

Committee on Energy and Commerce
Subcommittee on Commerce, Manufacturing, and Trade
Hearing entitled “Daylight and Destinations: Examining Time, Travel, and Tourism”
November 20, 2025

Documents for the Record

1. Rockport Analytics Full Report “The 2024 Economic & Fiscal Impact of Tourism in Florida,” submitted by Chairman Bilirakis.
2. Visit Florida’s Integrated Marketing Effectiveness Results Summary for Fiscal Year 2024.25, submitted by Chairman Bilirakis.
3. Letter to Representatives from Jay Pea, President, Save Standard Time, submitted by the Majority.
4. Statement from Dr. David Prerau, submitted by the Majority.
5. Letter to Chairman Bilirakis and Ranking Member Schakowsky from the Coalition for Permanent Standard Time, submitted by the Majority.
6. Letter to Chairmen Bilirakis and Guthrie and Ranking Members Schakowsky and Pallone from the National Religious Broadcasters, submitted by the Majority.
7. Letter to Chairman Bilirakis and Ranking Member Schakowsky from the American Society of Travel Advisors, submitted by the Majority.
8. Statement from Laura Chadwick, President and CEO, Travel Technology Association, submitted by the Majority.
9. Letter from Agudath Israel of America addressed to Members of the Subcommittee, submitted by the Minority.
10. Letter from the United States Tour Operators Association (USTOA) addressed to Chairman Bilirakis and Ranking Member Schakowsky, submitted by the Minority.



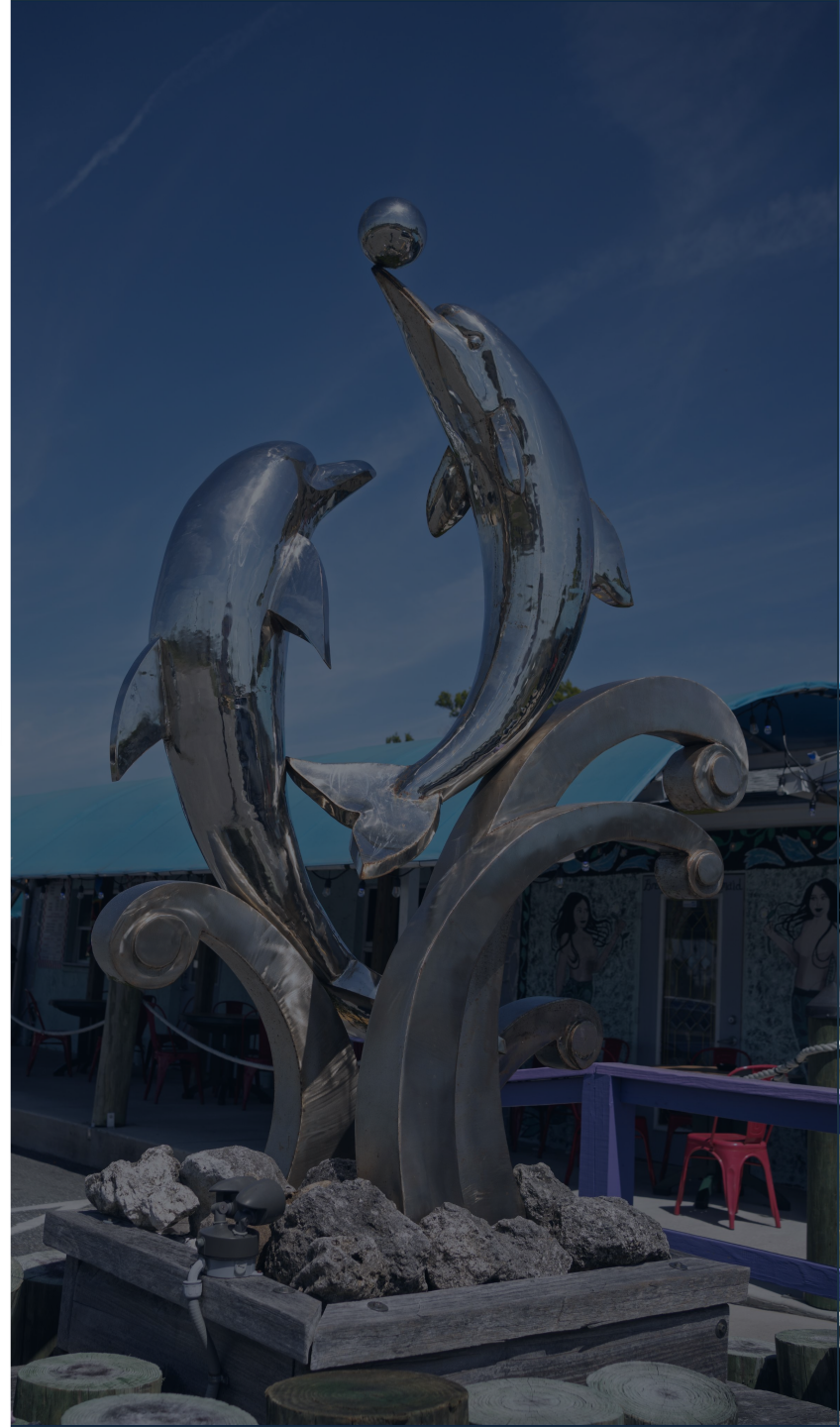
ROCKPORT
ANALYTICS

The 2024 Economic & Fiscal Impact of Tourism in Florida

Full Report – 2024

Prepared For

VISIT **FLORIDA**[®]



The 2024 Economic & Fiscal Impact of Tourism in Florida

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Background & Methodology

Study Overview

The economic impact of tourism in the state of Florida was commissioned by VISIT FLORIDA. This economic impact study was conducted by Rockport Analytics, an independent market research & consulting company, using a time-tested approach that has been applied to many state and city destinations across the United States. The goal of the study was to measure and analyze the full economic contribution that out-of-state visitors make to the Florida economy. The study covered 2024, as well as some historical data from previous calendar years with a focus on 2024 and the changes in tourism performance between 2023 and 2024. The analysis seeks to translate the contribution made by visitors to Florida GSP, jobs, wages, and tax receipts.

Methodology

The total economic impact of travelers is separated into three distinct effects: direct, indirect, and induced. The direct impacts represent the value added of those sectors that interact directly with, or touch, the visitor. The indirect impact represents the benefit to local suppliers to those direct sectors. This would include, for example, Florida-based food suppliers to restaurants. The induced impact adds the effect of tourism-generated wages as they are spent throughout Florida's economy, such as when an employee from a hotel spends on items such as groceries for their household or healthcare for their families.

The economic impacts reported in this study are based on Florida visitor volume and spending estimated through numerous sources including DK Shifflet & Associates, VISIT FLORIDA, Key Data, and the National Travel & Tourism Office of the Department of Commerce (<https://www.trade.gov/national-travel-and-tourism-office>). This traveler data is then reconciled with reported employment data from the Bureau of Labor Statistics (BLS) and the Bureau of Economic Analysis (BEA), reported tax receipts from the Florida Department of Revenue, and other secondary sources such as STR and Dun & Bradstreet. The spending and associated impacts estimated at the state level include only out-of-state visitor activity, i.e., the activity that is net-new to the state of Florida. A visitor is defined as anyone traveling over 50 miles one way for either business or leisure purposes and includes both day trips and overnight stays.

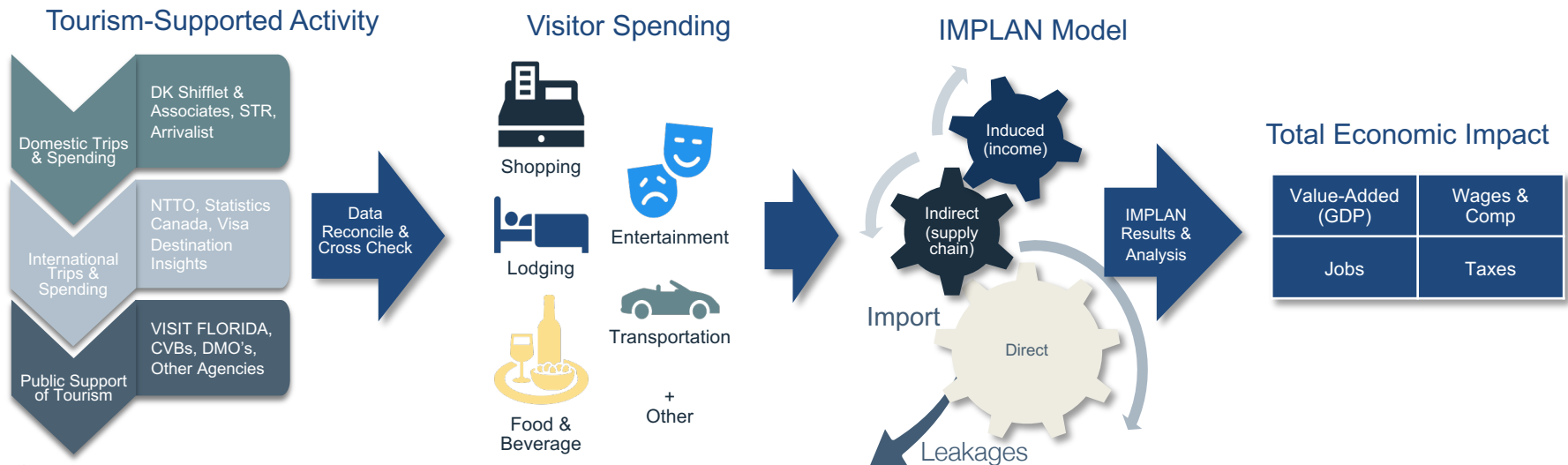
Background & Methodology

Methodology

An economic model of Florida is also critical to estimating how traveler spending resounds through the state. Rockport Analytics has chosen the IMPLAN model for Florida (www.implan.com), a non-proprietary economic model that has become the standard for most economic impact assessments in the United States. This model is critical to measuring the direct, indirect, and induced impacts of visitation to the state.

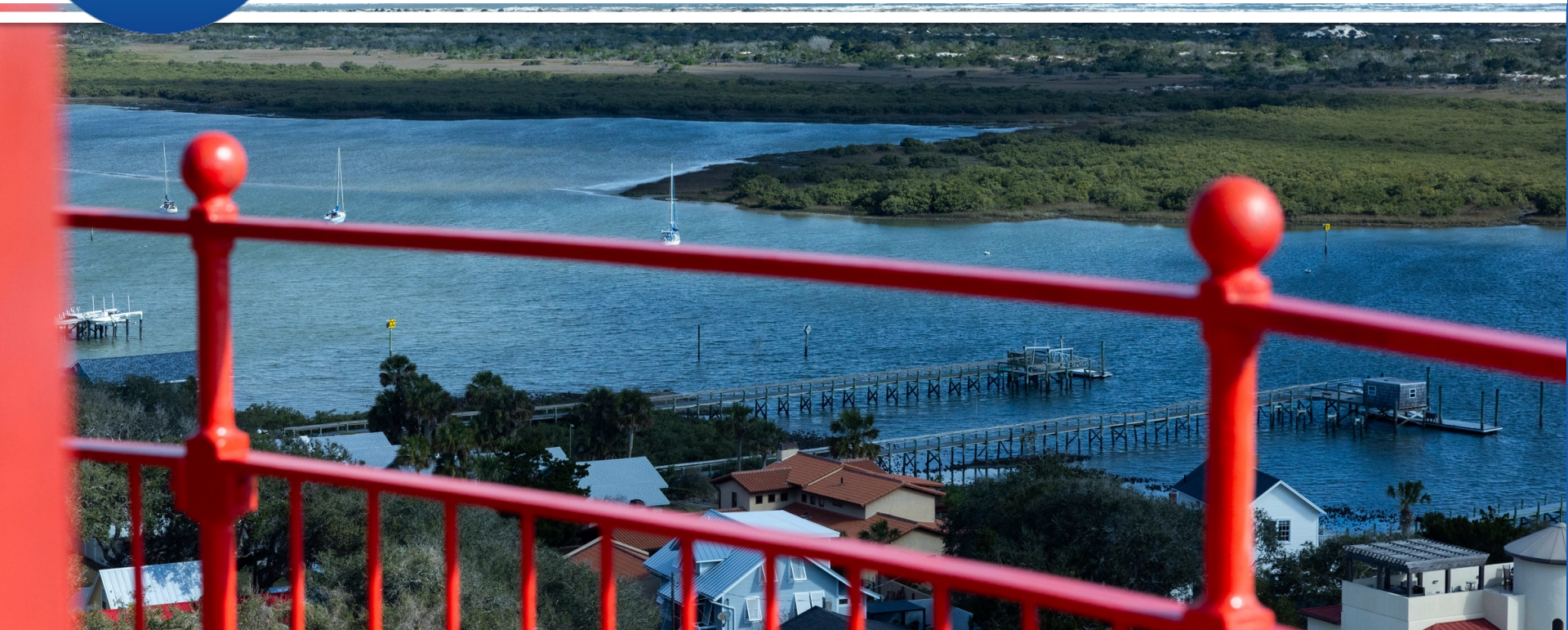
IMPLAN also measures how much of each tourism dollar remains in the state economy. Total traveler spending generally exceeds the direct impact of tourism. This is because not all goods and services purchased by travelers are supplied by firms located in Florida. The IMPLAN model accounts for these import “leakages”¹ to suppliers located outside of the state. Generally, the more diversified a state economy, the lower are import leakages and the higher the retention and multiplier of spending.

¹ Leakages refer to goods and services that must be imported into the state due to insufficient in-state capacity.





2024 ECONOMIC & FISCAL IMPACT OF TOURISM IN FLORIDA **TOP-LINE FINDINGS**



Florida Tourism's Economic Impact in 2024



157.6M

Out-of-State Visitors

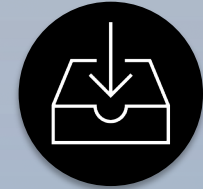
Y/Y growth: 0.5%



\$134.9B

Visitor Spending

Y/Y growth: 3.0%



1.8M

Total Florida Jobs

Y/Y growth: 1.8%



\$79.9B

Total Wages & Salaries

Y/Y growth: 4.6%



\$15.8B

**Visitor-Initiated State
& Local Taxes**

Y/Y growth: 2.5%



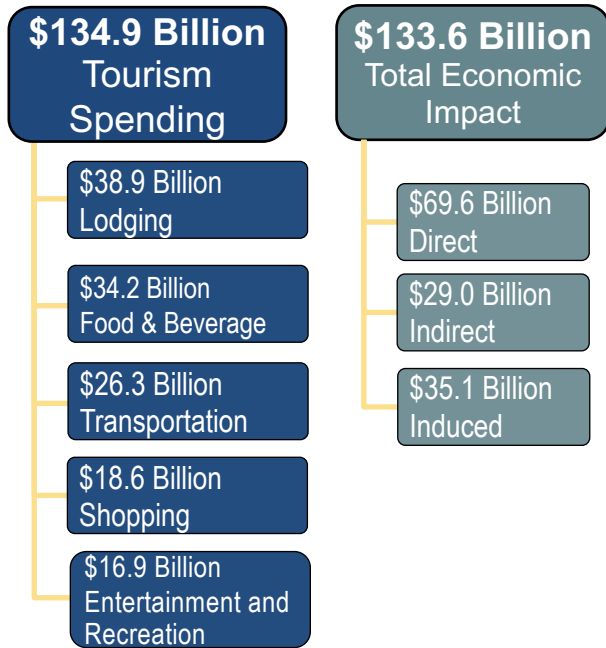
\$133.6B

**Total Economic Impact
(Value Added)**

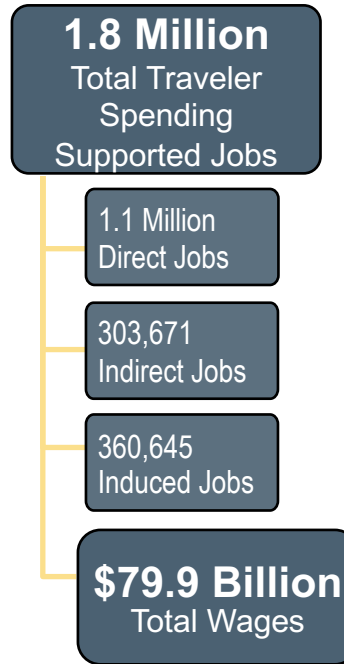
Y/Y growth: 4.7%

Florida Tourism's Economic Impact in 2024

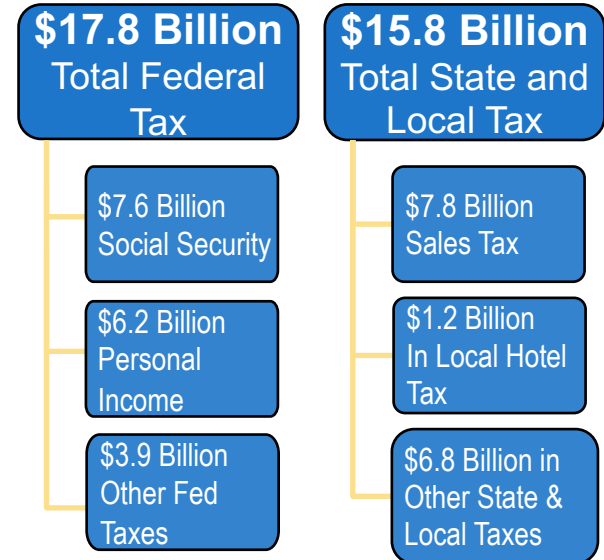
Tourism and Impact



Jobs and Wages



Tax Revenue Generated

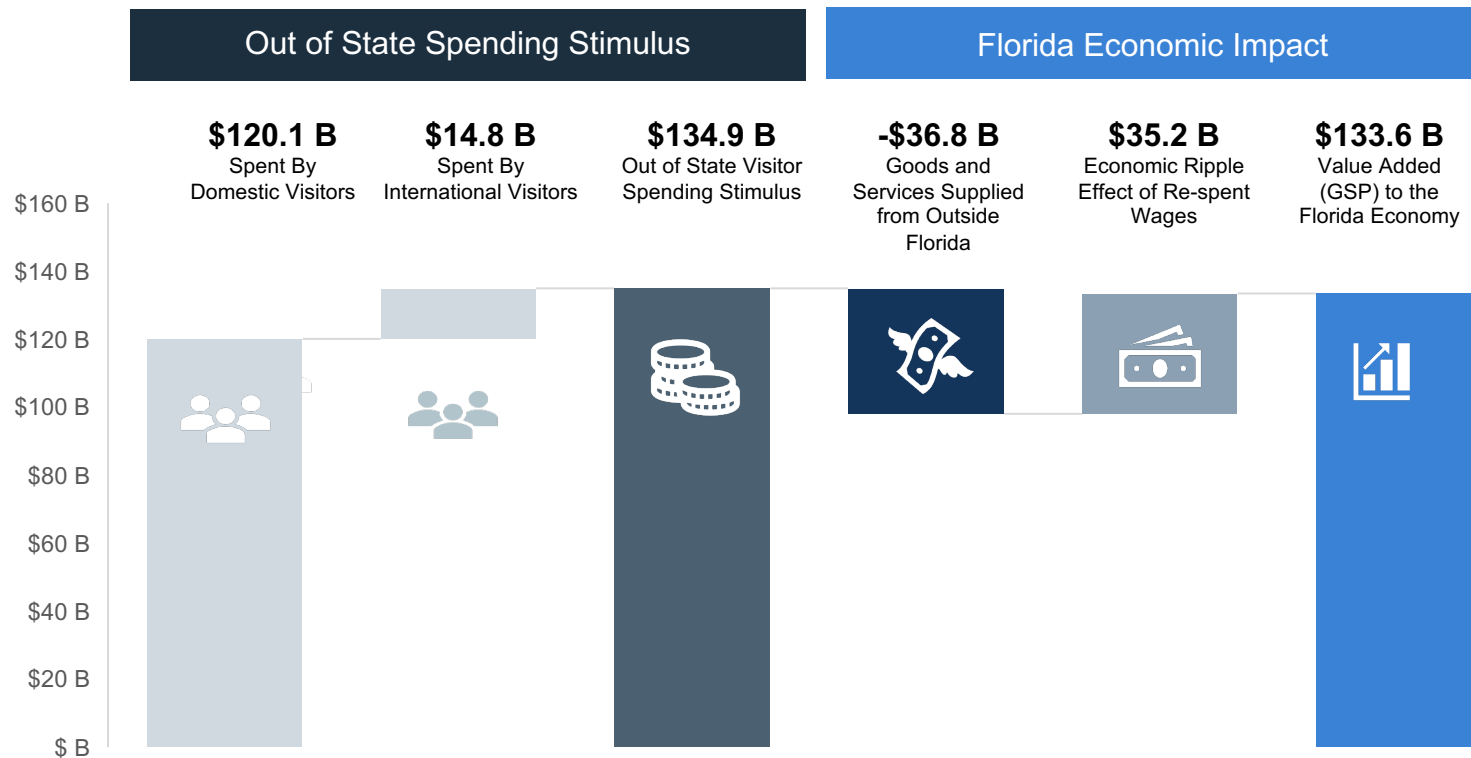


Florida Tourism Highlights

- **Florida's travel and tourism visitor volumes continued to grow in 2024, supported by growth in key sectors.** 2024 set a record with 157.6 million out-of-state visitors led by the 7% growth registered by international visitation. International visitor volume reached 12.3 million person-trips, an increase of 800,000 but still lags pre-pandemic levels by 11%. Overnight domestic out-of-state visitor volume rose slightly to 130.7 million, up 1.2% while out-of-state day levels fell. Economic uncertainties, especially at mid-to-lower income levels, and rising prices subdued growth rates while continued strength in job growth helped support the overall growth picture.
- **Visitor spending by out-of-state travelers increased by 3.0% in 2024, reaching \$134.9 billion.** This increase was driven by the overnight domestic out-of-state visitors as well as increasing prices in areas like transportation and recreation & entertainment. Those two sectors represented largest spending growth with entertainment and recreation spending increasing 5.5% and transportation spending increasing 3.5%. Lodging (3.4%) and food & beverage (2.3%) spending growth were more modest with retail spending growth lagging at 0.1% with a pull-back of international visitors on retail spending.
- **The Travel & Tourism sector accounted for 7.8% of Florida's Nominal Gross State Product (GSP), contributing \$133.6 billion to the state's economy in 2024.** Businesses directly serving visitors—such as hotels, restaurants, and entertainment venues—captured \$69.6 billion in added value, while an additional \$64 billion was realized by the tourism supply chain and related downstream businesses. For every dollar spent by a visitor, the Florida economy retained 99 cents, with 59 cents supporting worker salaries and 12 cents collected as state and local taxes.
- **Tourism-supported employment in Florida grew by 1.8% in 2024, reaching 1.8 million jobs.** Total tourism-supported jobs accounted for 12% of the state's nonfarm employment. Direct tourism jobs increased 2.2% to 1.1 million, representing 7.6% of nonfarm employment. One in eight private-sector jobs was tied to tourism, including 540,500 jobs in Food Services and Drinking Places, 262,300 in Accommodations, and 184,300 in Arts, Entertainment, and Recreation.
- **Taxes generated by travel and tourism in Florida grew 3.3% in 2024, reaching \$33.6 billion.** State and local tourism-related tax receipts rose 2.5% to \$15.8 billion, including \$7.8 billion collected by the state of Florida and \$8.0 billion by local taxing authorities. Without tourism, each of Florida's 9.1 million households would need to pay an additional \$1,730 annually in state and local taxes to sustain the current level of revenue.

Florida Tourism Spending Hits \$135 Billion, Driving \$133.6 Billion in Gross State Product

In 2024, domestic out-of-state visitors to Florida spent \$120.1 billion, while international visitors contributed \$14.8 billion. Spending by domestic visitors increased from the previous year, with international spending plateauing despite an increase in visitation as the length of stay dropped. Together, these expenditures provided \$135 billion in direct sales from visitors to businesses in Florida. Approximately 27% of the value added was spent on goods and services sourced outside the state. Additionally, \$35 billion of tourism employee wages were re-spent locally, further amplifying tourism's impact. Overall, tourism contributed \$133.6 billion in new Gross State Product for Florida in 2024.



