



SWINE FLU UPDATE AND TOOLKIT
10 September 2009

Dear Travel Colleague:

As I'm sure you are aware, the swine flu situation continues to evolve as more schools open around the country and the possibility for spread of the disease heightens. While information gathered over the past four months suggests the swine flu, also known as H1N1, is no more severe than the annual seasonal flu, it's critical that the travel community do all we can to ensure spread of the disease is limited. At the same time, it is vital that we take this opportunity to communicate to policymakers, health officials, opinion leaders and the media about the critical role travel plays in our economy to ensure appropriate responses as new information about swine flu becomes available.

As we did during the initial outbreak in late April, the U.S. Travel Association will take a lead role in addressing this challenge. While we in no way want to minimize the seriousness of the threat, it is important that our industry be vigilant about news activity and aggressively report the facts as the situation develops. As we reminded people during previous health scares, it's important to "be prepared, but not panicked." Next week we will be participating in a workshop coordinated by the United Nations' World Tourism Organization to share strategies and tactics and learn more about our community's efforts to address this challenge in other parts of the world.

To assist you with your own plans, U.S. Travel has created a toolkit of useful information that can be accessed by clicking on the links below, or by visiting www.ustravel.org/swineflu.

- * [Talking Points General](#)
- * [Talking Points for International Community](#)
- * [Swine Flu Questions and Answers](#)
- * [Travel Community Preparation Checklist](#)
- * [What Medical Experts Are Saying](#)
- * [10 Ways To Help Communicate](#)
- * [Sample Press Release](#)
- * [Sample Letter to Editor](#)
- * [SARS Impact](#)

We cannot afford during this critical time for any kind of media hysteria to create an "infodemic" that threatens air travel, lodging, restaurants, attractions and meetings. By working together to meet this challenge in an effective, coordinated manner, we can blunt any impact this possible threat can have to our economy and industry. I will continue to keep you informed as this evolving situation warrants.

Sincerely,

Roger Dow
President and CEO

U.S. Travel Association

[U.S. Travel Association](#)

1100 New York Avenue, NW, Suite 450 Washington, DC 20005

Tel: (202) 408-8422

Fax: (202) 408-1255

Email: feedback@ustravel.org