



TOGETHER
we're stronger

Established by the U.S. Travel Association, the Power of Travel Coalition is the **grassroots army of the American travel community**. We are the more than 10 million individuals whose jobs depend on a strong travel industry, from hotel and rental car employees to theme park and cruise line workers, tour operators, meeting planners, and restaurant staff. The Coalition amplifies the voices of millions of travel employees with a vested interest in standing up for travel.

The Power of Travel Coalition has three core objectives:

Champion Travel

For too long the travel industry has been underestimated, undervalued, and discounted by some as “frivolous.” The Coalition works to change this opinion and once and for all paint a clear picture of travel for policymakers and opinion leaders – as a job generator, economy booster, and all around vital and serious business for America. The Coalition unites travel workers to defend our jobs and promote our value to communities across America.

Protect Travel

The travel community is no stranger to attacks and assaults, whether it's elected officials discouraging travel, or being harmed by man-made or natural disasters. The Coalition works to quickly and effectively respond to attacks on our industry, and ensure that our government can effectively respond to emergencies and disasters.

Improve Travel

Our country's policies and practices have made it more and more difficult for Americans and visitors abroad to travel to and within the U.S. The Power of Travel Coalition advocates for policies that improve the travel process and make travelers feel safe and welcome at the same time. By keeping people traveling, America will keep jobs on the ground in all congressional districts throughout the country.

The Power of Travel Coalition will establish the value of travel and stand up for the men and women that work in this incredible industry.

Did you know how valuable this industry is to America?

- Travel is one of America's largest industries, responsible for more than \$1 trillion in the U.S. economy.
- 10.1 million American workers are employed by travel.
- One out of every nine jobs in the U.S. depends on travel.

Together, We're Stronger. The Power of Travel Coalition is an initiative of the U.S. Travel Association to engage the over 10 million people whose jobs rely on travel to become travel advocates. For more information and to join the Coalition, visit: www.travelcoalition.org.