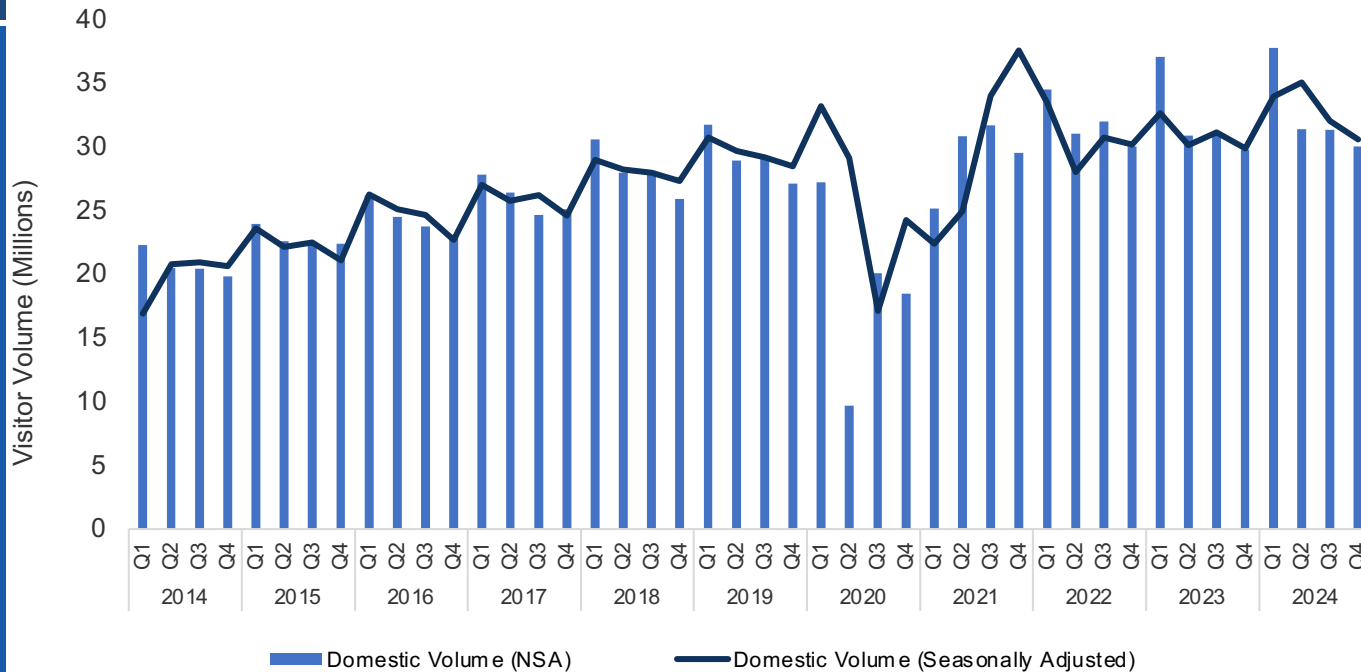


2024 ECONOMIC & FISCAL IMPACT OF TOURISM IN FLORIDA STATE-LEVEL VISITATION & SPENDING PERFORMANCE



Domestic Visitor Volume Plateaus at 145 Million but With Growth in Overnight Stays

Florida Total Quarterly Out of State Domestic Visitor Volume: 2014-2024



Out-of-state domestic visitor volume plateaued in 2024 with Florida welcoming 145.2 million person-trips. Overnight visitors made up 90% of this total, with day visitors accounting for the remaining 10%.

Day-trip volume declined by 10% from 2023, while overnight trips saw a modest growth of 1.2%.

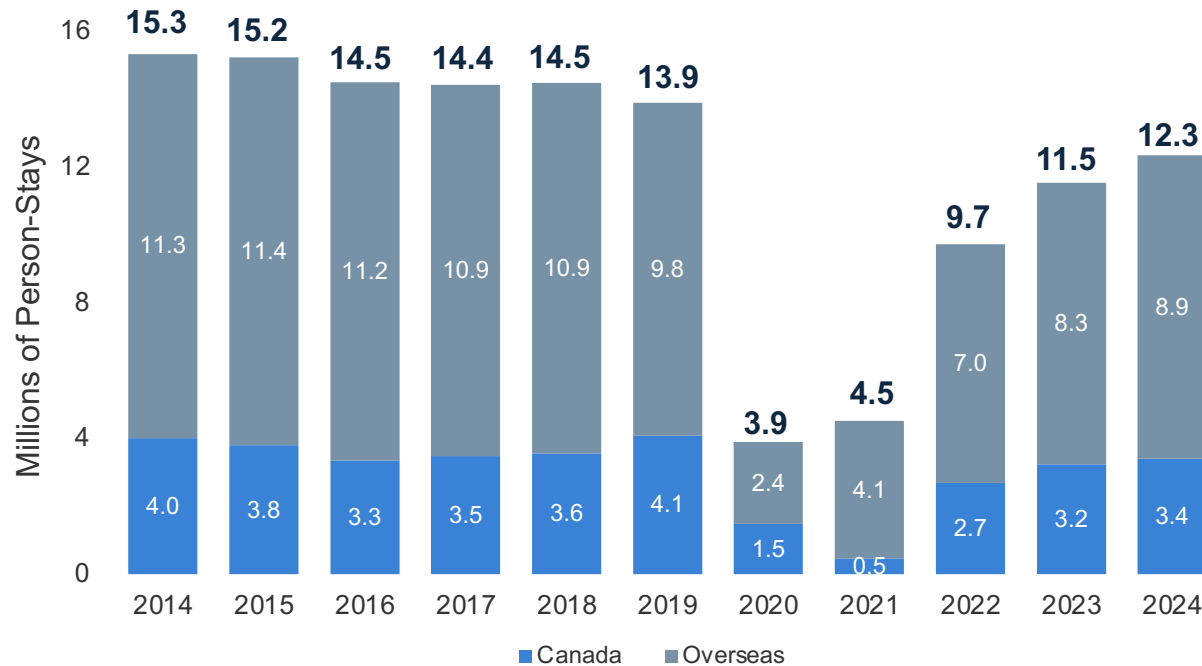
Every quarter saw domestic volume growth in 2024 after the final three quarters in 2023 showed domestic visitor declines.

Visitor Volume (Millions)	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Day	15.8	13.6	12.3	13.4	14.0	12.2	14.0	17.2	16.2	14.6
Overnight	91.3	97.7	104.1	112.7	117.2	75.5	117.3	127.8	129.1	130.7
Total	107.1	111.5	116.7	126.1	131.2	87.7	131.3	145.0	145.3	145.2
Y/Y Growth	11.7%	4.1%	4.6%	8.1%	4.0%	-33.1%	49.7%	10.4%	0.2%	-0.1%

Source: D.K.Shifflet, VISIT FLORIDA, Rockport Analytics

International Share of Out-of-State Visits Jumped to 7.8% in 2024

Florida International Inbound Visitor Volume: 2014-2024



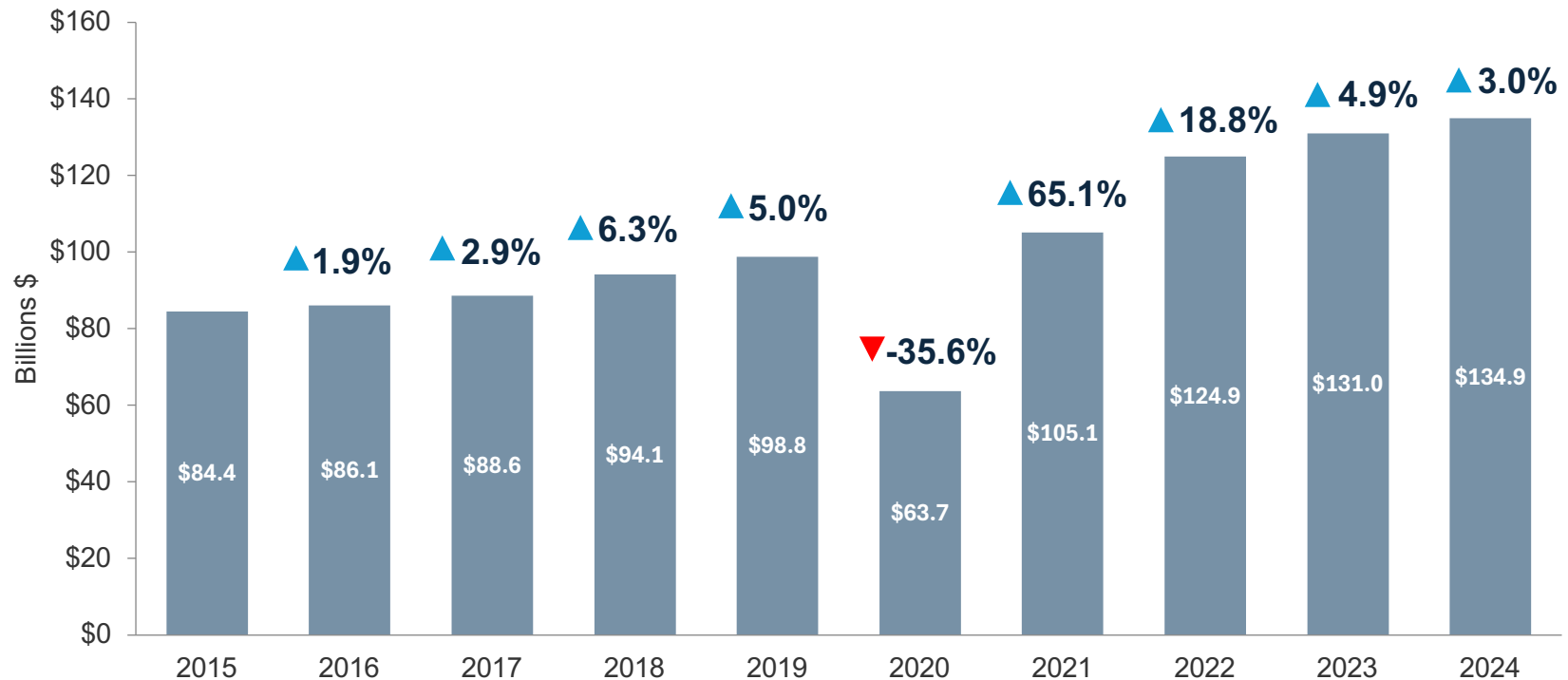
- International visitor growth remained robust at 7.0% helping increase the share of Florida's visitors that are international to 7.8%, a jump of 0.5 percentage points.
- However, visitor numbers still fell 11% short of 2019s pre-COVID arrivals of 13.9 million.
- Canadian visitor numbers increased 5.4% to 3.4 million. Overseas visitor volume also continued to climb, rising 7.6% to 8.9 million.

	2017	2018	2019	2020	2021	2022	2023	2024
Total International (Millions)	14.4	14.5	13.9	3.9	4.5	9.7	11.5	12.3
Y/Y Growth	-0.6%	0.4%	-4.0%	-72.0%	16.0%	115.4%	18.7%	7.0%

Out-of-State Visitor Spending Reaches New High of \$134.9 Billion

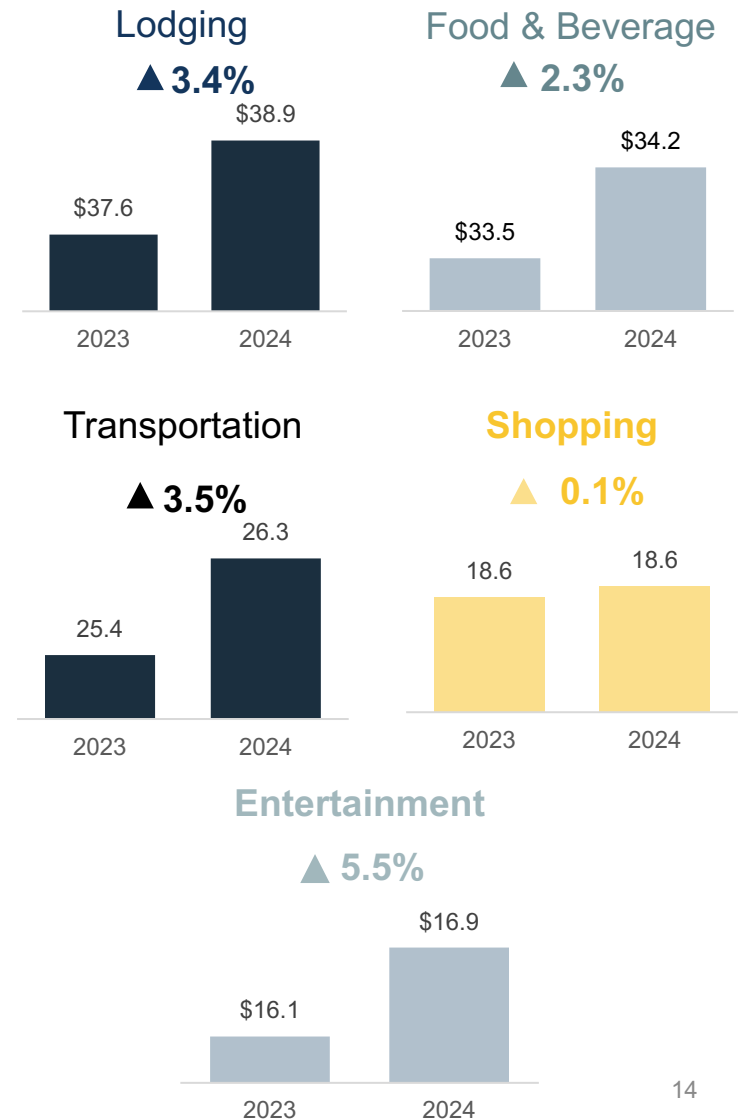
Out-of-state visitor spending kept climbing in 2024, reaching a new peak of \$134.9 billion, for a gain of 3.0% over 2023 levels. The compound annual growth rate (CAGR) in tourism spending was 6.4% from the period from 2019 to 2024.

**Florida Total Out-of-State Visitor Spending:
2015-2024**



Lodging Tops 2024 Visitor Spending, Entertainment Shows Highest Growth

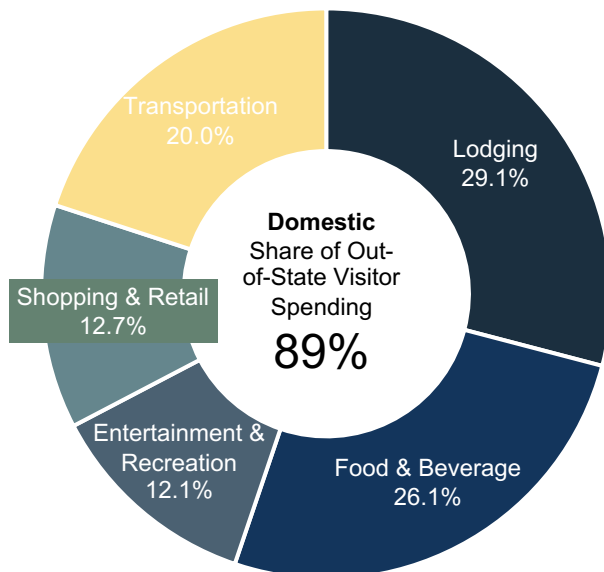
Total Visitor Spending by Category 2024



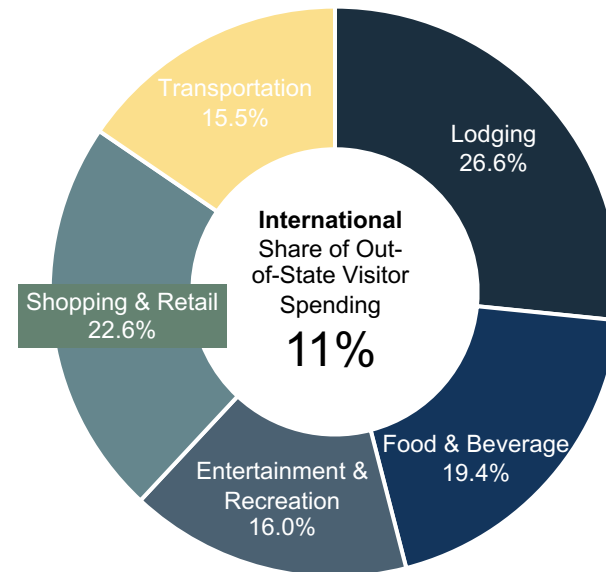
Domestic and International Visitor Spending by Category

In 2024, the international share of spending increased from 10% to 11%, continuing to move toward the pre-pandemic level where international spending historically comprised 17% or more of total visitor expenditures. In 2024, domestic travelers allocated a larger portion of their spending to food and beverages (26%) compared to international visitors (19%), while international travelers spent a greater share on shopping and retail (23%) than domestic visitors (13%).

Domestic Visitor Spending by Category 2024



International Visitor Spending by Category 2024





2024 ECONOMIC & FISCAL IMPACT OF TOURISM IN FLORIDA STATE-LEVEL VISITATION & SPENDING PERFORMANCE



The Impact of Out-of-State Tourism On The State of Florida

2024 Economic Impact Summary (Compared to 2023)

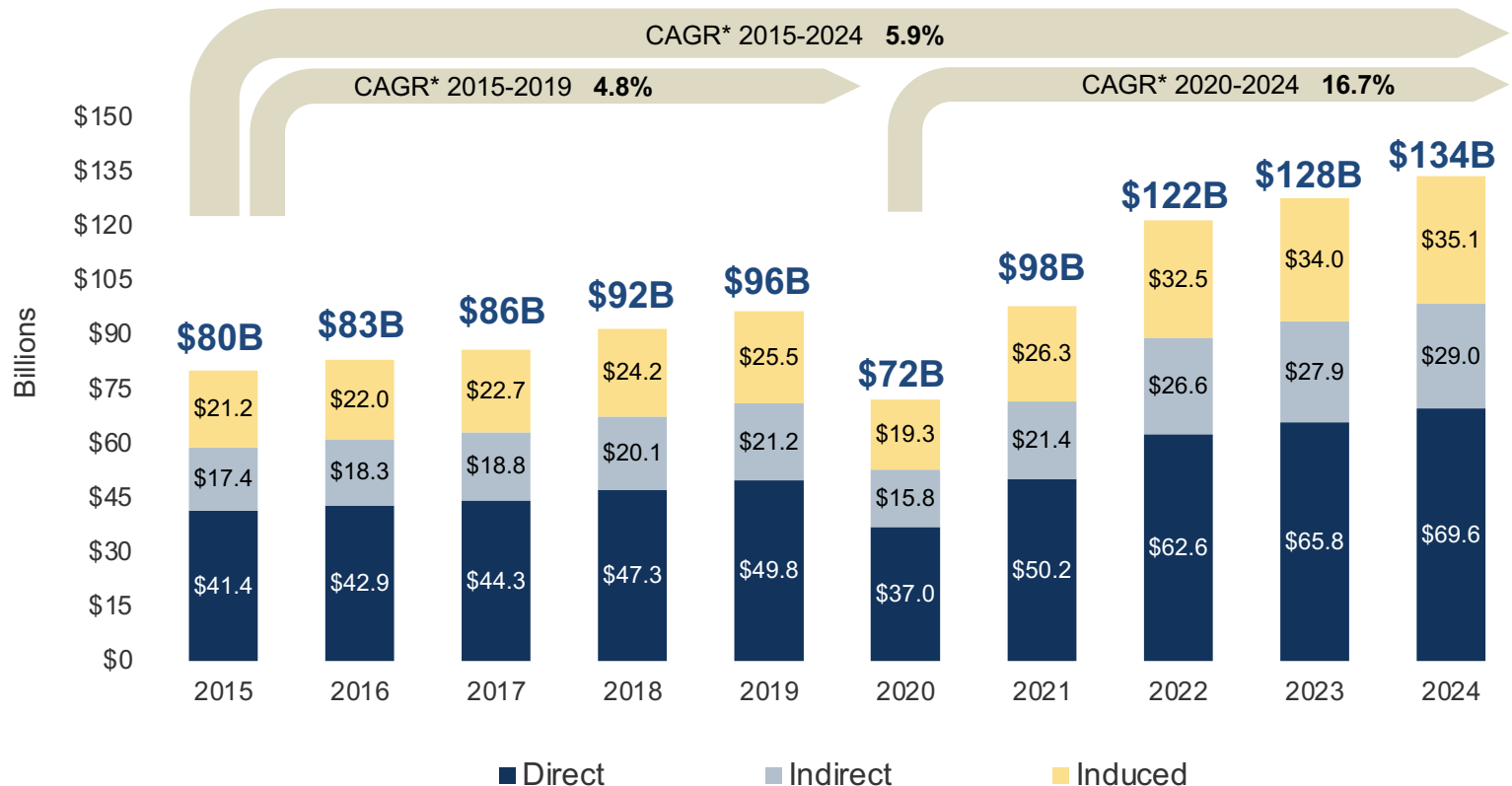
All Currency in \$ - Millions or Billions as noted

	Direct	Indirect	Induced	Total
Total Out-of-State Visitor Volume				157,572,785
2024 Y/Y Growth				0.5%
Total Out of State Visitor Spending				\$134.9 B
2024 Y/Y Growth				3.0%
Economic Impact (GDP)	\$69.6 B	\$29.0 M	\$35.1 B	\$133.6 B
2024 Y/Y Growth	5.8%	3.9%	3.2%	4.7%
Wages	\$44.4 B	\$16.4 B	\$19.1 B	\$79.9 B
2024 Y/Y Growth	5.6%	3.7%	3.0%	4.6%
Jobs	1,129,113	303,671	360,645	1,793,429
2024 Y/Y Growth	2.2%	1.2%	1.3%	1.8%
Tax Receipts Total				\$33,578 M
2024 Y/Y Growth				3.3%
Tax Receipts Federal				\$17,778 M
Tax Receipts State and Local				\$15,800 M

Florida's Tourism-Supported GSP Nears \$134 Billion in 2024

Florida's gross state product (GSP) grew at a compound annual growth rate (CAGR) of 5.9% from 2015 to 2024, slightly below last year's 6.0% CAGR from 2015 to 2023 but still above the pre-pandemic rate of 4.8% (2015–2019). Total GSP increased 4.7%, rising from \$128 billion in 2023 to \$134 billion in 2024, with direct GSP making up 52% of the total.

Total Visitor-Generated Economic Impact (Value Added) in Florida: 2015 - 2024

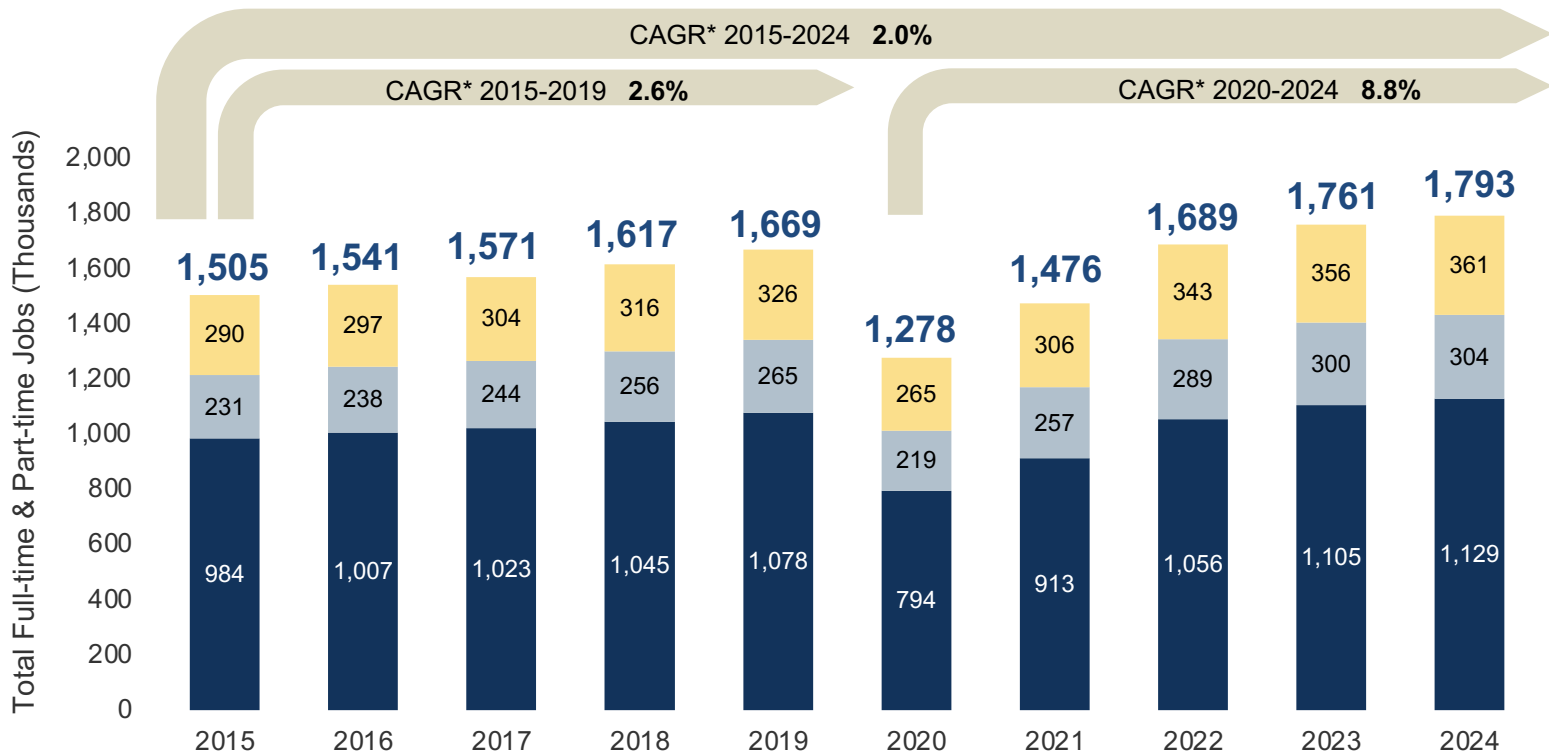


*CAGR = Compound Annual Growth Rate

Tourism Employment in Florida Reaches New High, Hitting 1.8 Million

Tourism-driven employment in Florida continued its upward trend in 2024, increasing by 1.8% to reach 1.8 million jobs. Direct employment accounted for 63% of these positions – 1.1 million jobs in Florida.

