



P R E S S R E L E A S E

“Let’s Meet There” to Advance Restart of Professional Meetings and Events

At LIVE event in Las Vegas, U.S. Travel Association and Meetings Mean Business Coalition leaders discuss industrywide campaign to jumpstart business travel recovery

LAS VEGAS (June 17, 2021)—In a live, in-person event at CAESARS FORUM, U.S. Travel Association President and CEO Roger Dow announced yesterday the launch of a major campaign and grassroots initiative called “Let’s Meet There.” The effort aims to compel the Centers for Disease Control and Prevention (CDC) and state and local governments to produce updated guidance reflecting the science-based evidence that it is possible—now—to safely resume in-person professional meetings and events (PMEs) and the need to differentiate these professional meetings and events from other “large gatherings.”

The campaign is further designed to reach business executives across all industries, highlighting the competitive benefits associated with professional travel and the value of connecting face-to-face following a lengthy period of meeting virtually.

Dow was joined by co-chairs of U.S. Travel’s Meetings Mean Business (MMB) Coalition: Fred Dixon, president and CEO of NYC & Company; and Michael Massari, chief sales officer for Caesars Entertainment, who expressed the economic need to safely restart business meetings and professionally managed events.

The announcement follows the release of a [white paper](#) by leading Ohio State University health care scientists that provides evidence-based analysis—focused on a scientific review of proven health and safety measures substantiated over the last year—showing that it is safe to return to conducting and attending professional meetings and events.



The work by The Ohio State University further differentiates PMEs from other large gatherings, noting that PMEs offer a controlled environment that allows for scientifically proven safety measures.

The Let's Meet There website includes an [Action Center](#) which directs travel and other industries' members—who recognize the competitive advantages and benefits of restarting business meetings and events—to resources that enable them to communicate directly with elected officials and business leaders. The Action Center also includes key messages, fact sheets, sample letters, and a social guide and graphics. A collective industry and business voice is imperative to reinforce the urgency of lifting remaining gathering limits across states and to accelerate the return of PMEs. Social content is organized using the hashtag #LetsMeetThere.

A newly released [forecast](#) by Tourism Economics for the U.S. Travel Association projects that spending by business travelers, which [declined](#) 69% in 2020 from the previous year, will not rebound to its pre-pandemic level until 2024. Policies and consistent guidance can help accelerate the recovery timeline, and business leaders also have an important role to play.

Said Dow: “Let's Meet There' will be guided by important objectives: we will lead with data, communicate with consistent messages, and we will make the case for change.”

The Ohio State University authors [conclude](#): “PMEs are viewed as critical connection points for business to be conducted, and a return to these events with proper, evidence-based, enforced precautions in place is inherently possible in the current environment.”