14, 2020

**TRAVEL WEEKLY**

### **Let’s Go There: Kick-Starting Travel with Biggest Ad Blitz Since 9/11**

September 14, 2020

**THE WALL STREET JOURNAL**

### **Flu vs. COVID: Ways to Identify Symptoms and Differences**

September 14, 2020