Total Visitor-Supported Employment in Florida 2015 - 2024



*CAGR = Compound Annual Growth Rate

■ Direct

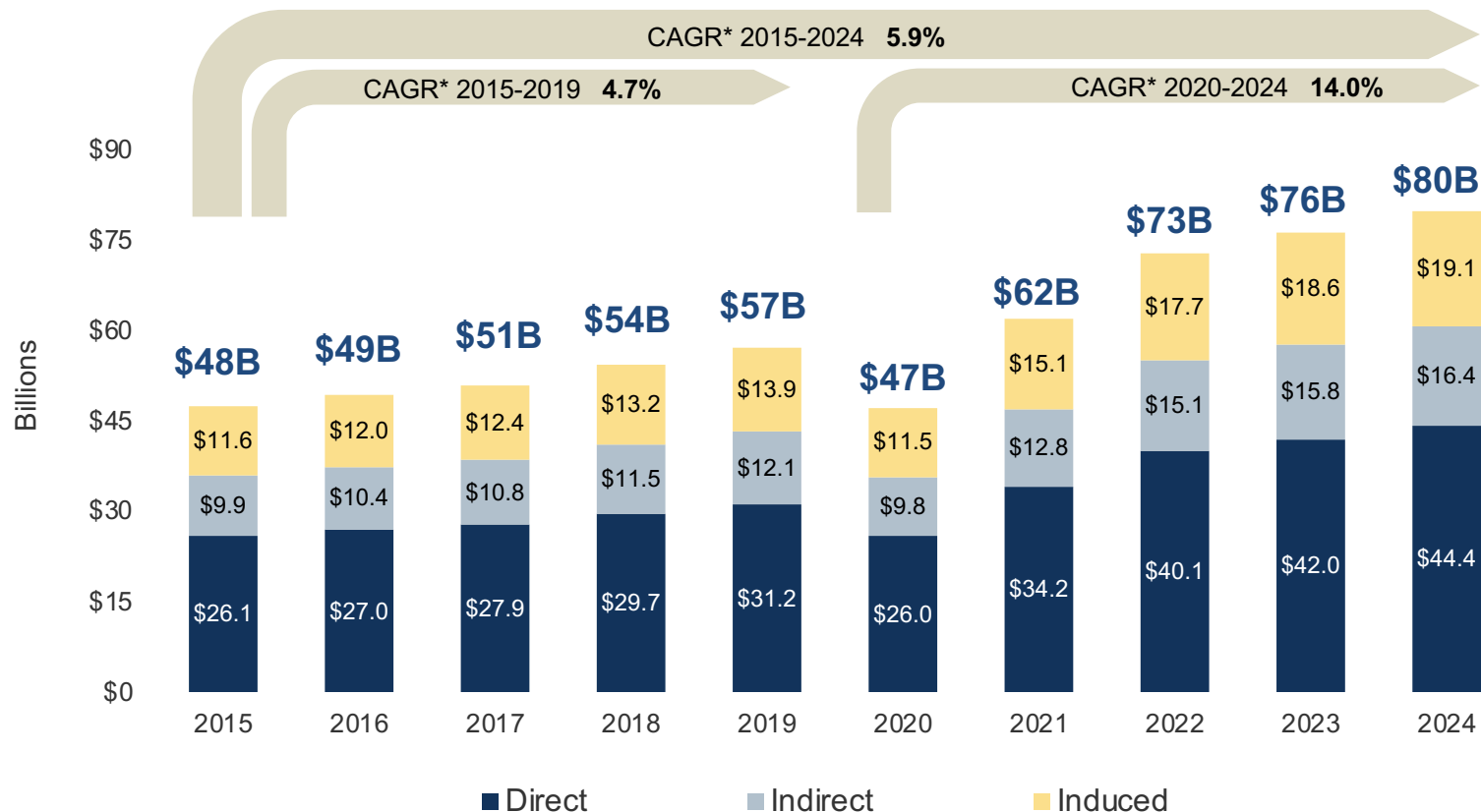
■ Indirect

■ Induced

Visitor-Supported Wages in Florida Rise 4.3% Annually, Reaching \$80 Billion

Visitor-supported wages in Florida grew at an annual rate of 5.9% from 2015 to 2024, exceeding the pre-pandemic growth rate of 4.7% from 2015 to 2019. Since the pandemic, the CAGR surged to 14.0%. In 2024, total wages paid to tourism-supported workers reached \$80 billion, marking a 4.6% increase over 2023, with direct wages accounting for \$44 billion, or 56% of the total.

Total Visitor-Supported Wages in Florida: 2015 - 2024



*CAGR = Compound Annual Growth Rate

Tourism is the Fourth Largest Industry Employer in 2024

Tourism remains a critical hub in Florida's economy, directly employing 1.1 million workers, making it the fourth largest industry employer in 2024. Although tourism employment growth slowed in 2024, it continued to outpace statewide growth, advancing 2.2%.

2024 Tourism in Florida: Ranking of Major Industries by Total Employment

2024 Rank	Industry	2024 Tourism Supported Direct Jobs	2024 Reported*	2024 Tourism Extracted**	% of Total Employment	24-23 Y/Y Growth
1	Health & Social Services	0	1,630,296	1,630,296	11.0%	3.8%
2	Retail trade	118,955	1,411,753	1,292,798	8.7%	0.8%
3	Professional Services	0	1,177,316	1,177,316	7.9%	2.3%
4	Tourism			1,129,113	7.6%	2.2%
5	Administrative & Waste Services	4,384	1,097,658	1,093,274	7.3%	-2.7%
6	Real Estate & Rental	34,088	1,111,321	1,077,233	7.2%	1.7%
7	Finance & Insurance	0	1,067,416	1,067,416	7.2%	-0.1%
8	Construction	0	957,412	957,412	6.4%	3.2%
9	Other Services	27,101	969,452	942,351	6.3%	3.3%
10	Transportation & Warehousing	53,212	864,092	810,881	5.5%	1.5%
11	Local Governments	3,437	807,783	804,345	5.4%	2.2%
12	Manufacturing	0	478,579	478,579	3.2%	1.6%
13	Wholesale Trade	0	470,532	470,532	3.2%	1.6%
14	Accommodation & Food Services	731,705	1,158,420	426,716	2.9%	1.4%
15	Educational Services	0	288,695	288,695	1.9%	4.0%
16	State Government	0	276,381	276,381	1.9%	3.6%
17	Arts, Entertainment & Recreation	156,232	419,198	262,965	1.8%	3.7%
18	Information	0	214,654	214,654	1.4%	-1.1%
19	Management of Companies	0	193,213	193,213	1.3%	1.7%
20	Federal Government	0	175,790	175,790	1.2%	3.9%
21	Ag, Forestry, Fish & Hunting	0	57,644	57,644	0.4%	-2.2%
22	Utilities	0	31,100	31,100	0.2%	2.2%
23	Mining	0	18,292	18,292	0.1%	2.7%
	<i>Total Employment</i>	1,129,113	14,876,997	14,876,997	100%	1.7%

Florida Tourism Spurs \$133.6 Billion Economic Impact in 2024

Florida Tourism 2024: Economic Impact (Value Added/GSP)

Industry (NAICS)*	Direct	Indirect	Induced	Total
<i>in millions of dollars</i>				
Lodging	\$24,113	\$62	\$75	\$24,250
Real Estate Rental & Leasing	\$6,394	\$5,845	\$7,928	\$20,167
Food & Beverage	\$18,914	\$194	\$980	\$20,088
Recreation and Entertainment	\$9,757	\$592	\$751	\$11,100
Retail Trade	\$4,097	\$548	\$3,508	\$8,153
Finance & Insurance	\$0	\$2,842	\$3,447	\$6,289
Professional Services	\$0	\$4,149	\$2,100	\$6,249
Health Care & Social Assist.	\$0	\$1	\$5,360	\$5,361
Administrative & Waste Services	\$378	\$2,635	\$1,344	\$4,356
Other Transport	\$1,300	\$1,714	\$769	\$3,783
Communications	\$0	\$1,935	\$1,608	\$3,543
Personal Services	\$617	\$1,077	\$1,807	\$3,501
Wholesale Trade	\$0	\$1,606	\$1,831	\$3,437
Air Transport	\$2,962	\$151	\$285	\$3,397
Construction and Utilities	\$0	\$2,008	\$1,029	\$3,037
Management of Companies	\$0	\$2,205	\$517	\$2,722
Manufacturing	\$0	\$750	\$631	\$1,381
Gasoline Stations	\$900	\$32	\$136	\$1,068
Government	\$146	\$426	\$329	\$901
Educational Services	\$0	\$49	\$547	\$596
Agriculture, Fishing, Mining	\$0	\$145	\$115	\$260
Total - 2024	\$69,578	\$28,968	\$35,093	\$133,640
Total - 2023	\$65,771	\$27,870	\$34,012	\$127,653
% Change	5.8%	3.9%	3.2%	4.7%

- Florida tourism generated \$133.6 billion in economic impact in 2024, marking a 4.7% increase over 2023.
- Companies directly serving visitors contributed \$69.6 billion to Florida's economy, up 5.8% from 2023.
- Indirect (upstream) and induced (downstream) impacts together added \$64 billion to the state's GSP.
- The accommodations sector led with \$24.3 billion in GSP, followed closely by the Real Estate & Rental and Food Services & Drinking Places sectors, each contributing over \$20 billion in 2024.
- Real Estate Rental sector supplies visitors with housing – as owner-rentals like AirBnB & VRBO impacts are here – and supplies businesses and tourism employees with buildings and housing.

Tourism's Impact Grows, Supporting nearly 1.8 Million Jobs Across Florida

Florida Tourism: 2024 Economic Impact (Employment)

Industry (NAICS)*	Direct	Indirect	Induced	Total
Food & Beverage	471,071	18,207	51,223	540,500
Lodging	260,634	745	887	262,265
Recreation and Entertainment	156,232	16,550	11,535	184,317
Retail Trade	97,488	8,710	42,727	148,925
Real Estate Rental & Leasing	34,088	41,697	24,941	100,726
Administrative & Waste Services	4,384	58,600	24,975	87,958
Personal Services	27,101	11,308	35,438	73,848
Health Care & Social Assist.	0	17	63,793	63,811
Other Transport	29,439	24,436	9,284	63,159
Professional Services	0	39,900	19,179	59,080
Finance & Insurance	0	21,702	28,543	50,245
Air Transport	23,772	674	954	25,400
Gasoline Stations	21,467	612	2,265	24,344
Wholesale Trade	0	8,895	9,558	18,452
Construction and Utilities	0	12,223	5,104	17,327
Management of Companies	0	11,890	3,155	15,045
Government	3,437	7,674	3,413	14,524
Communications	0	8,064	5,790	13,853
Educational Services	0	1,553	11,279	12,832
Manufacturing	0	7,163	4,083	11,246
Agriculture, Fishing, Mining	0	3,052	2,521	5,573
Total - 2024	1,129,113	303,671	360,645	1,793,429
Total – 2023	1,105,128	299,965	356,081	1,761,174
% Change	2.2%	1.2%	1.3%	1.8%

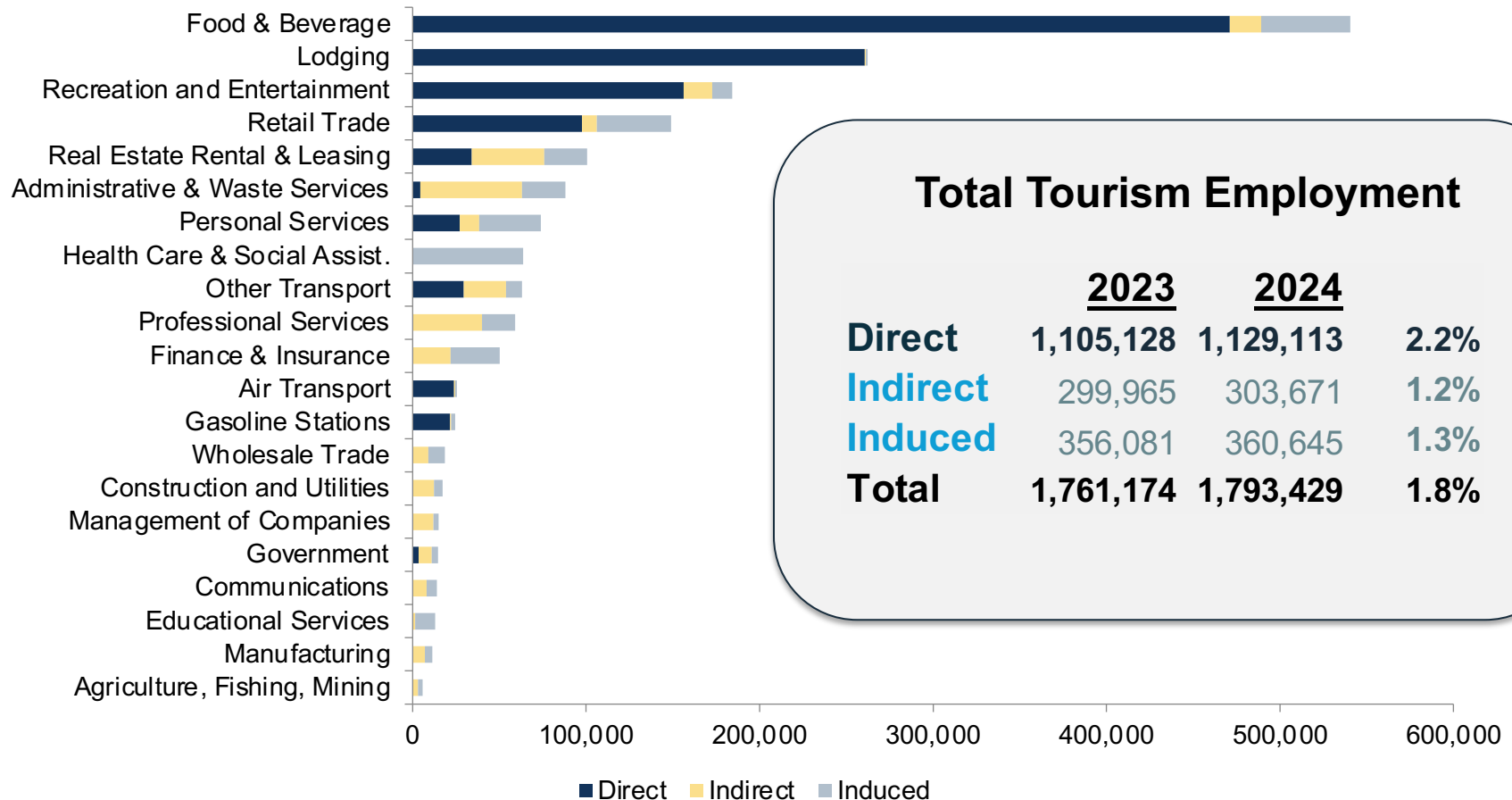
- Total employment rose 1.8% over 2023 levels, hitting nearly 1.8 million jobs.
- Direct employment grew 2.2% in 2024, while jobs along the tourism supply chain rose 1.2%, and downstream employment saw a 1.3% boost.
- Tourism supported 540,500 jobs in Food Services and Drinking Places, 262,265 in Accommodations, and 184,300 in Arts, Entertainment, and Recreation.
- In 2024, tourism supported around one in every eight Florida sector jobs.

Source: Rockport Analytics, IMPLAN

* North American Industrial Classification System (NAICS). For specific industry definitions, see www.census.gov

Tourism Supports Jobs Across Many Industrial Sectors

Florida Tourism: 2024 Economic Impact (Employment)



Tourism Wages in Florida Reach \$80 Billion in 2024

Florida Tourism: 2024 Employee Compensation

Industry (NAICS)*	Direct	Indirect	Induced	Total
<i>in millions of dollars</i>				
Food & Beverage	\$17,022	\$271	\$791	\$18,084
Lodging	\$11,600	\$30	\$37	\$11,667
Recreation and Entertainment	\$6,502	\$373	\$412	\$7,288
Retail Trade	\$2,684	\$355	\$2,056	\$5,095
Professional Services	\$0	\$3,056	\$1,623	\$4,679
Health Care & Social Assist.	\$0	\$1	\$4,571	\$4,572
Finance & Insurance	\$0	\$1,892	\$2,074	\$3,966
Real Estate Rental & Leasing	\$2,172	\$865	\$547	\$3,583
Administrative & Waste Services	\$246	\$2,001	\$1,028	\$3,275
Personal Services	\$677	\$760	\$1,627	\$3,064
Other Transport	\$916	\$1,476	\$626	\$3,017
Management of Companies	\$0	\$1,664	\$390	\$2,054
Air Transport	\$1,620	\$79	\$146	\$1,844
Communications	\$0	\$1,110	\$645	\$1,754
Wholesale Trade	\$0	\$814	\$924	\$1,738
Construction and Utilities	\$0	\$746	\$394	\$1,140
Gasoline Stations	\$700	\$25	\$108	\$834
Government	\$221	\$340	\$236	\$797
Manufacturing	\$0	\$461	\$285	\$746
Educational Services	\$0	\$49	\$530	\$579
Agriculture, Fishing, Mining	\$0	\$53	\$89	\$142
Total - 2024	\$44,359	\$16,422	\$19,137	\$79,919
Total - 2023	\$42,003	\$15,833	\$18,572	\$76,409
% Change	5.6%	3.7%	3.0%	4.6%

- Tourism-supported wages in Florida grew by 4.6% in 2024, reaching \$79.9 billion.
- Direct tourism workers took home over \$44 billion in wages last year.
- Upstream (indirect) and downstream (induced) tourism-related workers saw \$35.6 billion in wages combined.

Tourism's \$33.6 Billion Tax Contribution Equates to a Savings of \$1,730 per Household

2024 vs. 2023 Tourism Tax Revenue Collections

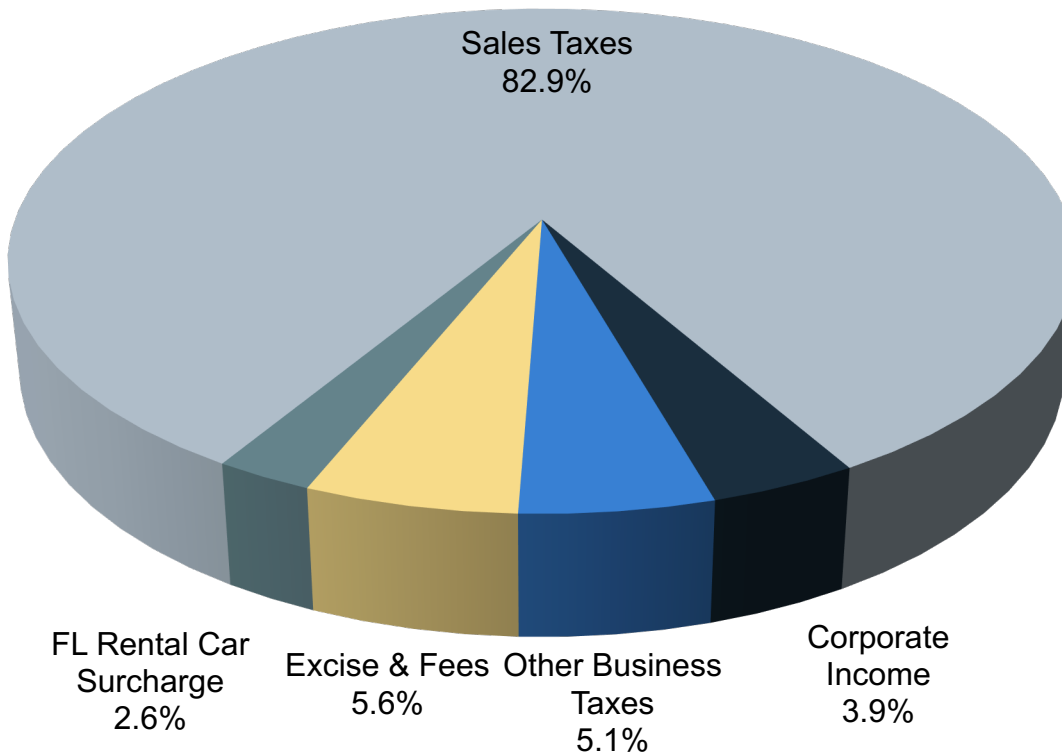
	2023	2024	24-23 Y/Y Growth
Federal – U.S.	<i>In millions of dollars</i>		
Corporate Income	\$2,193	\$2,225	1.5%
Personal Income	\$5,974	\$6,234	4.4%
Excise & Fees	\$1,616	\$1,685	4.3%
Social Security & Other Taxes	\$7,298	\$7,633	4.6%
Federal Tax Total	\$17,081	\$17,778	4.1%
State – Florida			
Corporate Income	\$296	\$301	1.6%
Other Business Taxes	\$380	\$392	3.3%
Excise & Fees	\$423	\$431	1.8%
FL Rental Car Surcharge	\$196	\$199	1.4%
Sales Taxes	\$6,246	\$6,433	3.0%
Florida State Tax Total	\$7,541	\$7,757	2.9%
Local – Florida			
Hotel Tax	\$1,135	\$1,174	3.4%
Property Taxes	\$4,783	\$4,870	1.8%
Rental Car Airport Facility Charge	\$343	\$344	0.5%
Local Sales Tax	\$1,339	\$1,379	3.0%
Local Option Food and Beverage Taxes	\$25	\$26	2.3%
Other Licenses, Fines & Fees	\$246	\$251	1.8%
Florida Local Tax Total	\$7,870	\$8,044	2.2%
Total FL Tourism-Supported Taxes	\$32,492	\$33,578	3.3%

State & Local Tax Receipts Totaled \$15.8 Billion

- Florida tourism generated \$17.8 billion in federal tax revenue, \$7.8 billion in state tax revenue, and more than \$8.0 billion in local tax receipts.
- Without tourism, Florida's state and local governments would need to raise an average of \$1,730 in additional taxes per household across the state's 9.1 million households to maintain current revenue levels.
- Each visitor contributed \$100 in state and local taxes to Florida.

Visitor-Funded State Taxes See 2.9% Growth, with Sales Tax Leading the Way

2024 Tourism-Supported State Tax Sources \$7.8 Billion



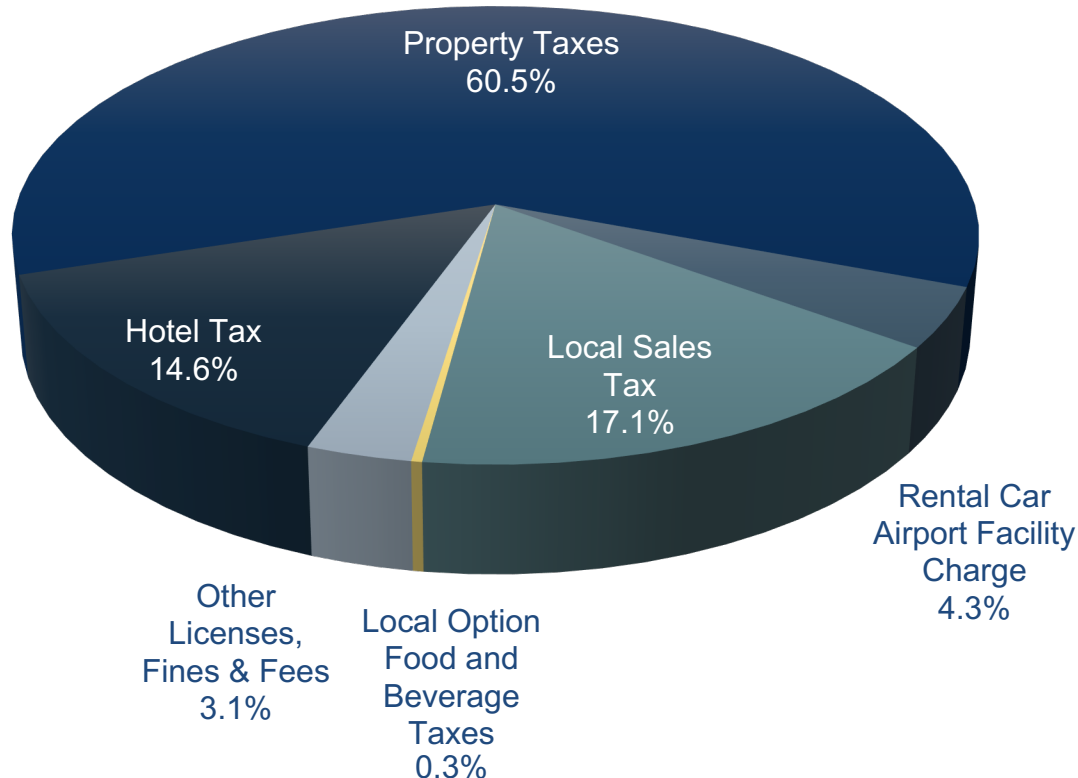
Florida tax collections from visitors grew by 2.9% in 2024

- State tax revenue rose by 2.9%, with sales tax revenues increasing 3.0%.
- Sales tax made up 83% of the \$7.8 billion in state tax revenue generated by visitors, while business taxes, rental car surcharges, corporate income taxes, and excise fees contributed the remaining 17%.

Sources: Rockport Analytics, IMPLAN, Florida Office of Economic and Demographic Research (EDR)

Local Tax Revenue from Tourism Surpasses \$8.0 Billion in 2024

2024 Local Tax Sources \$8.0 Billion



Local tax collections from tourism grew 2.2% in 2024 compared to 2023

Property taxes made up the largest portion, accounting for 60.5% of tourism-related tax revenues, followed by sales taxes at 17% and hotel taxes at 15%.

Visitor transaction taxes rose by 2.7% in 2024 compared to 2023

These taxes, which include hotel, rental car (both surcharge and airport facility charge, and food & beverage taxes, increased from \$1.5 billion in 2023 to \$1.55 billion in 2024.

Source: Rockport Analytics, IMPLAN, Florida Office of Economic and Demographic Research (EDR)

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2024 ECONOMIC & FISCAL IMPACT OF TOURISM IN FLORIDA REGIONAL AND COUNTY LEVEL PERFORMANCE



Regional Performance

In Process

County Performance

In Process

Putting the Benefits of Florida Tourism in Perspective



Promoting a Healthy Job Market

Tourism was directly responsible for 7.6% of all Florida jobs in 2024, making tourism Florida's 4th largest employer. Employment grew by 2.2%, compared to the state's 1.7% growth.

1 in every 8 Florida workers owes his/her job to direct tourism activity.



Benefiting Florida Businesses

Visitors resulted in a GSP of \$133.6 billion, which benefited a broad array of Florida businesses.

Florida businesses that directly served visitors saw value-added of \$69.6 billion in 2024, 5.8% higher than 2023.

Florida tourism supply chain businesses experienced value-added of \$29.0 billion, 3.9% higher than 2023.



Contributing to Public Education & Other Government Services

Tourism-supported state & local tax collections were enough to educate 950,000 million Florida public school students or 33% of total K-12 enrollment.¹

Tax collections were enough to support 290,000 public school teachers at an average annual salary of \$54,875.¹



Capturing and Retaining Dollars Spent by Visitors

For every \$1 spent by visitors in Florida, the state economy retained about 99 cents.

About 59 cents of each \$1 generated by tourism spending went toward paying Florida workers a total of \$79.9 billion in wages and salaries. About 12 cents of each \$1 went toward state and local taxes.



Helping to Relieve the Tax Burden of Florida Households

Without tourism, Florida's 9.1 million households would each have to pay more than \$1,730 in state and local taxes to maintain current levels of receipts.²

Tourism was responsible for 17% of Florida's total sales tax collections.³

Tourism was responsible for 7.8% of Florida's Nominal Gross State Product in 2024.⁴



Providing Tax Revenue to Support Local State & Local Government

Florida tourism contributed \$15.8 billion in tax revenue to state and local governments in 2024.

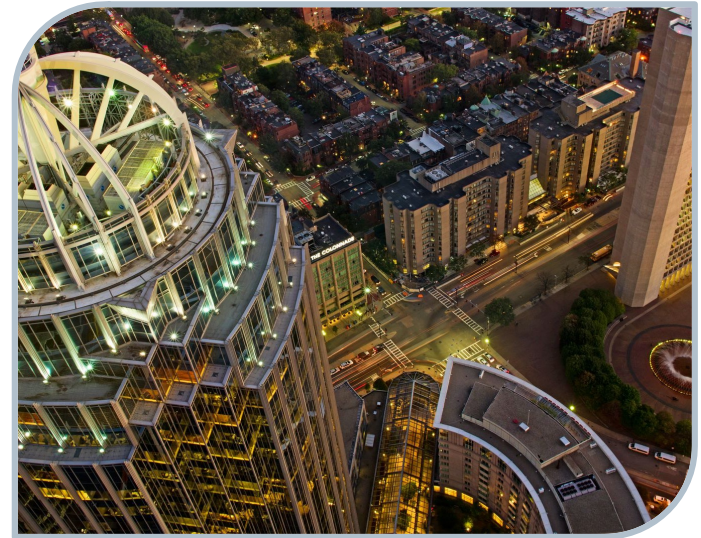
Transaction taxes paid by visitors like hotel taxes, food and beverage taxes and rental car facility charges raised \$1.7 billion. The spending of one visitor raised \$100 in state and local taxes.

About Rockport Analytics

Rockport Analytics is a research and analytical consulting firm providing high quality quantitative and qualitative research solutions to business, government, and non-profit organization clients across the globe. We provide fast, nimble service in a completely transparent environment.

Capabilities include:

- Market Analysis and Forecasting
- Economic Impact Assessment, Tourism Satellite Accounting, and Economic Development
- Market Modeling and Decision Support Tools
- Project Feasibility Assessment
- Primary and Secondary Research Synthesis
- Stakeholder Surveys – internal & external



Rockport Analytics, LLC

Annapolis, MD

West Chester, PA

rockportanalytics.com

info@rockportanalytics.com

(866) 481-9877

VISIT FLORIDA's Integrated Marketing Effectiveness

Results Summary for Fiscal Year 2024/25



Presented by Chris Kam, President & COO
November 2025



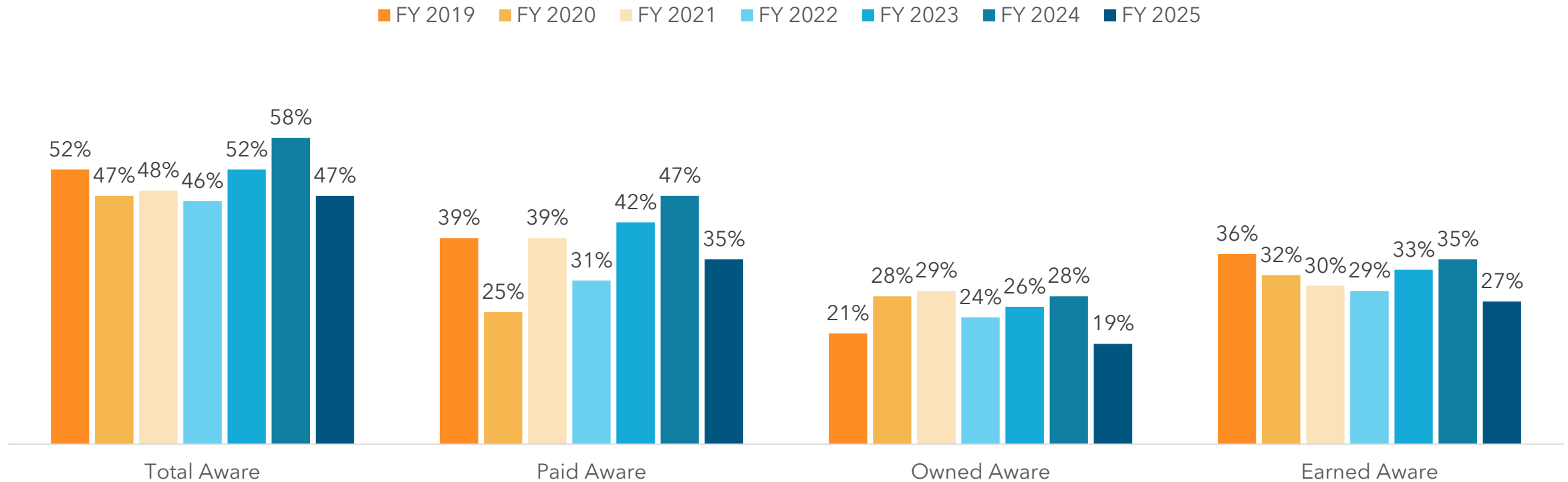
Key Takeaways

- **Campaign awareness** of VISIT FLORIDA's IME normalized in FY 2025 after record highs in the prior year.
- **Awareness remains a critical driver** of both travel intentions and brand health—closely tied to the volume and diversity of campaigns and channels deployed.
- **Analysis of individual IME campaigns** shows strong effectiveness in reinforcing Florida's existing brand equity and sustaining travel appeal.
- **Opportunity gap:** Campaigns are less effective at reframing the brand or inspiring travelers to see Florida in new ways.
- **Strategic implication:** Balance reinforcing Florida's core strengths with breakthrough messaging that evolves perceptions and drives incremental visitation.

IMC Awareness

After peaking in FY24, IMC awareness declined overall and across all media categories, with the greatest decline observed for paid awareness, which decreased -12 pts.

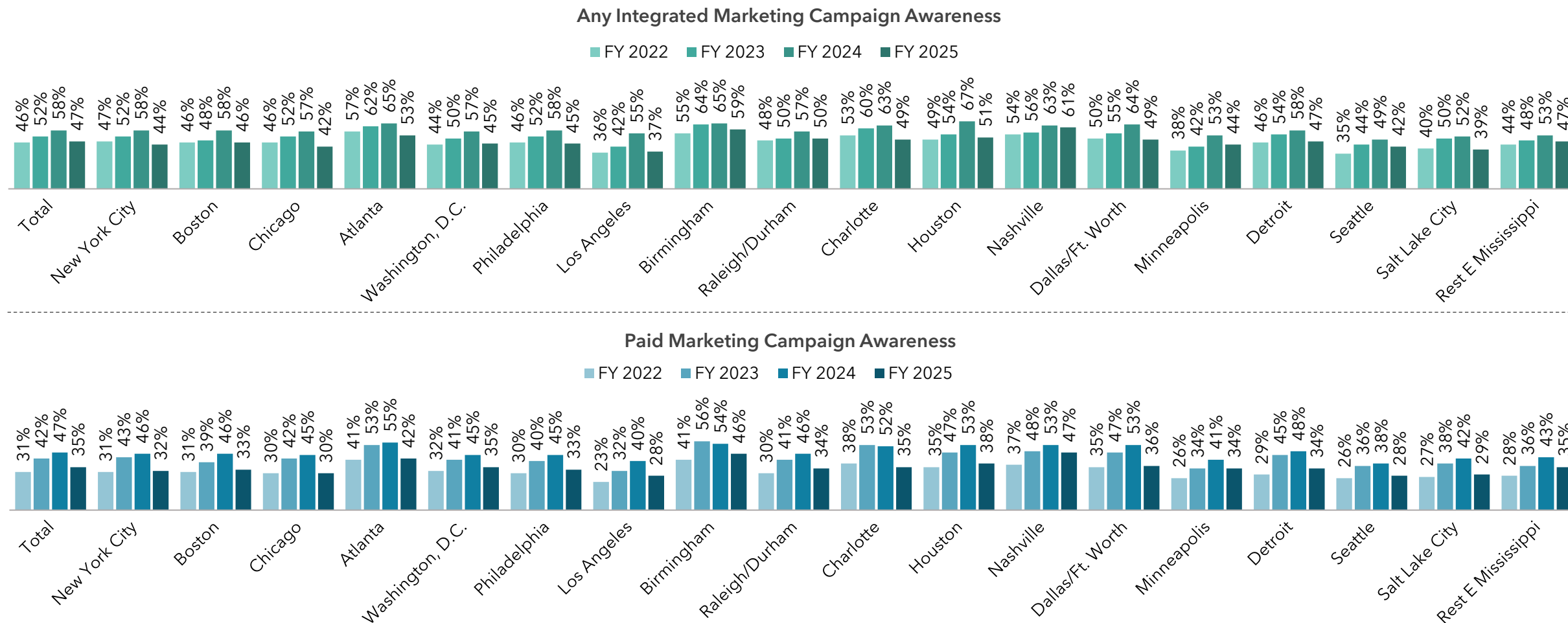
Despite this, Total awareness remained near historic levels at 47%.



Trends in Marketing Awareness by Market

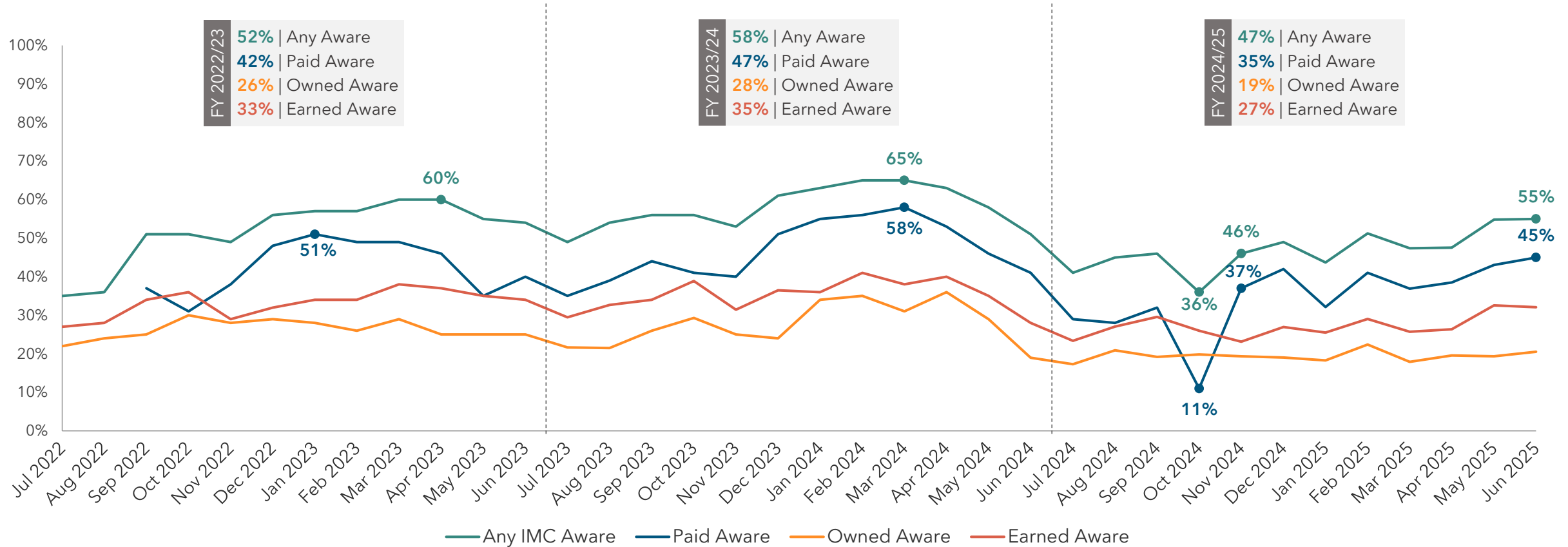
Mirroring the decline in overall IMC awareness, year-over-year decreases were observed across each of the individual markets measured in FY 2025.

Paid awareness also decreased across all target markets during FY 2025, but levels remained above that of FY 2022.



Integrated Marketing Campaign Awareness by Month

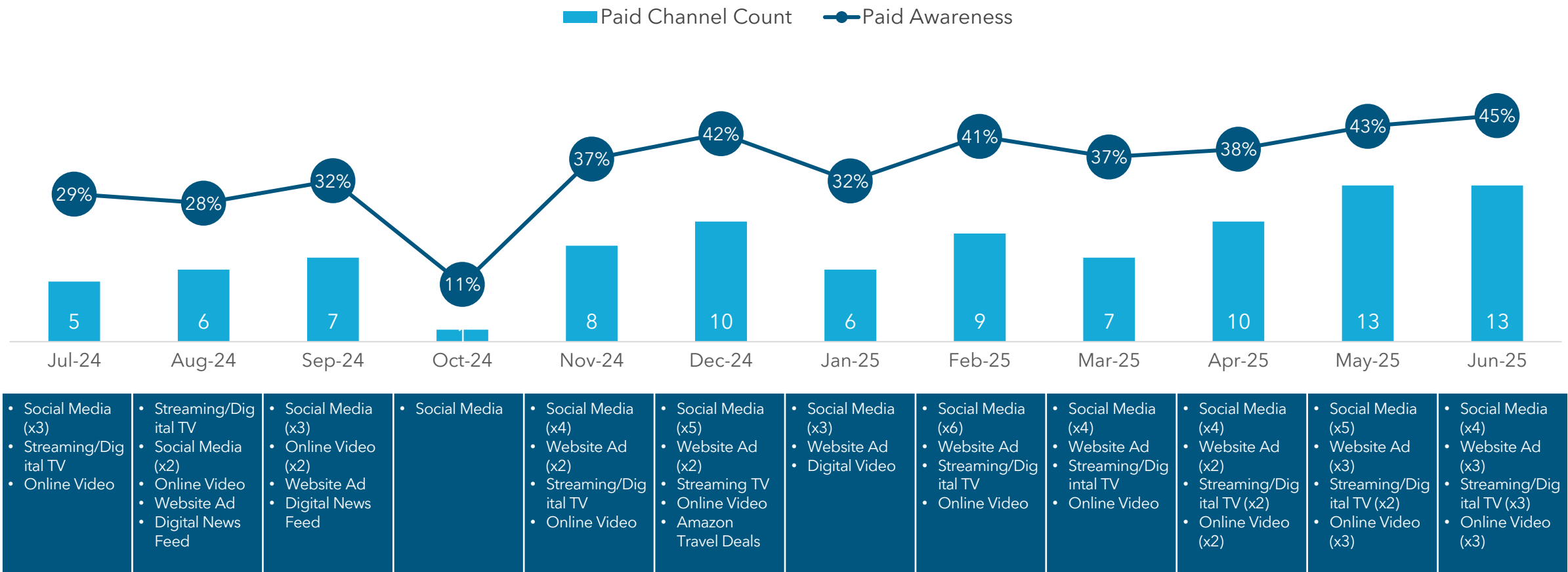
Overall IMC awareness among the total target audience was 47% in FY25. Total IMC awareness hit a low of 36% in October – when a pullback in paid advertising occurred after hurricanes Helene and Milton made landfall in the state – but climbed to a fiscal year high of 55% in May, which was maintained through the close of the fiscal year.



Monthly Paid Awareness and Campaign Channel Exposures

The number of paid media channels in the marketplace at any given time has a positive correlation with paid awareness levels.

Paid awareness fell to just 11% in October after a hurricane-related reduction to a single active channel. By November, it rebounded to 37% as paid media expanded across eight channels, underscoring the strong link between channel diversity and awareness.

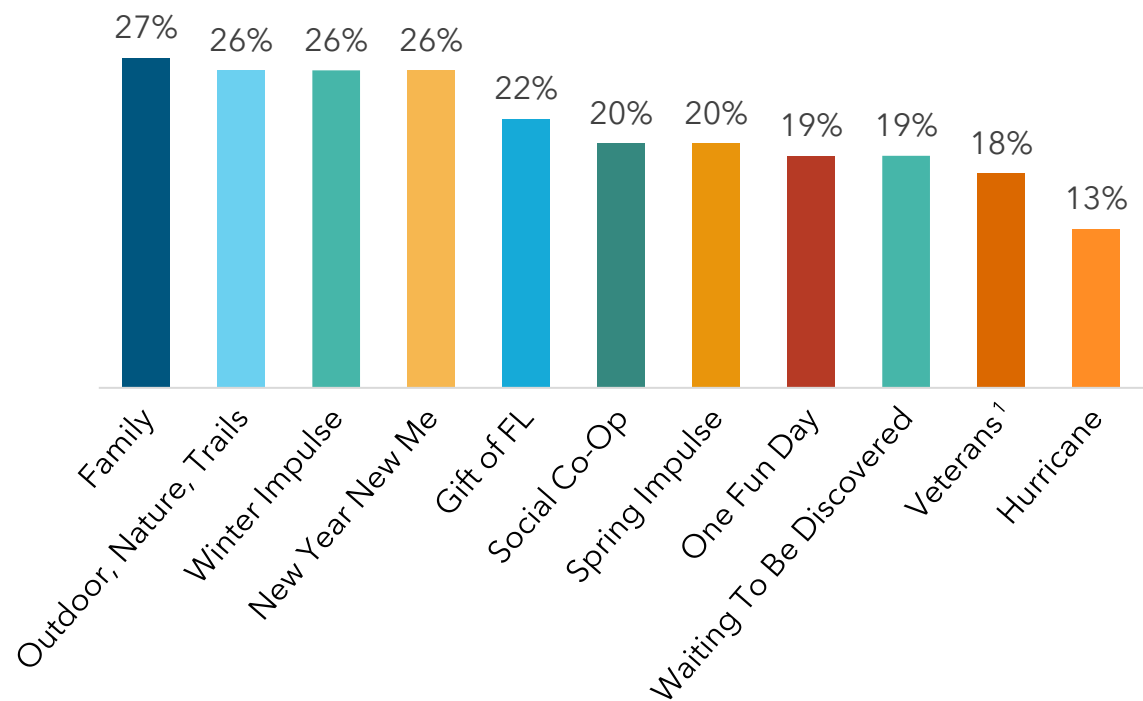


Paid Campaign Awareness and Impact on Perceptions

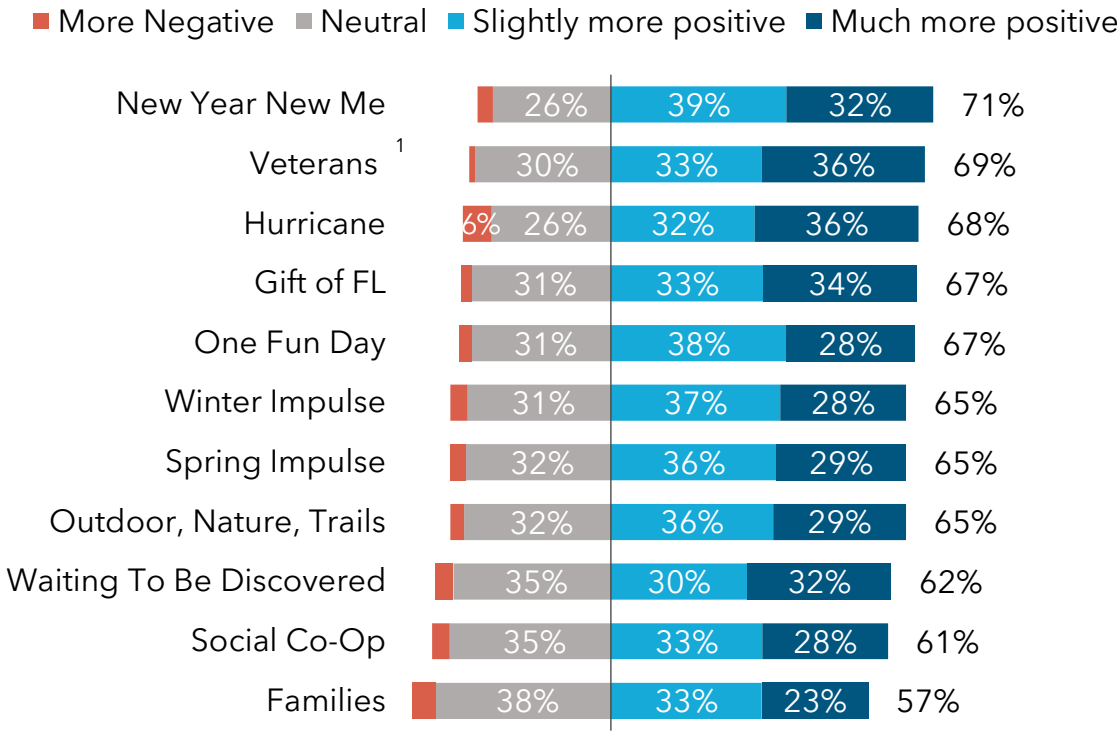
The Families campaign generated the most awareness among the target audience at 27%, followed closely by Outdoor, Nature, Trails (26%), Winter Impulse (26%), and New Year New Me (26%).

While the Families campaign had the highest reach, it delivered the least positive impact. In contrast, the New Year New Me that had the most positive impact on the target audience, followed by the Veterans campaign, which targeted current/former military households.

Paid Campaign Awareness



Impact on Perception of Florida as Vacation Destination

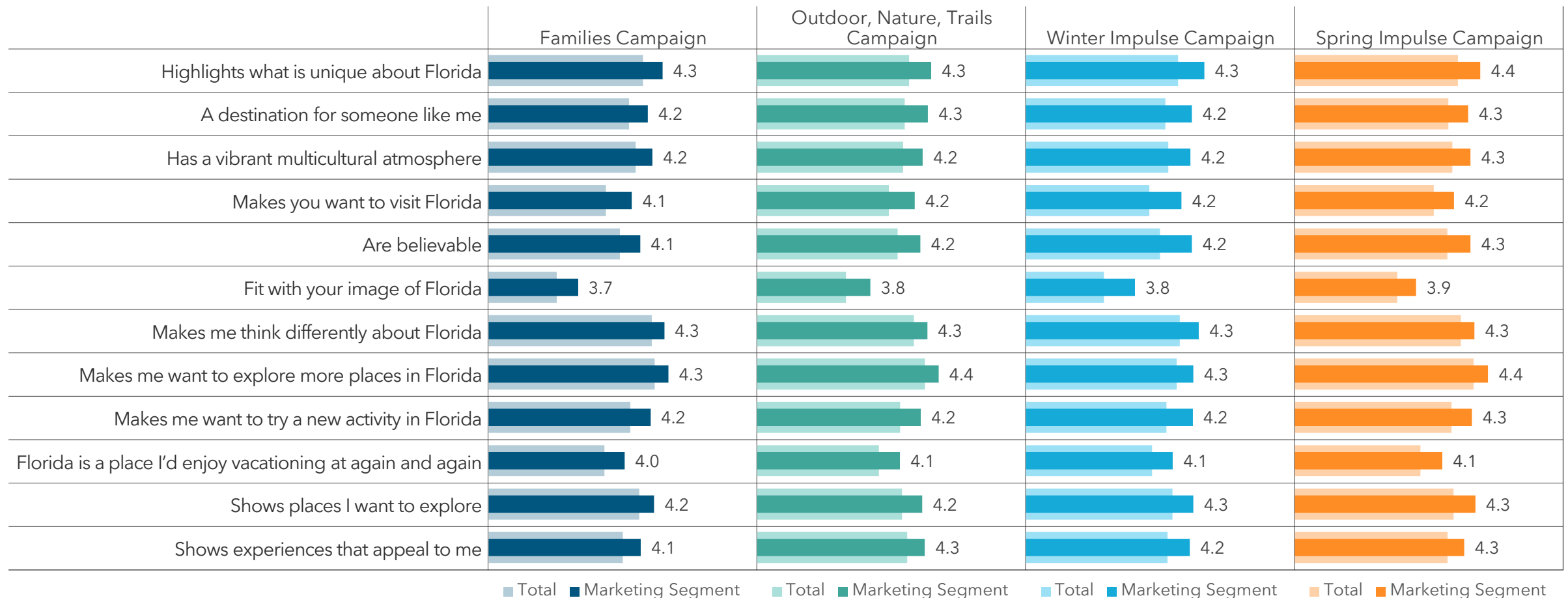


¹Only reflects respondents who qualify for question as a current/former member of the military or a spouse of current/former military member

Paid Campaign Communication Ratings

Respondents within VISIT FLORIDA's marketing segments consistently rated paid campaign communications higher than the overall audience.

The largest gaps between the total audience and the marketing segment audience was found for "makes me think differently about Florida", "makes me want to try a new activity in Florida", and "makes me want to explore more places in Florida".

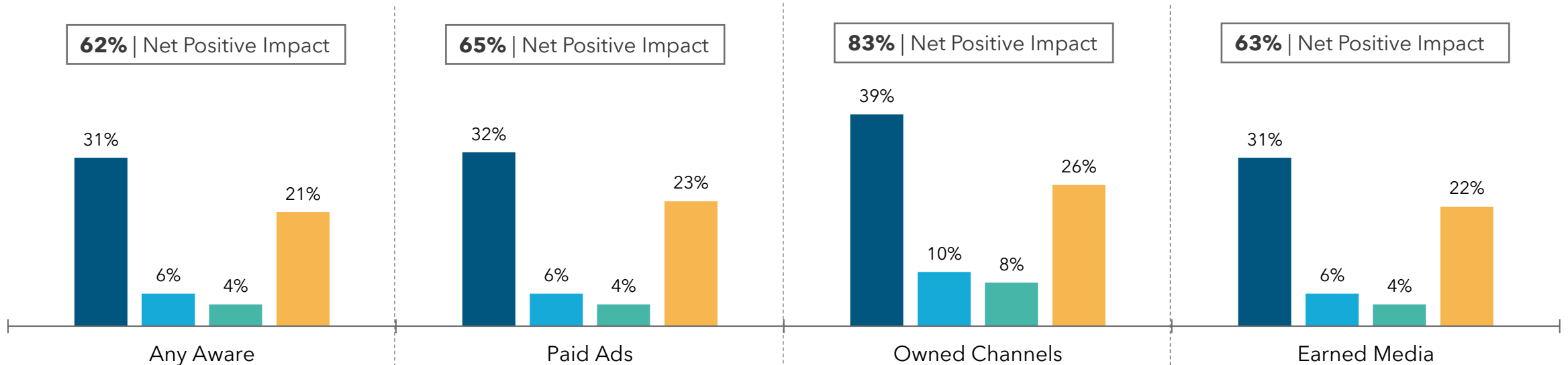


Overall Impact of Integrated Marketing Campaign Exposure

VISIT FLORIDA's FY 2025 IMC continued to have a notable impact on the exposed audience, with a net positive impact of 62%, on par with FY 2024 (63%) levels.

Notably, Visit Florida's owned channels had the strongest net positive impact out of all four groups, with a net impact of 83%.

■ Sought more information about Florida ■ Booked trip to Florida ■ Lengthened planned Florida vacation ■ Added additional Florida attractions



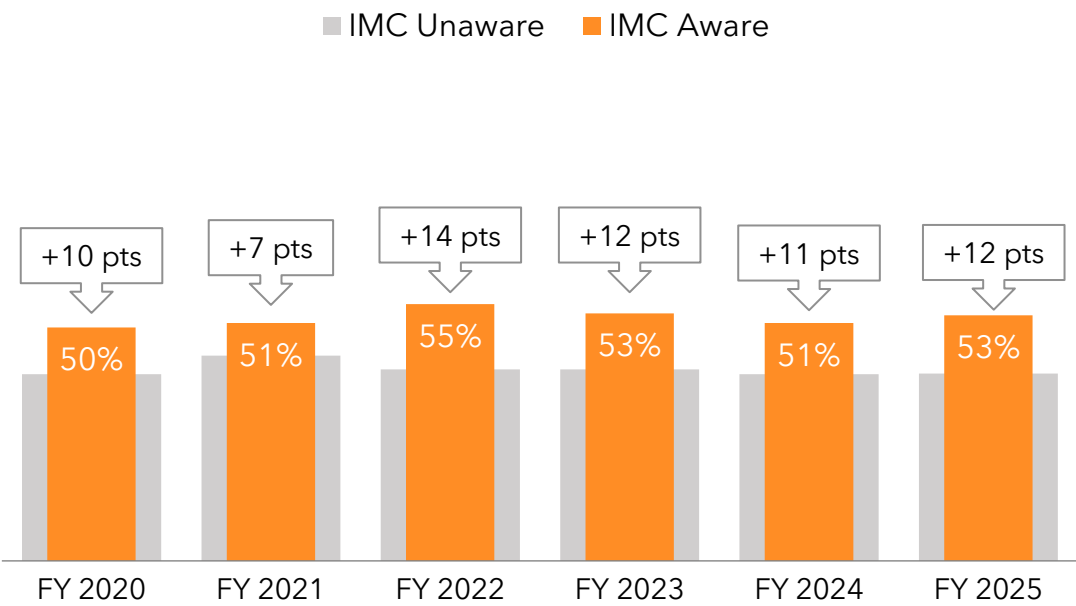
Note: Not mutually exclusive, respondents may have seen multiple media types

Trends in Florida Travel Demand

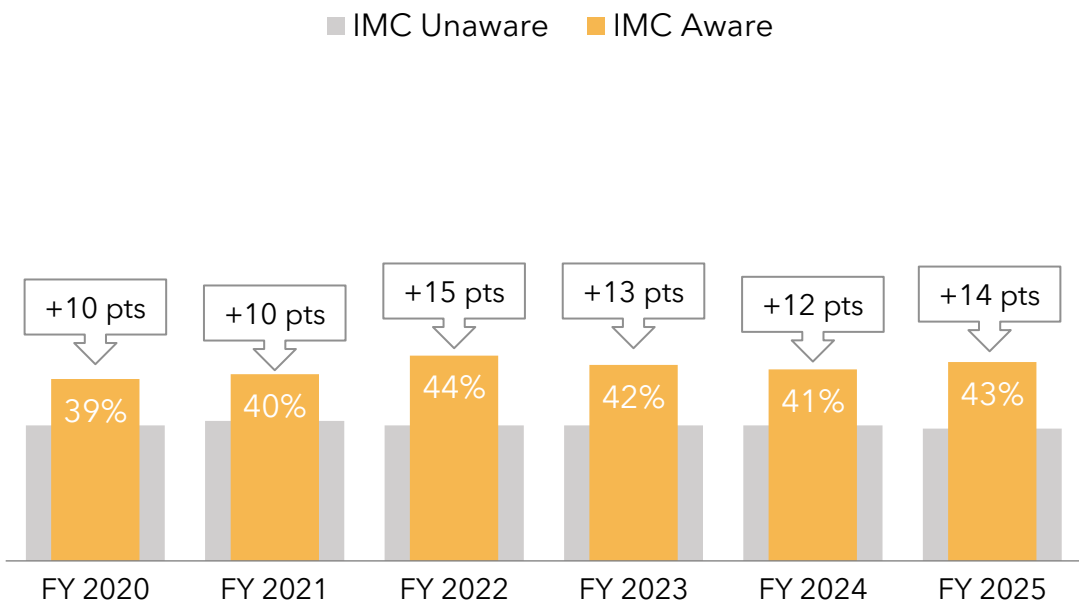
IMC awareness continues to drive travel demand. Lift between those aware and unaware was +12 pts for 24-month Florida visit consideration and +14 pts for 12-month travel plans.

While organic (unaware) 12-month travel intentions declined to 28% in FY 2025, awareness of IME efforts boosted intentions to 43%, reinforcing the importance of sustained marketing investment.

Considering Florida Visit Next 24 Months by IMC Awareness



Planning a Florida Visit Next 12 Months by IMC Awareness

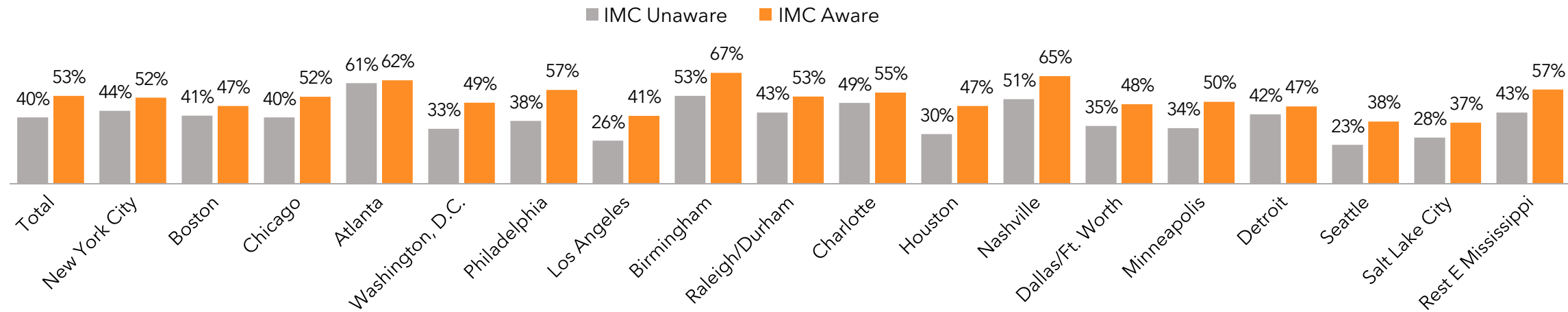


IMC Awareness Impact on Florida Travel Intent by Market

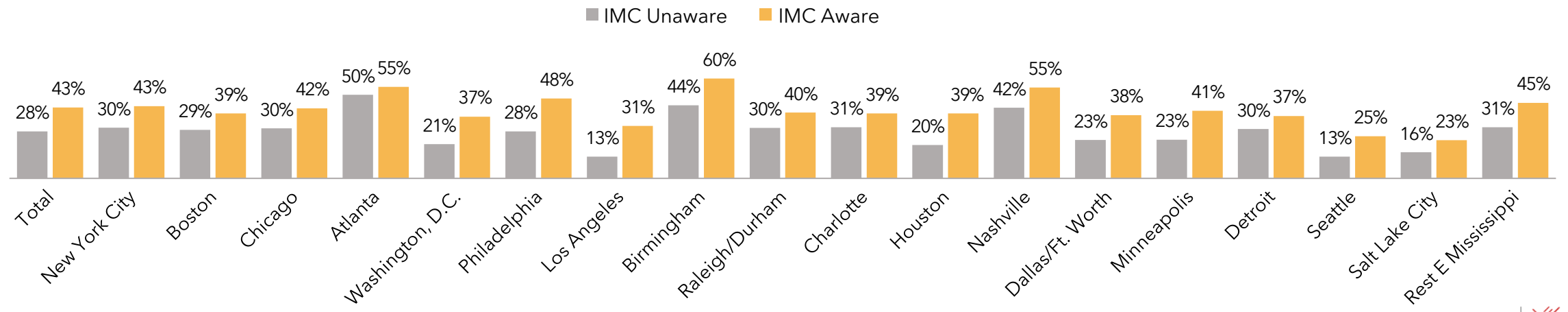
IMC exposure continues to positively impact travel intent within target markets. Across all target markets, IMC aware respondents were more likely to indicate considering a Florida visit over the next 24 months and report plans for visiting the state during the next 12 months.

In fact, double-digit lift in Florida 12-month plans was observed in most markets.

Considering Florida Visit
Next 24 Months



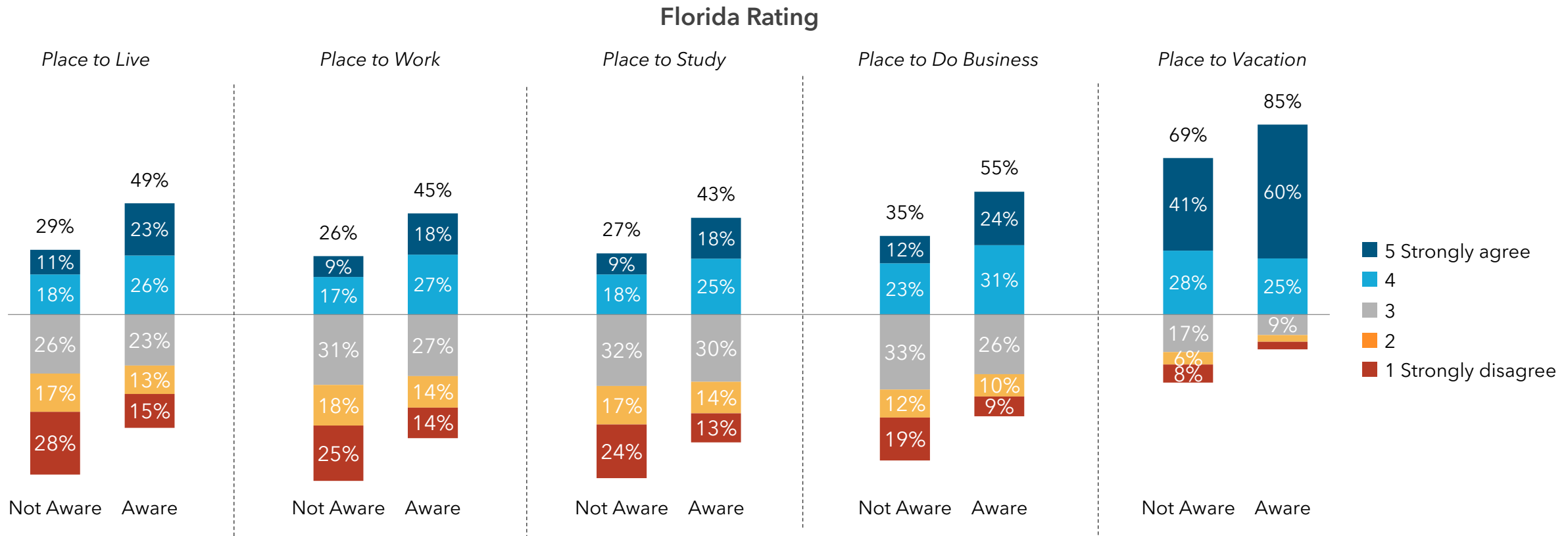
Planning Florida Visit
Next 12 Months



IMC Impact on Economic Development

Beyond marketing's impact on perceptions of Florida as a place to visit, exposure to VISIT FLORIDA's IMC also positively impacts how the state is perceived on factors associated with quality of place.

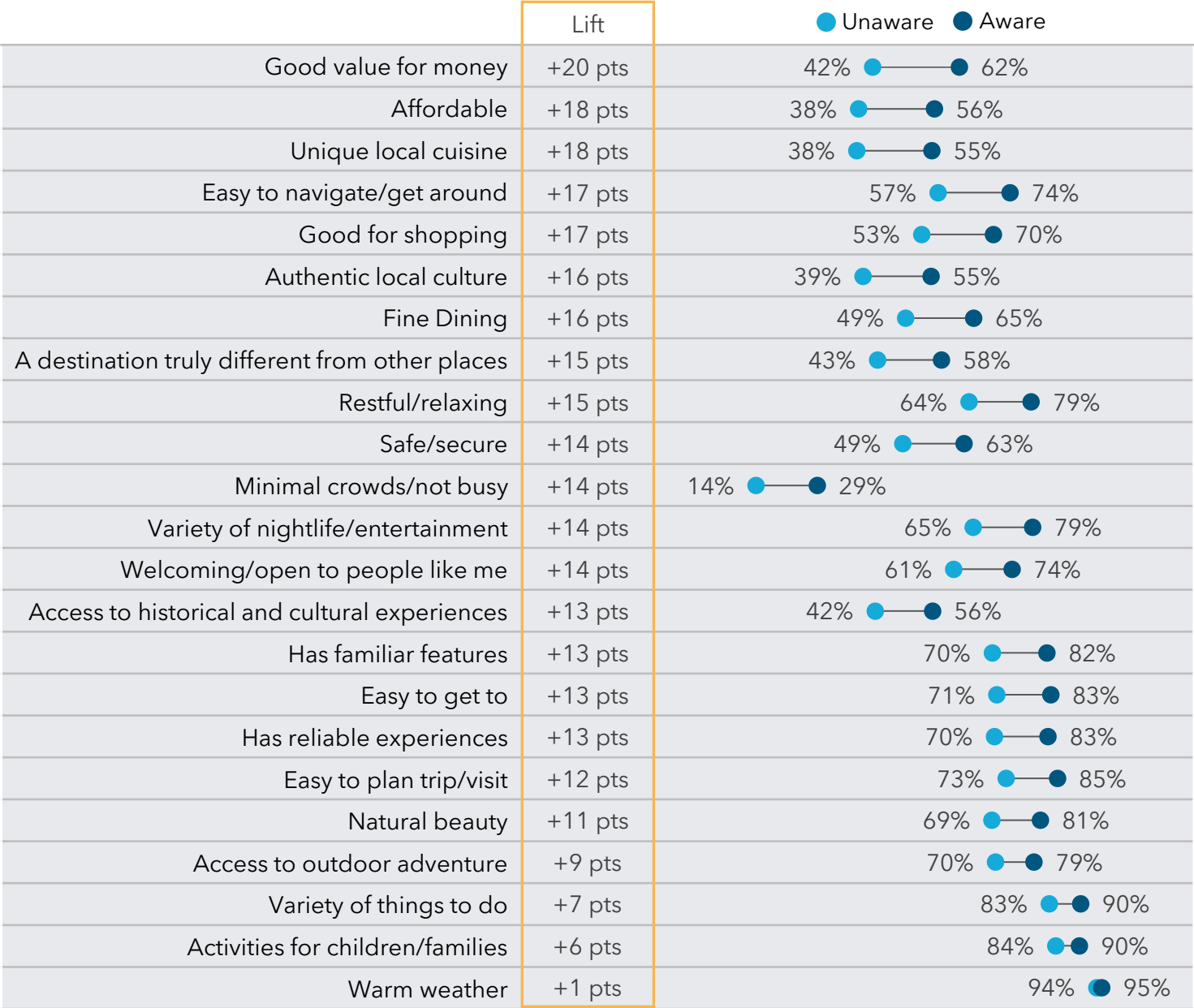
Those exposed to Florida's IMC reported stronger views of the state as a place to live (+20 pts), work (+19 pts), study (+16 pts), do business (+20 pts), and vacation (+16 pts) than those who did not see any marketing.



IMC Impact on Florida Destination Attribute Ratings

Among the target audience, those aware of Florida’s IMC were more likely to agree that Florida delivers on all destination attributes than those not aware of any marketing.

The greatest lifts were for good value for the money (+20 pts), affordable (+18 pts), and unique local cuisine (+18 pts).

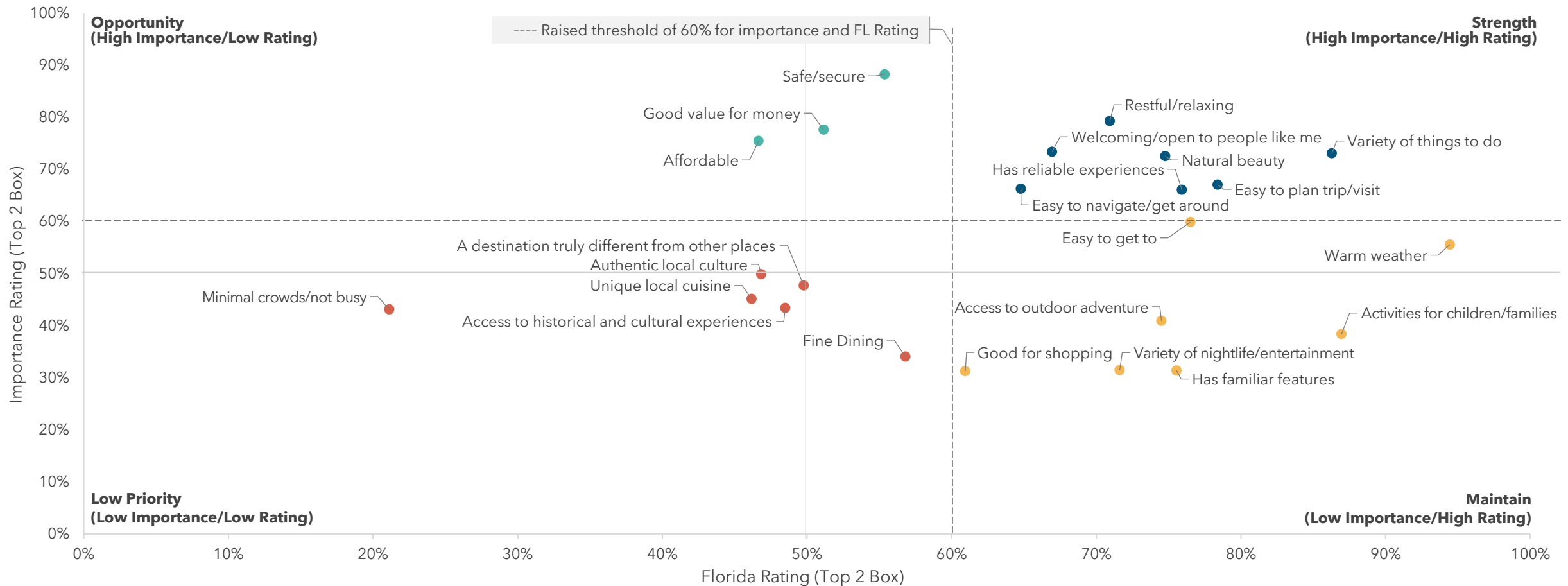


Note: Lift between those aware and unaware is based on unrounded figures.

Destination Attribute Importance vs Florida Rating Raised Threshold

The top left quadrant indicates where opportunity exists to improve Florida perceptions based on attributes important to the audience. The top right shows where it already performs well. The bottom quadrants contain attributes of lower importance that should be low priority in terms of brand objectives.

If the threshold was set to 60%, seven attributes would remain a Strength for Florida. Two attributes would land in the Opportunity quadrant, and two land in the Maintain quadrant.



Note: Importance Ratings reflect the % rating an attribute as "very important" or "extremely important." Florida rating reflects the % who "agree" or "strongly agree" Florida delivers on the attribute

Destination Perceptions Florida vs Competitors

When looking for a destination to visit, attributes most important to the out-of-state audience are safe/secure (88%), restful/relaxing (79%), good value (78%), and affordable (76%).

Florida was ranked as the 1st or 2nd destination that delivers on 10 of the 11 most important attributes (i.e., importance >= 60%).

Attribute		% Important	Florida	California	Caribbean	New York/NYC	Nevada	Texas	Mexico	Hawaii	N. Carolina
Important attributes	Safe/secure	88%	42%	28%	18%	20%	26%	36%	7%	40%	50%
	Restful/relaxing	79%	48%	26%	61%	11%	14%	20%	31%	61%	37%
	Good value for money	78%	39%	12%	22%	12%	21%	28%	28%	9%	42%
	Affordable	76%	38%	11%	16%	11%	22%	32%	25%	6%	47%
	Welcoming/open to people like me	73%	52%	46%	41%	41%	37%	41%	29%	47%	47%
	Variety of things to do	73%	70%	67%	52%	65%	48%	46%	44%	59%	41%
	Natural beauty	73%	51%	57%	69%	23%	34%	31%	46%	78%	46%
	Easy to plan trip/visit	67%	62%	39%	26%	42%	38%	39%	23%	25%	48%
	Easy to navigate/get around	66%	48%	26%	13%	29%	30%	33%	9%	19%	44%
	Has reliable experiences	66%	60%	45%	39%	43%	36%	34%	27%	48%	37%
	Easy to get to	60%	60%	36%	18%	49%	35%	40%	19%	14%	53%
	Warm weather	55%	83%	69%	77%	7%	51%	64%	70%	78%	32%
	Authentic local culture	50%	23%	21%	63%	24%	14%	33%	66%	62%	19%
	A destination truly different from other places	47%	20%	18%	55%	23%	20%	15%	38%	64%	12%
	Unique local cuisine	45%	23%	23%	66%	26%	12%	35%	64%	61%	18%
	Access to historical and cultural experiences	43%	33%	47%	25%	67%	23%	39%	36%	35%	30%
	Minimal crowds/not busy	43%	12%	6%	13%	5%	14%	22%	9%	11%	44%
	Access to outdoor adventure	41%	59%	60%	49%	23%	33%	40%	39%	65%	52%
	Activities for children/families	38%	77%	53%	30%	30%	19%	35%	21%	41%	39%
	Fine Dining	34%	39%	61%	33%	77%	37%	30%	23%	41%	22%
	Variety of nightlife/entertainment	31%	51%	57%	36%	73%	53%	28%	31%	33%	17%
	Has familiar features	31%	55%	40%	16%	44%	28%	35%	14%	22%	41%
	Good for shopping	31%	45%	54%	23%	70%	29%	26%	22%	24%	21%
	Destination for someone like me	~	54%	44%	49%	39%	33%	34%	30%	52%	43%

Travel Motivators Importance

The vacation motivation rated as most important among the out-of-state audience was 'to take a break from everyday life' (89%), followed by 'for rest and relaxation' (83%), and 'to spend quality time with family' (76%).

Rounding out the top 5 motivators were 'to feel alive/energetic' (66%) and 'to do activities I can only do on vacation' (62%).

Segment travel motivations 'to indulge my passion for food and fine cuisine' (46%), 'to gain knowledge of history' (41%), and 'to treat myself with luxury experiences' (40%) received the lowest ratings as vacation travel motivators.

Total Out-of-State Markets

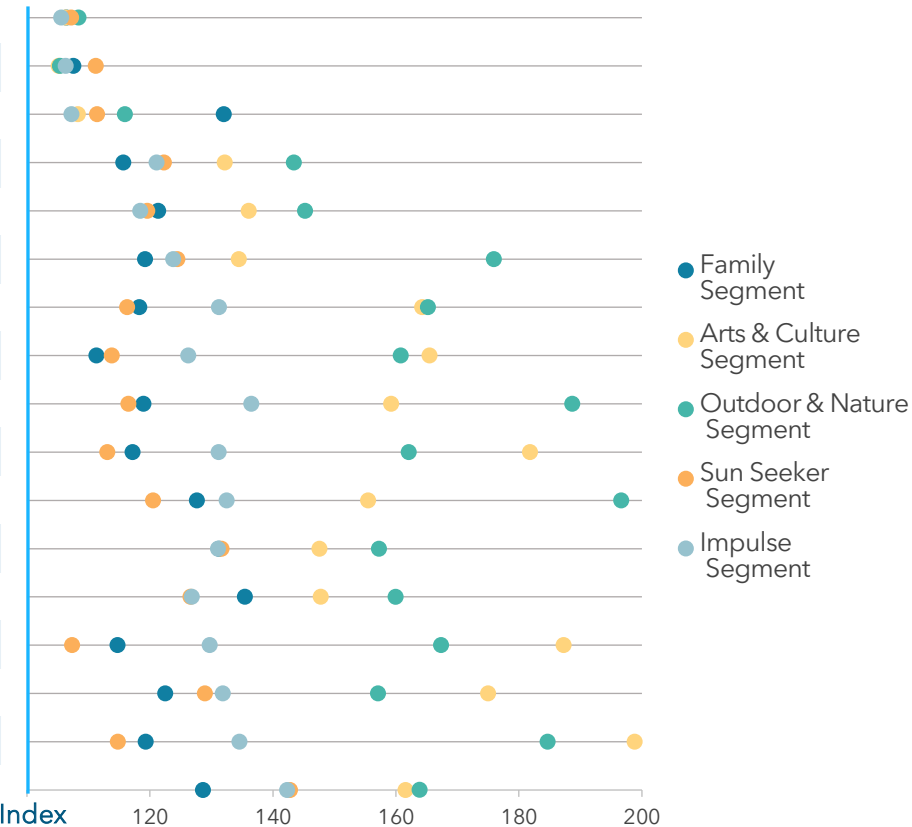


Travel Motivators

Importance by Marketing Segment

Across all segments, vacationers take to the highways and skyways seeking escape: To take a break from everyday life, for rest and relaxation and spend quality time with family. However, the Arts & Culture and Outdoor & Nature segments are the most avid travelers who truly savor the travel experience, placing notably higher levels of importance on travel as a source for feeling alive and energetic, exploring, cultural experiences, cuisine, etc. These motivations set *Travelers* apart from *Vacationers*.

	Total	Family Segment	Arts & Culture Segment	Outdoor & Nature Segment	Sun Seeker Segment	Impulse Segment
To take break from everyday life	89%	94%	94%	96%	95%	94%
For rest and relaxation	83%	89%	87%	87%	92%	88%
To spend more quality time with family	76%	100% ¹	82%	88%	84%	81%
To feel alive/energetic	66%	77%	88%	95%	81%	80%
To do activities I can only do on vacation	62%	75%	84%	89%	74%	73%
To be outdoors/experience nature	57%	68%	76%	100% ¹	71%	70%
To try/learn new things	55%	65%	90%	91%	64%	72%
To see authentic things, I've read/heard about	55%	61%	91%	88%	62%	69%
To explore and do new things	53%	63%	84%	100% ¹	62%	72%
To experience other cultures	51%	60%	93%	83%	58%	67%
To seek adventure	51%	65%	79%	100% ¹	61%	67%
To relive a memorable experience	49%	64%	72%	77%	64%	64%
To have special experiences to tell friends/family about	48%	66%	72%	78%	61%	61%
To broaden horizons via cultural experiences	48%	56%	91%	81%	52%	63%
To indulge my passion for food & fine cuisine	46%	57%	81%	73%	60%	61%
To gain knowledge of history	41%	49%	81%	76%	47%	55%
To treat myself with luxury experiences	40%	51%	65%	65%	57%	57%

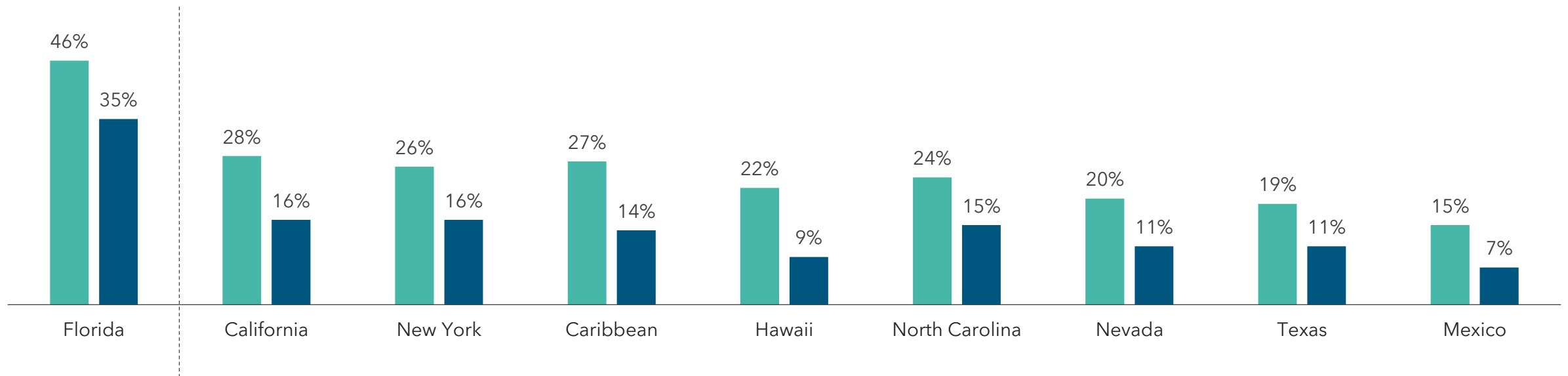


¹ Attribute included as part of segment definition

Future Leisure Travel Intent to Florida vs Competitors

Florida continues to outperform all other destinations in its competitive set for visit consideration in the next 24 months and travel plans in the next 12 months.

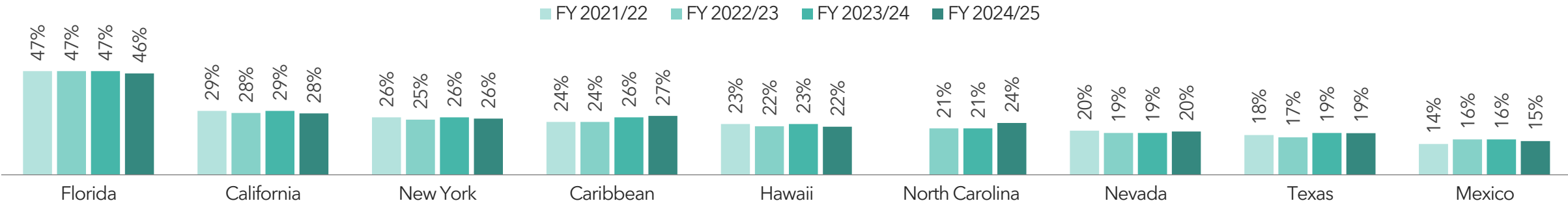
■ Considering Visit Next 24 Months ■ Planning Visit Next 12 Months



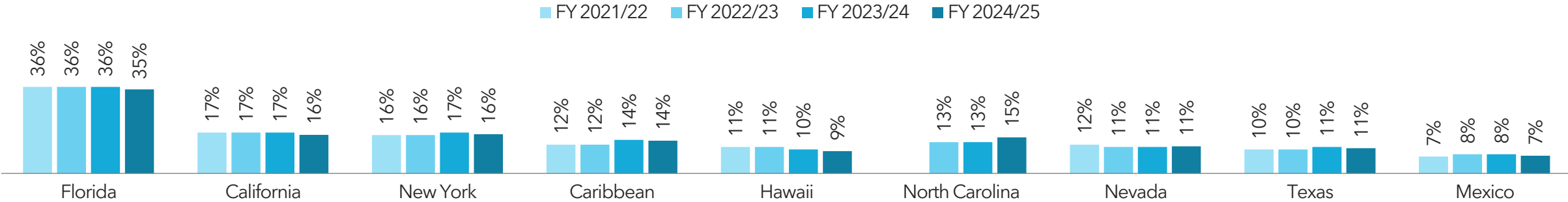
Trends in Travel Intent to Florida vs Competitors

Florida outperforms all other destinations in its competitive set for visit consideration in the next 24 months and travel plans in the next 12 months. This trend has held during the same period in each of the last four fiscal years.

Considering Visit Next 24 Months



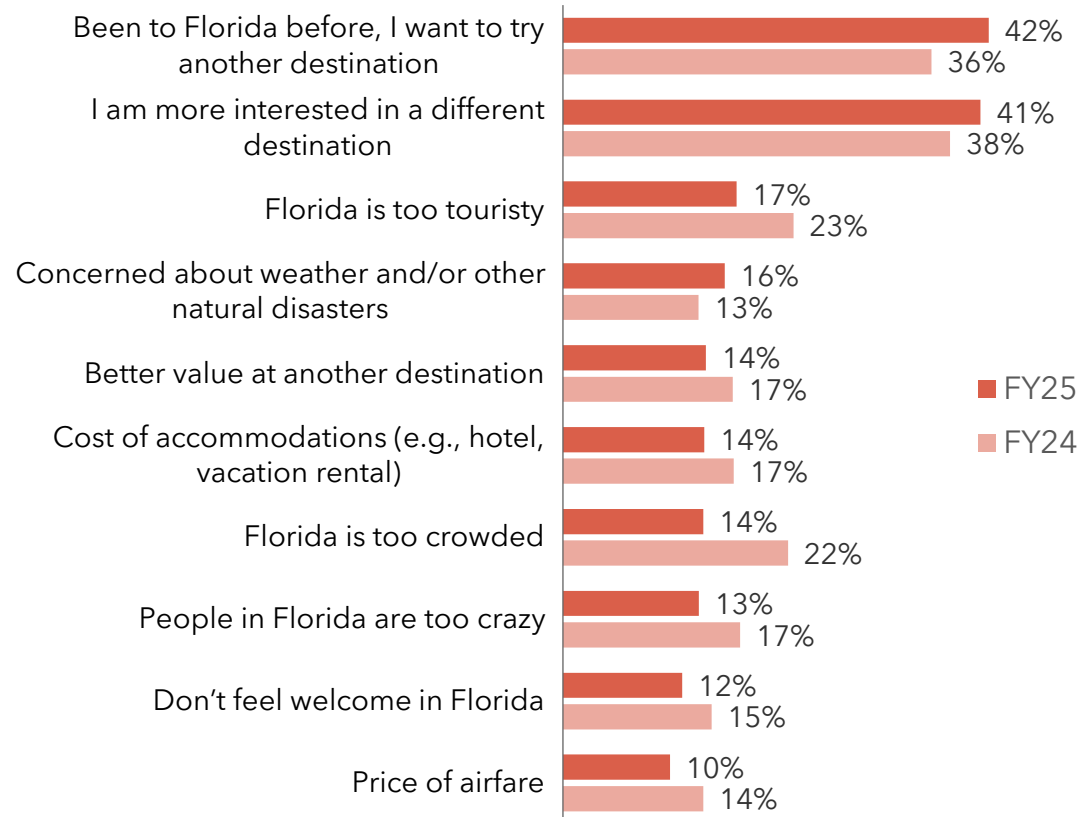
Planning Visit Next 12 Months



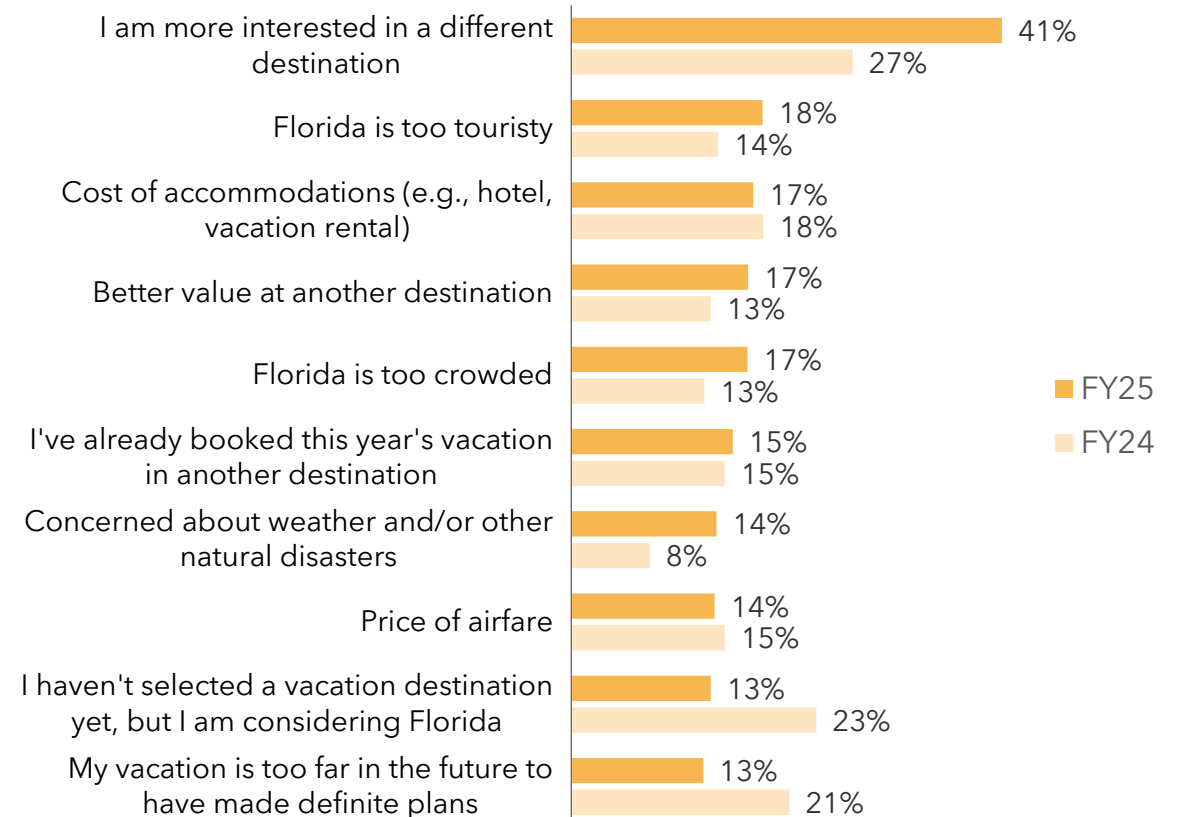
Top Florida Travel Barriers

Among those not considering a Florida leisure trip in the next 24 months, the top reasons were wishing to try another destination (42%) and being more interested in another destination (41%). Being more interested in another destination was the top reason for those considering a Florida leisure trip who have no Florida travel plans within the next 12 months at 41%. Combined, these barriers highlight a need to keep new Florida travel experiences fresh in targeted travelers' minds.

Not Considering Next 24 Months



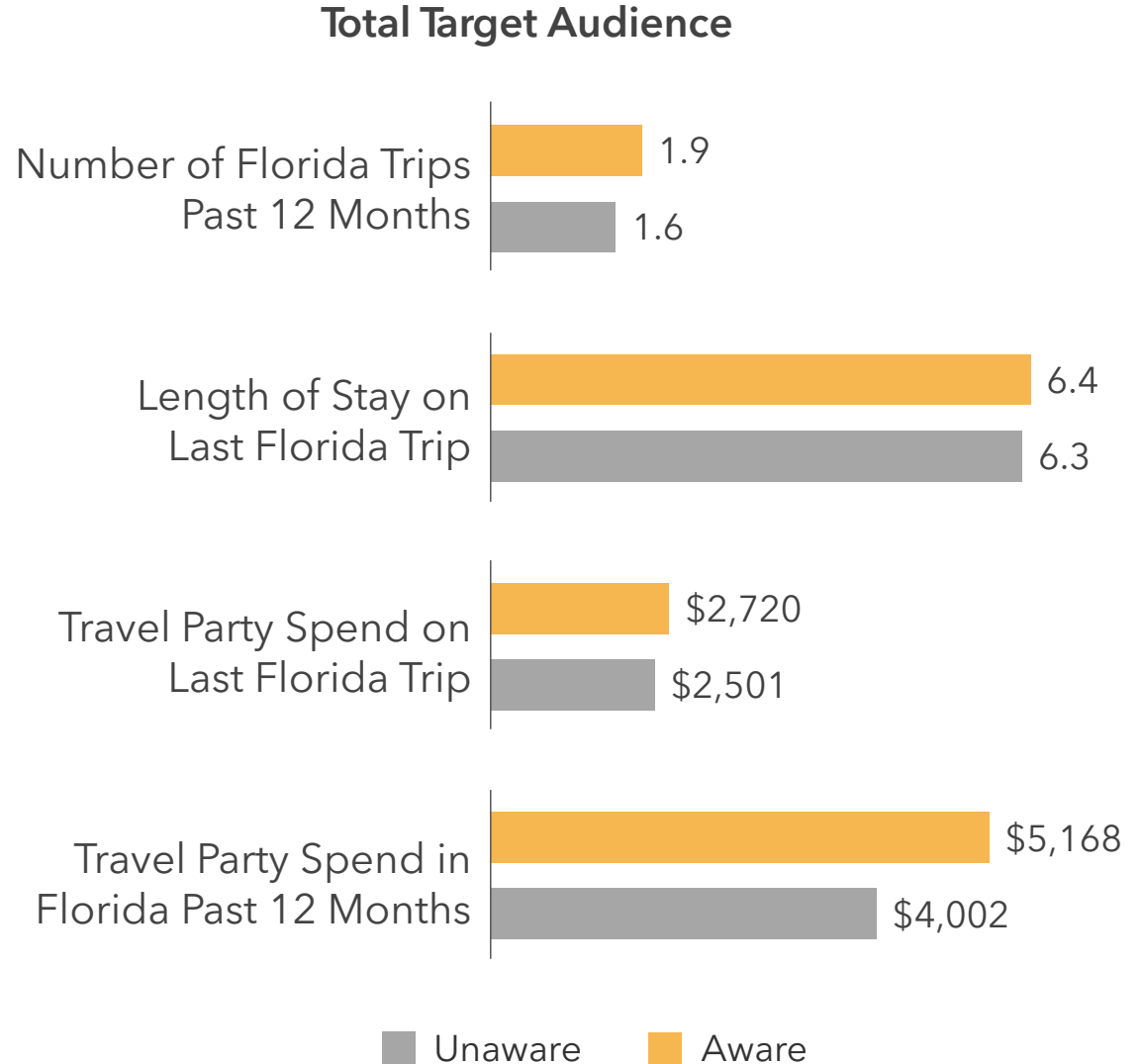
Not Planning Next 12 Months



The IMC reaches higher-spending Florida Visitors

On average, Florida's past year visitors who were aware of VISIT FLORIDA's IMC traveled to the state more often (1.9 versus 1.6 trips), stayed longer (6.4 versus 6.3 days) and spent more within the state on a per travel party per trip basis (\$2,720 versus \$2,501).

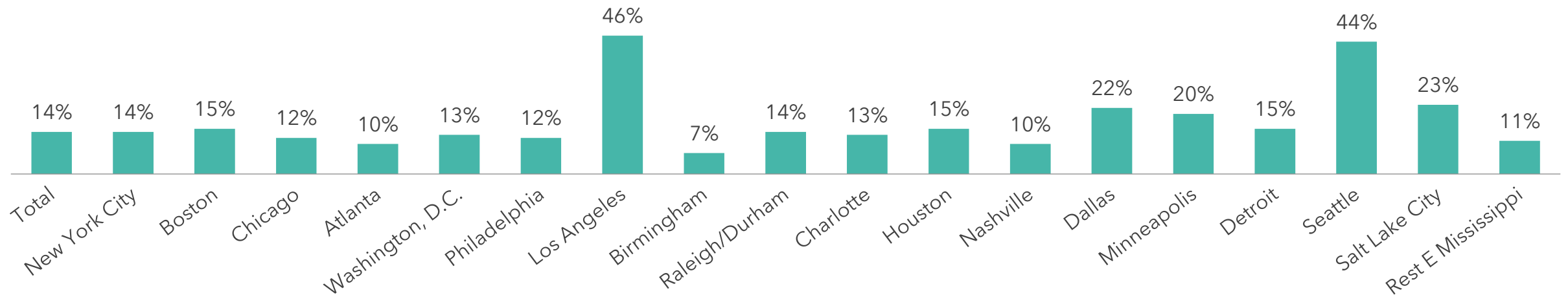
When factoring together the average trip spend and number of times visited, the average annual party spend among the aware audience was noticeably higher than those who were unaware, at \$5,168 versus \$4,002.



First-Time Florida Visitors by Market Past-Year Visitors

Among Florida's past year visitors, 14% reported it was their first visit to the state as an adult.

Markets farther away, such as Los Angeles (46%) and Seattle (44%), had the highest portion of first-time visitors.



Results Summary

- **With 47% of the total audience aware of VISIT FLORIDA's Integrated Marketing Campaign (IMC) in FY 2025, a normalization after record highs the previous year.** Total IMC awareness hit a low of 36% in October—when paid advertising was scaled back following hurricanes making landfall in the state—but climbed to a fiscal year high of 55% in May, which was maintained through the close of the fiscal year.
- **The number of paid media channels in the marketplace at any given time has a positive correlation with paid awareness levels.** Paid awareness fell to just 11% in October after a hurricane-related reduction to a single active channel. By November, it rebounded to 37% as paid media expanded across eight channels, underscoring the strong link between channel diversity and awareness.
- **Families campaign leads in reach, but 'New Year New Me' wins on impact.** Families campaign had the highest awareness (27%), followed by Outdoor, Nature Trails, Winter Impulse, and New Year New Me (26% each). Despite its reach, Families had the least impact, while New Year New Me drove the strongest positive influence, with Veterans—targeting current and former military households—ranking second.
- **VISIT FLORIDA's paid campaigns strongly connect with their intended marketing segments.** Overall, these audiences consistently rated campaign messaging higher than the general population, especially on statements like: “Makes me think differently about Florida”, “Makes me want to try a new activity in Florida”, and “Makes me want to explore more places in Florida”.
- **IMC awareness continued to positively influence Florida travel.** 62% of people aware of VISIT FLORIDA's marketing said it influenced them to take a positive travel-related action, including seeking more information about Florida, booking a Florida trip, lengthening a planned Florida stay, or adding additional Florida attractions.
- **Florida travel demand is boosted by IMC awareness.** Lift between those aware and unaware was +12 pts for 24-month Florida visit consideration and +14 pts for 12-month travel plans. While organic (unaware) 12-month travel intentions declined to 28% in FY 2025, awareness of IMC efforts boosted intentions to 43%, reinforcing the importance of sustained marketing investment.
- **IMC awareness positively impacts views that Florida is a good value for the money, affordable, and offers unique local.** In addition to boosting overall positive perceptions of Florida, IMC awareness strengthened perceptions of the state on individual destination attributes, with the greatest areas lift on good value for the money (+20 pts), affordable (+18 pts), unique local cuisine (+18 pts), easy to navigate (+17 pts), and good for shopping (+17 pts).
- **Florida outperforms all other destinations in its competitive set for visit consideration in the next 24 months and travel plans in the next 12 months.** This trend has held during the same period in each of the last four fiscal years.
- **Florida outshines competitors as a premiere vacation destination, has opportunity to grow as a travel destination.** Florida ranks first or second on key attributes anchored in vacation experiences—such as safety, relaxation, value, and natural beauty. While strong in vacation appeal, Florida lags its competitive set on attributes tied to high-value travel segments, including on cultural depth, authentic local experiences, and distinctive cuisine. To sustain growth, the state should reinforce its vacation strengths while elevating cultural and experiential attributes to attract new traveler segments.



SAVE STANDARD TIME

2025 November 17

United States House of Representatives
Washington, DC 20515
United States of America

Re: **No on H.R.139. Amend permanent Daylight Saving Time to permanent Standard Time.**

Dear Honorable Representatives,

Please reject permanent Daylight Saving Time (fast time), as proposed in legislation such as the Sunshine Protection Act, H.R.139. Please replace with permanent Standard Time (natural time), as supported by history and science, for health, safety, education, economy, and lasting public support.

Permanent Daylight Saving Time (DST) would be worse than the status quo. It would delay sunrise in most states past 8am (when most school/work starts) for 3+ months, and past 8:45am for 1+ weeks. It has failed repeatedly, with disruption to business and sometimes loss of life. DST is a fast clock, set an hour ahead of Standard Time. Moving clocks to DST acutely deprives sleep; leaving clocks on DST chronically deprives sleep. DST's circadian misalignment increases accidents, illnesses, and health costs. It decreases learning, productivity, and earnings. Permanent DST wouldn't alleviate these harms, it would magnify them. It would deprive sunlight from mornings, when it's needed most by working families. It would revert benefits of starting school later. It would increase residential heating and air conditioning. It would delay AM radio news broadcasts until most people begin work. It would disrupt sun-timed prayers. It can't turn winter into summer, it can only mandate waking earlier and sleeping less.

Permanent Standard Time is the safest, fairest, most healthful, and most lasting way to end clock changes. Standard Time is the honest clock, set to the sun, known as natural time or God's time. Standard Time balances morning and evening sunlight fairly for all. Its benefits to circadian health naturally improve immunity, longevity, mood, alertness, and performance in school, sports, and work. Standard Time protects start times and preserves the morning sunlight that's essential for schoolchildren, commuters, outdoor laborers, and service personnel. It lets most people sleep naturally past dawn most days, and it makes bedtimes easier for families. Most states enjoyed permanent Standard Time during peacetime for eight decades before 1966. Arizona, Hawaii, all five US territories, and most nations have enjoyed it during peacetime for well over a century. Most of Mexico restored permanent Standard Time in 2022. More states now have permanent Standard Time bills than ever before. Gallup finds half of Americans support permanent Standard Time, compared to only a quarter for permanent DST. Government should set clocks as objectively as possible (to the sun), and let businesses and individuals set schedules from there.

Countless organizations and advocates on the right and left oppose DST and endorse permanent Standard Time. Among these are the American Academy of Neurology, American Academy of Sleep Medicine, American College of Chest Physicians, American College of Occupational and Environmental Medicine, American Thoracic Society, National Safety Council, National Sleep Foundation, Sleep Research Society, Society for Research on Biological Rhythms, editorial boards of *Bloomberg*, *Minnesota Star Tribune*, *Oregonian*, *Orlando Sentinel*, the Independent Institute, National Religious Broadcasters, contributors to *Breaking Points*, *Cato*, *Daily Wire*, *Human Events*, *PragerU*, and more.

Please hear the nonpartisan consensus of history and science. We can't protect sunshine, but we must protect sleep. Save time, money, and lives. End the harms of artificial DST. Restore naturally healthful permanent Standard Time.

Sincerely,

Jay Pea
President

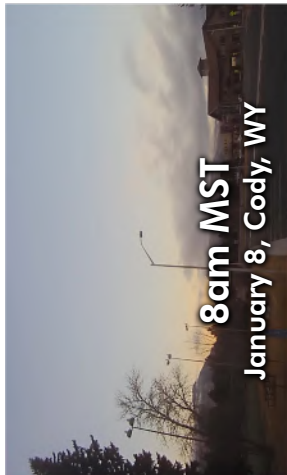
jay@savestandardtime.com

Citations: [savestandardtime.com/summary](https://www.savestandardtime.com/summary)

PERMANENT STANDARD TIME (NATURAL TIME) KEEPS SUNRISE BEFORE WORK/SCHOOL



8am PST
January 9, Skykomish, WA



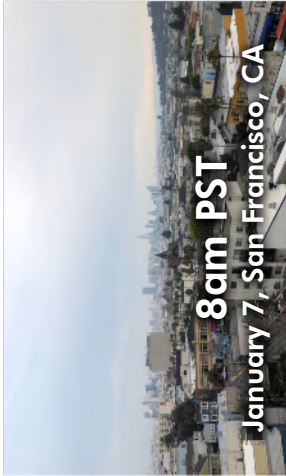
8am MST
January 8, Cody, WY



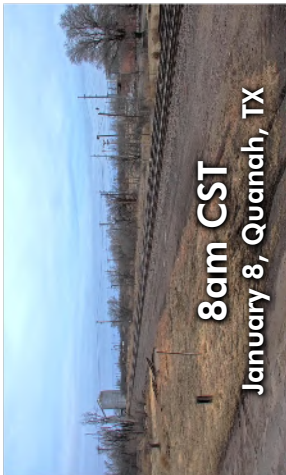
8am EST
January 7, Deshler, OH



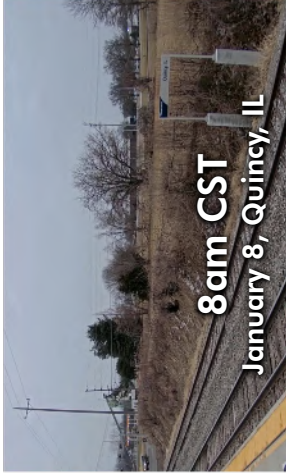
8am EST
January 7, Rochester, NY



8am PST
January 7, San Francisco, CA



8am CST
January 8, Quannah, TX

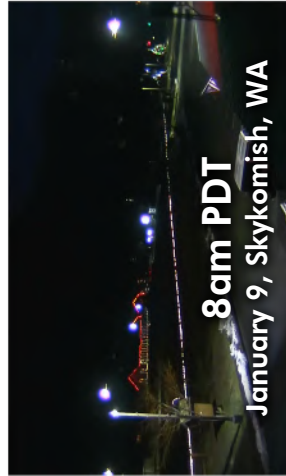


8am CST
January 8, Quincy, IL

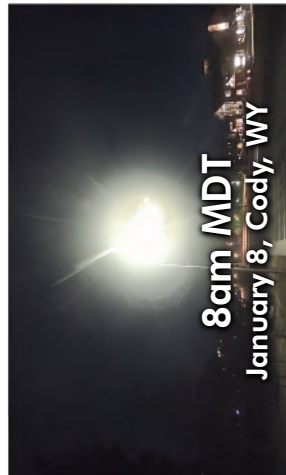


8am EST
January 1, Flowery Branch, GA

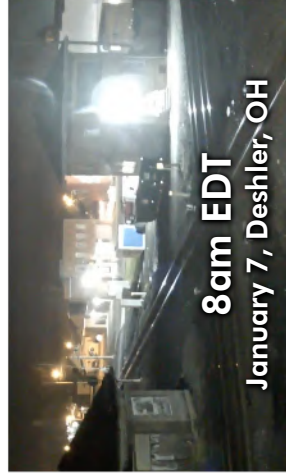
PERMANENT DAYLIGHT SAVING TIME (FAST TIME) FORCES PRE-SUNRISE START TIMES



8am PDT
January 9, Skykomish, WA



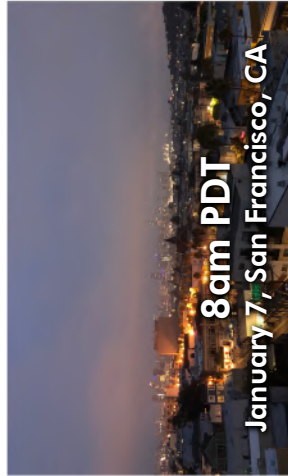
8am MDT
January 8, Cody, WY



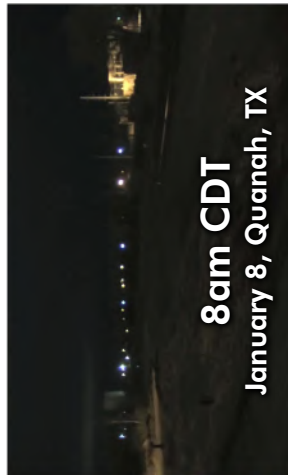
8am EDT
January 7, Deshler, OH



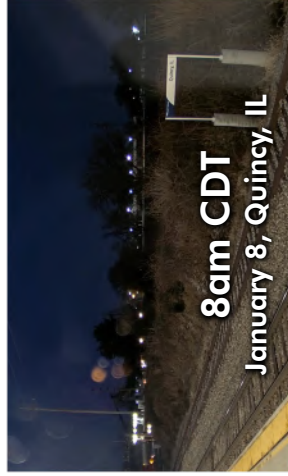
8am EDT
January 7, Rochester, NY



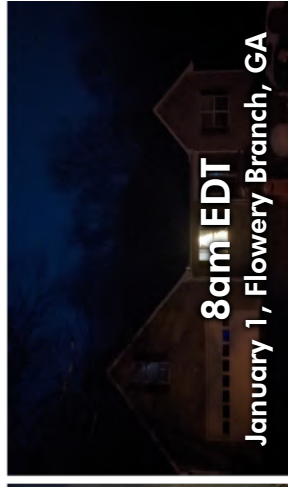
8am PDT
January 7, San Francisco, CA



8am CDT
January 8, Quannah, TX



8am CDT
January 8, Quincy, IL



8am EDT
January 1, Flowery Branch, GA

Median work arrival time is 7:55am, per the US Census Bureau in 2014. <https://fiveinheight.com/features/which-cities-sleep-in-and-which-get-to-work-early/> • Average school start time is 8:03am, per the Centers for Disease Control & Prevention in 2015. <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6430a1.htm>

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INFO@SAVESTANDARDTIME.COM



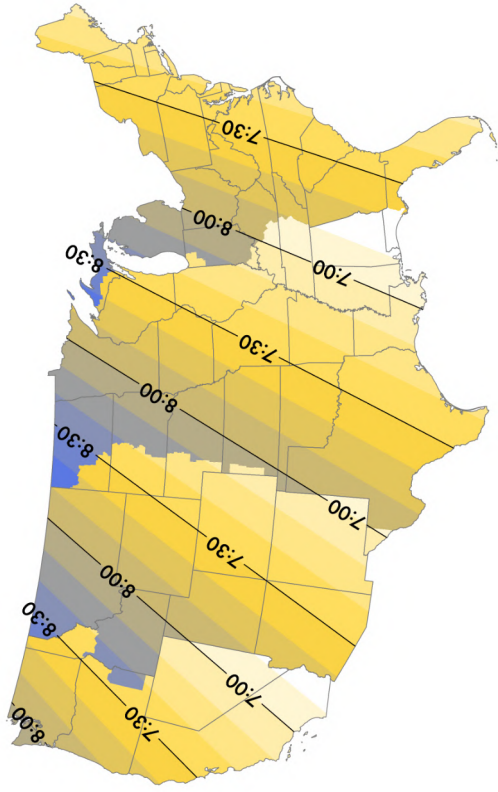
SAVE STANDARD TIME

PO BOX 181770, FOUNTAIN HILLS AZ 85269
501(C)(4) NONPROFIT 86-3372799

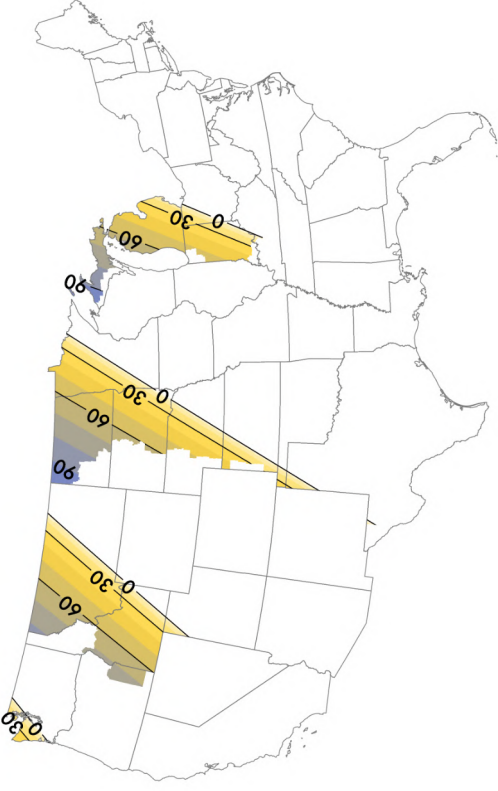


PERMANENT STANDARD TIME (NATURAL TIME) PRESERVES MORNING LIGHT

Time of Latest Sunrises

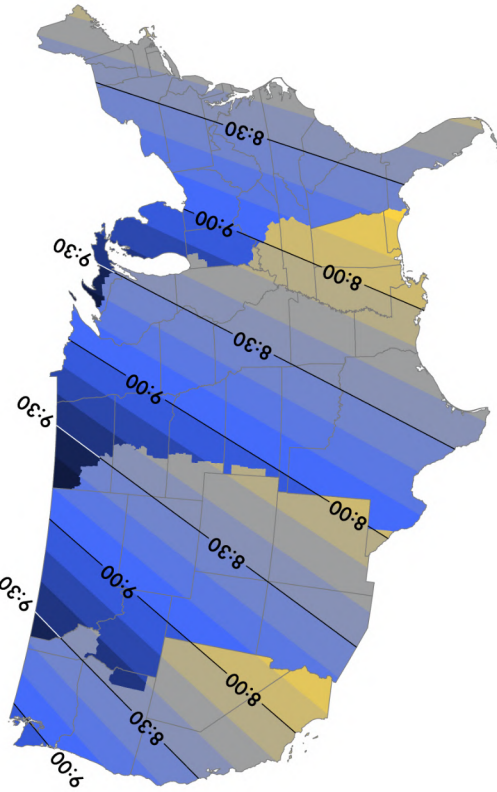


Days with Post-8am Sunrise

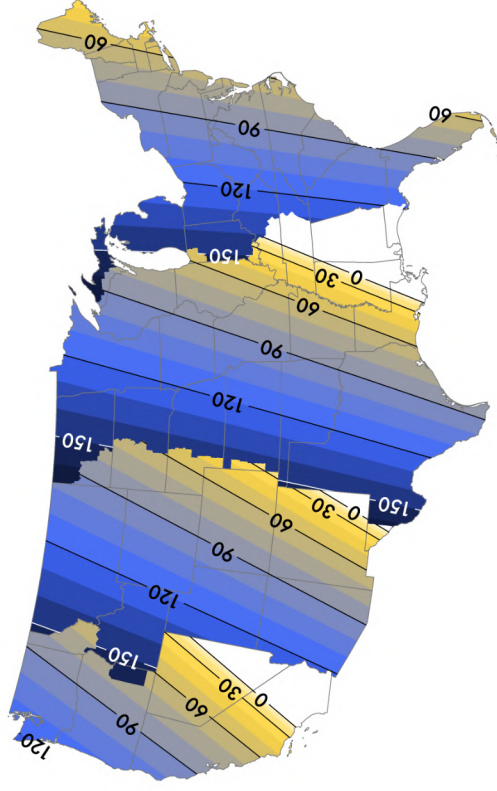


PERMANENT DAYLIGHT SAVING TIME (FAST TIME) MAKES SUNRISE TOO LATE

Time of Latest Sunrises



Days with Post-8am Sunrise



Morning sunlight is essential to health, mood, safety, learning, and productivity. Most work and school days in the United States start at or before 8am. Latest winter sunrises occur from late December to mid-January.



PERMANENT DAYLIGHT SAVING TIME COST LIVES & MONEY IN 1974

Schoolgirl Hurt; Accident Blamed On Time Change

ARDMORE (AP) — Daylight Saving Time was blamed Wednesday for the injury of a 7-year-old girl. School superintendent Bill Ware said Faritta Gates was struck by a car as she ran across a street to catch a school bus at 8 a.m. The driver of the car said he didn't see the girl in the darkness. Ware ordered classes started a half hour later beginning Monday. The girl was reported doing well at a local hospital with head and arm injuries and a broken leg.

Bids to kill daylight time heard

By ALBERT SEHLSTEDT, JR.
Washington Bureau of The Sun
Washington—There were serious moves in Congress yesterday to repeal year-around daylight saving time, which went into effect only three weeks ago as an energy-saving measure. Congressmen in both houses expressed concern over school children who have been injured on roads and highways during the dark morning hours of winter.

Children's deaths spur bid to repeal daylight saving

DAYLIGHT, from A1 one-day session solely to deal with the daylight saving time issue. In the United States Senate, Marlow W. Cook (R., Ky.) rose in support of repealing the year-round daylight saving plan, cleared by Congress December 14, and cited the Florida deaths, plus a reported increase in sexual assaults on youngsters in Minnesota and problems in other states. Senator Dick Clark (D., Iowa), sponsor of one of the Representative Claude Pepper (D., Fla.), who, along with most of the Florida delegation, is supporting repeal, said last week that "the small savings in energy that we will make do not justify the loss of lives of our children nor the hardship placed upon our children and their parents."

Girl, 6, Critically Injured in Accident

A 6-year-old Tulsa girl was struck by a car and critically injured Wednesday as she neared a school bus stop at Virgin Street and Trenton Avenue in Daylight Saving Time dark. Kelly Hines, daughter of Beverly Williams of 2133 N. St. Louis Ave., remained in the intensive care unit of Hillcrest Medical Center Wednesday night. She received a fractured skull after two children were killed and two others injured by cars near Woods.

NEWSPAPER FILES AND Traffic Engineering Department records show that a 5-year-old boy was killed near the Trenton-Virgin intersection in May, 1972, and that there have been two other pedestrian accidents in the vicinity of the intersection since 1970. The word "School" was

School children, workers

Daylight saving move leaves many in dark

Darkness reigned for an extra hour this morning on the first work day under new daylight saving hours invoked Sunday to conserve the nation's energy. For day shift workers who normally rise at 6 a.m. to begin work at 7 a.m. there was little difference. Industries here reported no more than the usual Monday morning absenteeism and lateness. Children, however, had to meet their school buses in darkness, confronting traffic still relying on headlights. School officials said there were no accidents, school buses were on time and their fears of trouble were unfounded-for today at least. Robert W. Maroni, assistant superintendent of North Adams schools, said there has been an intensive safety campaign at all schools in preparation for the time shift because officials "are deeply concerned" about traffic dangers in the darkness. Business at all the morning coffee shops was normal except at the Dunkin' Donuts shop on Union Street where a spokesman said, "It's been one of the worst days we've ever had." Or so it seemed until he checked cash sales which were only slightly below normal rates for a Monday. He said,

nonetheless, that customers were fewer—especially young people. He said even traffic at the busy intersection of Union and Eagle streets seemed below normal. Business at the Capitol restaurant and the Wm. Tally House was only slightly less than normal. The only difference made by daylight saving hours was common grumbling about having to rise in darkness.

Business was usual at Nassif's professional pharmacy coffee bar where most customers said only that the time shift came suddenly for them. There

By BOB GUENTHER
Star Staff Writer

Minneapolis — Midwestern governors, including Nebraska's J. James Exon, Wednesday told federal energy administrator John Sawhill they approve of the fuel conservation measures his office has mandated — except for year-around Daylight Savings Time.

North Dakota Gov. Arthur Link told Sawhill, "Please, don't ask us to live with Daylight Savings Time again this winter. We've responded to all other regulations, but this one is unreasonable in the northern climates."

still supports year-around Daylight Savings Time; he estimated it cut the nation's fuel usage by .5% last winter.

Link doubted any savings resulted, since he noted that on cold, dark mornings this past winter many North Dakota parents drove their children to school instead of letting them wait for a bus.

Distributes Usage Sawhill defended the Daylight Savings approach, saying it distributes kilowatt usage more evenly over a day and cuts down on the need for power companies to use peak generating units.

governors and stated that Nebraska are not "sold" on year-around Daylight Savings.

The governors unanimously passed a resolution asking the federal government to abandon Daylight Savings during winter months.

The only concession made by Sawhill was a statement indicating he favors keeping the 55 m.p.h. speed limit more than Daylight Savings.

"The 55 m.p.h. speed limit should become permanent to save both lives and fuel," Sawhill said. He estimated that the 55 m.p.h. limit has saved 200,000 barrels of oil per day.

however, will remain in short supply, as will coal if a strike by the United Mine Workers materializes.

Nevertheless, Sawhill said the administration has no plans to continue mandatory fuel allocation beyond the February 28, 1975, expiration date.

The governors want to keep the allocation program. Iowa Gov. Robert Ray said, "It's our only method of solving emergency situations at the local level."

Sawhill replied, "We're not going... to leave you without the tools to move fuel into critical areas... We would renew allocations in the event of a coal strike."

DST BRINGS SWITCH

Road Crews Start One Hour Later

The midwinter switch to Daylight Saving Time has forced county road-building crews to start their work one hour later than usual, that daylight will be dark.

Commissioners Richardson and Lynch said Thursday morning crews began work later than usual working in the dark.

Richardson said his crews are starting to work at 8:30 a.m. instead of 7:30 as they have in the past.

Can't Work in Dark Lynch said his men had come to work at 8 a.m. until Monday, but they now begin at 8:30.

"They can't work in the dark," Richardson said. "They work around heavy equipment and sometimes work in traffic."

"We don't want to get someone killed because a driver couldn't see them in the dark."

"And it's no good having them sit in the yards until it gets light. That costs the county money. So we just rescheduled their working hours," he said.

Employees Complain Lynch said private road contractors will probably change the working hours for their employees also if they haven't already done so.

Lynch said many courthouse employees are complaining about driving to work in the dark also but

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The People Speak

School Children Exposed to Danger

TO THE EDITOR:

Like most Americans, I can accept the restrictions to conserve our country's energies.

But for the life of me, I am unable to figure out how this daylight savings time can be of any benefit.

As a former student of the Oklahoma drivers training program, we were taught from the drivers manual that dusk-to-dawn driving is the most dangerous. This is a fact!

This time change has put many more drivers on the roads in the dark. These people, on the old time, drove in the full light in order to be to work at 8 or 9 a.m. This makes accident probabilities much higher.

Children are walking to school, or waiting for buses in the dark, thus exposing them to the danger of drivers. This adds one more worry for parents, who are burdened and worried with day to day living and jobs they may or may not be able to keep.

Why in the world does the time change have to be.

Praise Electricity

TO THE EDITOR:

I'm sure there are a lot of folks just like me who are real thankful for our electric lights this morning. We can see our way to get around, what with this new time and all.

There's a school right across from my house and they have their lights shining brightly for the children. Then, too, our cars have their lights on bringing youngsters to school and that yard-long bus looks like a Christmas tree!

How the new time will help the energy crisis I don't know.

Hazel B. Caruthers, Cushing

Two Crises Exist

TO THE EDITOR:

John Q. Public is accustomed to injustices. His motor vehicles have been swallooned up by emission control devices which not only reduce fuel consumption from 7 to 20 percent but in terms of dollars and cents cost him in the neighborhood

Change Backwards

TO THE EDITOR:

It seems that our lawmakers in Washington have done it again. They have changed our clocks to fit their needs—protesting to save fuel. But as anyone knows, it is ineffectual. To start with we are turning our thermostats up an hour earlier each morning. This will use more fuel because it is always coldest from about 4 a.m. until 7 a.m. (Suntime).

Now everyone gets off work one hour earlier (by Suntime) so they have one more hour to drive around each evening before dark, using more fuel.

We are helping the energy crisis like a hole in the head or as on California politician said a while back, "This time change causes the sun to shine on his lawn an hour longer each day."

Every politician should be voted out, and replaced with some hard working farmers who understand nature, and I believe we could get things straightened out in a few



More at: newspapers.com/profile/savestandard

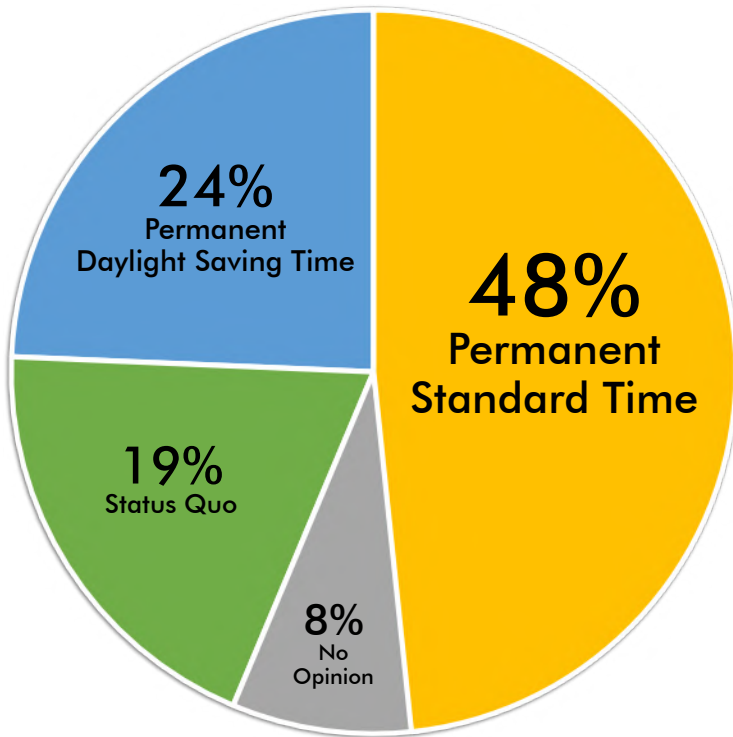
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PERMANENT STANDARD TIME IS MOST POPULAR



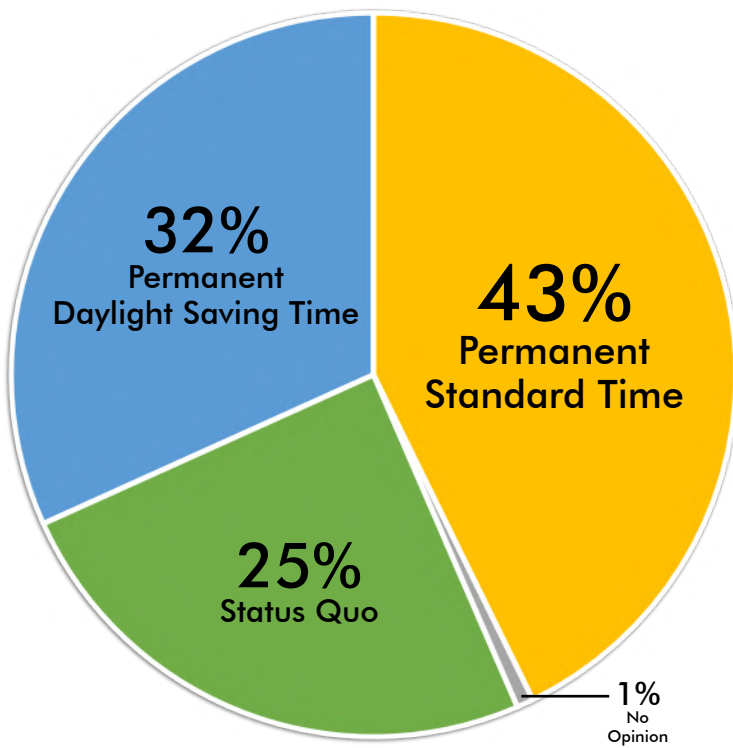
Gallup (2025):

"The plurality of Americans, 48%, prefer Standard Time the whole year, including summer. Half as many, 24%, prefer Daylight Saving Time the whole year, including winter. The smallest percentage, 19%, prefer the status quo of switching between the two.

"This means 43% favor having Daylight Saving Time part of the year or year-round, slightly less than the 48% who would prefer not to have it at all. But it also means 72% would prefer no clock changes each year."

"Based on telephone interviews January 21–27, 2025, with a random sample of 1,001 adults, living in all 50 states and DC. Margin of error $\pm 4\%$."

<https://news.gallup.com/poll/657584/half-daylight-saving-time-sunsetted.aspx>



AP-NORC (2021):

"Most Americans want to skip changing clocks. 43% want to stay on Standard Time year-round, while 32% prefer to remain on Daylight Saving Time. Only 25% percent like shifting between Daylight Saving Time in summer and Standard Time in winter.

"Daylight Saving Time year-round is more popular among adults age 60+ (37%) than those 18–29 (24%). Adults age 18–29 are more likely than those age 60+ to prefer to switch back and forth (32% vs 22%)."

"Nationwide poll October 21–25, 2021, using the probability-based panel at the University of Chicago. Online, landline, and cell phone interviews with 1,083 adults. Margin of error $\pm 4.0\%$."

<https://apnorc.org/projects/dislike-for-changing-the-clocks-persists/>



POSITION STATEMENTS FOR PERMANENT STANDARD TIME

American Academy of Sleep Medicine

"The United States should eliminate seasonal time changes in favor of permanent Standard Time, which aligns best with human circadian biology. Evidence supports distinct benefits of Standard Time for health and safety, while also underscoring harms from seasonal time changes. By causing the human body clock to be misaligned with the natural environment, Daylight Saving Time increases risks to our physical health, mental well-being..."

Bloomberg

"Standard Time is better aligned with the position of the sun and human nature. It generally synchronizes waking with sunrise and bedtime with darkness, in accordance with circadian rhythms. It enables children and adults to go to school and work in daylight. Daylight Saving Time effectively does the reverse..."

Canadian Sleep Research Consortium

"Natural time, defined by the sun, is the best option for health, mood, safety, education, and productivity. Why abolish Daylight Saving Time? The issue of time change is complex, but the evidence is clear: It is in the best interests of public health to abolish time change and maintain Standard Time permanently..."

Canadian Sleep Society

"Optimal sleep and optimal alignment of the human circadian clock with daytime activities is achieved with Standard Time. Not only does Daylight Saving Time induce sleep deprivation at its inception in the spring, but it enforces later darkness during the summer, favoring delayed bedtime, social jet lag, and more sleep loss..."

Canadian Society for Chronobiology

"Standard Time puts the social clock closer to our intrinsic body clock, our circadian rhythm, which is set by the dawn. Daylight Saving Time moves dawn later, and creates social jet lag due to mismatch between our biological drive to wake up near dawn and the social demands for us to stay up later..."

The Minnesota Star Tribune

"To make Daylight Saving Time permanent would be a mistake... Standard Time is the clear choice. It provides more early daylight and most closely aligns with the body's natural wake-work-sleep rhythms. Misalignment has been linked to increased cardiovascular disease risk, metabolic syndrome, and other health risks..."

National Sleep Foundation

"Circadian biologists support permanent Standard Time, citing importance of light in the morning... Daylight Saving Time forces biological clocks out of sync with the rising and setting of the sun. The link between biological clock and sun is crucial to health... Seasonal time changes are disruptive. Evidence supports permanent Standard Time because of its alignment with our circadian biology and relevance to sleep health and safety..."

The Oregonian

"For Oregonians, keeping clocks on Daylight Saving Time year-round would mean sunrise after 8am for 106 days each year... Make sure Oregon remains in Standard Time. The marginal benefit of an extra hour of light during a limited number of summer evenings is not worth spending a third of the year's mornings in darkness..."

Sleep Research Society

"Daylight Saving Time causes sleep loss, circadian misalignment, dysregulation of melatonin and cortisol, stress, altered metabolism, and inflammation. This would occur year-round if Daylight Saving Time were permanent. The evidence supports abolishing Daylight Saving Time and adopting permanent Standard Time..."

Society for Research on Biological Rhythms

"Based on comparisons of large populations living in Daylight Saving Time or Standard Time, or on western versus eastern edges of time zones, advantages of permanent Standard Time outweigh switching to Daylight Saving Time annually or permanently... To improve human health, we should not fight our body clock..."

South Florida Sun Sentinel

"We agree Congress should end the twice-a-year annoyance of changing clocks. The loss of an hour from the shift to Daylight Saving Time is especially hard. The better change, though, would be to make Standard Time—what farmers once called God's time—permanent. As experts pointed out, it's the natural way to go..."

More at: savestandardtime.com/statements





SAVE STANDARD TIME

Endorsements of Permanent Standard Time as the Best Year-Round Clock

The following endorse permanent Standard Time (natural time), not permanent Daylight Saving Time (fast time), as the best way to end clock change. This list is non-comprehensive. More at: savestandardtime.com/endorsements

Health

Alabama Board of Medical Examiners & Licensure
Alliance for Headache Disorders Advocacy
American Academy of Cardiovascular Sleep Medicine
American Academy of Dental Sleep Medicine
American Academy of Neurology
American Academy of Otolaryngology–Head & Neck
American Academy of Sleep Medicine
American Association of Public Health Physicians
American Association of Sleep Technologists
American College of Chest Physicians
American College of Lifestyle Medicine
American Medical Association
American Society for Metabolic & Bariatric Surgery
American Thoracic Society
California Medical Association
California Sleep Society
California State Association of Psychiatrists
Canadian Sleep Research Consortium
Canadian Sleep Society
Canadian Society for Chronobiology
Capitol Neurology
Dakota Sleep Society
Hampden District Medical Society
Illinois Sleep Society
Indiana State Medical Association

Education & Families

Anne Arundel County Public Schools
Colorado Parent–Teacher Association
Florida Parent–Teacher Association
League of Women Voters, Delaware Cty, Pennsylvania
Maryland Association of Boards of Education

Safety & Labor

American College of Occupational/Environmental Med
Association of Canadian Ergonomists
B-Society
Daylight Academy
Good Light Group

News Editorial Boards

Bloomberg Opinion
The Daytona Beach News–Journal
The Economist
The Minnesota Star Tribune

General

California Islamic University
Catholic Frequency
Independent Institute
Indiana Chamber of Commerce

Kansas Chiropractic Association
Kentucky Sleep Society
Kimmey Lab, University of California, Santa Cruz
Massachusetts Medical Society
Michigan Academy of Sleep Medicine
Missouri Sleep Society
Montana Sleep Society
National Sleep Foundation
Nebraska Medical Association
Nevada Public Health Association
Northwest Noggin Neuroscience
Rhode Island Medical Society
San Diego Academy of Child & Adolescent Psychiatry
San Diego Psychiatric Society
Sleep Research Society
Society for Light, Rhythms, & Circadian Health
Society for Research on Biological Rhythms
Society of Anesthesia & Sleep Medicine
Society of Behavioral Sleep Medicine
Southern Sleep Society
Tennessee Sleep Society
Texas Neurological Society
Texas Society of Sleep Professionals
Wisconsin Sleep Society
World Sleep Society

National Parent–Teacher Association
Nevada Association for the Education of Young Children
Regional Adolescent Sleep Needs Coalition
Start School Later

National Safety Council
Nebraska State Grange
Solaris Fatigue Management
USA Weather, Dallas–Fort Worth, Texas

The Oregonian
Orlando Sentinel
South Florida Sun Sentinel

Kansas Association of Broadcasters
Libertarian Party Mises Caucus
National Religious Broadcasters
Rabbinical Council of America

Endorsement of permanent Standard Time policy is not endorsement of Save Standard Time Inc.



SAVE STANDARD TIME

	Permanent Daylight Saving Time (Fast Time)	Permanent Standard Time (Natural Time)
Morning Sunlight	Forces most people to start school or work before sunrise in winter.	Lets most people see light in morning (when biology needs it most) year-round.
Circadian Alignment	Misaligns clocks from circadian rhythms.	Aligns clocks to circadian rhythms.
Sleep Health	Forces most people to wake by alarm before dawn in autumn, winter, and spring. Dark mornings make waking harder. Light at night makes sleep harder.	Lets most people sleep naturally past dawn year-round. Bright mornings make waking easier. Darkness at night makes sleep easier.
Mental & Physical Health	Increases depression, substance abuse, obesity, high blood pressure, stroke, heart disease, diabetes, and cancer.	Improves mood, neurological health, stress resilience, weight balance, heart health, immunity, and longevity.
Safety & Crime	Increases accidents and injury recovery times.	Improves alertness and decision-making.
Education & Economy	Impairs school performance. Decreases workplace productivity and wages.	Improves school performance. Increases workplace productivity and wages.
Farmers & Construction Workers	Shortens morning light needed for outdoor labor and all-day alertness.	Preserves morning light needed for outdoor labor and all-day alertness.
Energy & Environment	Darker mornings increase demand for morning heat. Brighter evenings increase demand for evening A/C.	Balances the sun's light and heat between morning and evening, for less demand, less expense, and less waste.
Radio Broadcasts	Dark mornings impair radio. News broadcasts would be delayed until most people have begun work.	Preserves morning light needed for radio broadcasts of morning news and traffic reports.
Religious Rights	Unfairly overlaps work hours with morning prayer times of observant worshippers.	Many faiths call Standard Time "God's Time" for its connection to the natural world (to creation).
Federal Law	Prohibited by the Uniform Time Act (15 USC §260a).	Approved for states by the Uniform Time Act (15 USC §260a).
Lasting Public Support	Repeatedly tried and reverted after winter is experienced in the US and other nations.	Observed in Arizona, Hawaii, all five US territories, and most nations for many decades.

Statement for the House Committee on Energy and Commerce

The Current U.S. DST System is Better than the Alternatives

By Dr. David Prerau, daylight saving time analyst and author

November 2025

Whether to retain or to change America's daylight saving time (DST) system is a more complex question than it might initially seem. It requires a thorough evaluation and comparison of the current DST system against the alternative approaches. Adopting either Permanent DST or Permanent Standard Time might seem appealing, but both have significant drawbacks. Our current DST system, with its faults, is better than either alternative.

Eliminating our current DST system would allow Americans to avoid clock changes on two nights each year. But, for that gain, they must choose either: Having DST all winter with four months where most people would be commuting to work or school on dark, cold mornings—or, instead, losing numerous benefits of spring-to-fall DST, including 240 beautiful long evenings.

When evaluating DST, many focus solely on issues related to the clock changes and do not examine the significant benefits that those clock changes provide throughout the months after each change. Our current system offers DST's many benefits for most of the year while avoiding winter DST's problems in the darkest, coldest months.

Consider permanent daylight time. This is not a new idea. It was tried for the entire country, lost favor nationally, and was soon discontinued.

A 1974 national energy crisis led the government to install a temporary two-year period of nationwide permanent DST. But winter DST rapidly became quite unpopular. People disliked dark winter mornings for waking and going to work and especially for sending children to school on dark city streets or waiting for buses on dark rural roads. The public favored DST—but not November through February. Congress concurred and eliminated the planned second year of permanent DST—even though it would have automatically terminated after that second year.

Permanent DST shifts already-late winter sunrises one hour later—sunrises around 8:30am in New York, Charlotte, Chicago, Dallas, Denver, and San Francisco, 9am in Columbus, Indianapolis, Detroit, Minneapolis, and Seattle, and 9:30am or even later in some areas. Many workers and students would commute each morning in full darkness, and their winter mornings would be colder, with many leaving home before sunrise.

Winter DST would cause significant difficulties for certain religious groups that meet each morning to pray after sunrise but before work. Also, experts on circadian rhythms state that dark mornings negatively impact health more than dark evenings, as daylight soon after waking is important.

The second proposed alternative, permanent standard time, sacrifices numerous benefits provided by eight months of DST. Many studies demonstrate that spring-to-fall DST reduces traffic fatalities, decreases outdoor crime, and lowers energy consumption. It also has health benefits and improves public health and quality of life by encouraging outdoor activities for an extra hour for each of 240 evenings. Morning negative effects of DST would be minimal since most people would awaken or leave their house after sunrise.

Under permanent standard time, many spring and summer sunrises would occur extremely early, while most sleep: Boston, New York, Nashville, Chicago, Milwaukee, and Portland would have sunrises before 4:30am, and Washington DC, Cleveland, Kansas City, and Los Angeles before 5am. Most Americans would sleep through morning sunshine for several months. Our current DST system each day relocates one of those wasted early morning hours of sunshine to a much more usable evening hour.

A 1966 federal law allows every state the individual option to use permanent standard time. Yet only two states have opted for it—for unique reasons: Hawaii, the state closest to the equator, has small annual variation in daylight hours, reducing DST's advantages. Arizona's extreme summer heat discourages the desire for additional summer daylight—instead Arizonans prefer venturing outdoors after sunset when it is somewhat cooler.

The biannual clock changes would be eliminated by both alternatives to current DST. While many people quickly adjust to the DST clock changes, many others find clock changes troublesome. But the effects of DST clock changes often last only a few days, while summer DST's benefits extend 240 days and winter standard time's benefits last 120 days.

The forward clock change is similar to traveling one time zone east (e.g., Chicago to New York, Los Angeles to Denver, London to Paris, Beijing to Tokyo), which multitudes do worldwide, on their own, every day.

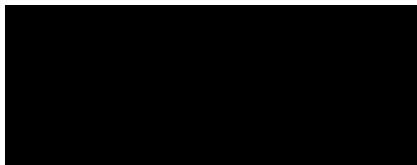
Regarding some claimed health effects, a major 2024 Mayo Clinic nationwide study of 36 million adults over five years found no significant link between DST and heart attack or strokes. Assessing DST, "there is no need to take concerns regarding heart health into account."

Instead of altering the DST system, other strategies could minimize any negative effects of the clock changes. For example, travelers often prepare for time zone changes by shifting their sleep schedules in advance. Similarly, public service campaigns could signal upcoming DST clock changes and encourage earlier bedtimes and more sleep on the days near the change.

In conclusion, rather than adopting either permanent DST or permanent standard time—both with significant drawbacks—the current DST system offers a very reasonable compromise. It delivers considerable benefits throughout the year while avoiding problems posed by either proposed alternative, thus providing the best of both.

Dr. David Prerau is an internationally known expert on daylight saving time and has been called "The Foremost Authority on DST" by *The New York Times* and several others. He is the author of *"Seize the Daylight: The Curious and Contentious Story of Daylight Saving Time,"* which *The Economist* cited as "the definitive book on daylight saving time." Dr. Prerau is co-author of three major U.S. government technical studies on DST and has been a DST consultant for the U. S. Congress and the British Parliament.

Dr. David Prerau





November 20, 2025

The Honorable Gus Bilirakis
Chairman, Subcommittee on Commerce, Manufacturing, and Trade
House Energy and Commerce Committee
2322 Rayburn House Office Building
Washington D.C. 20515

The Honorable Jan Schakowsky
Ranking Member, Subcommittee on Commerce, Manufacturing, and Trade
House Energy and Commerce Committee
2125 Rayburn House Office Building
Washington D.C. 20515

Dear Chairwoman Schakowsky and Ranking Member Bilirakis:

On behalf of the Coalition for Standard Time, we appreciate the opportunity to submit comments for the record regarding the Subcommittee on Commerce, Manufacturing and Trade hearing, *"Daylight and Destinations: Examining Time, Travel, and Tourism."* We commend the subcommittee for addressing this important issue; however, we had hoped that the medical, scientific, and safety community might have had the opportunity to testify on this critical topic. We encourage Congress to eliminate seasonal time changes and adopt permanent **standard time**, which best supports public health and safety.

The Coalition for Standard Time supports the elimination of biannual clock change in March and November through restoration of permanent standard time and not permanent daylight saving time. The Coalition represents various interests and industries united around establishing permanent standard time in the United States. The founding organizational members of the coalition are the American Academy of Sleep Medicine, National Sleep Foundation, Save Standard Time, Sleep Research Society, and Society for Research on Biological Rhythms.

In the United States, the annual advance to daylight saving time (DST) in spring, and fall back to standard time in autumn, is required by law (although statute allows for states to choose permanent standard time). In recent years, the chorus to eliminate the biannual clock change has exploded, and in a [2025 Gallop poll](#), the plurality of respondents preferred standard time over DST or the status quo by a two-to-one margin.

It is the position of the Coalition that the United States should eliminate seasonal time changes in favor of permanent standard time, which aligns best with human circadian biology. Evidence supports the distinct benefits of standard time for health and safety, while also underscoring the potential harms that result from seasonal time changes to and from DST. The clock change can cause misalignment between the biological clock and environmental clock, resulting in

significant health and public safety-related consequences, both in the days immediately following the annual “spring forward” to DST as well as throughout the entire time on DST.

Shifting from standard time to DST each spring has been associated with increased cardiovascular morbidity, including risk of myocardial infarction,^{i,ii} stroke,ⁱⁱⁱ and hospital admissions due to the occurrence of acute atrial fibrillation.^{iv} An increase in missed medical appointments and increased emergency room visits and return visits to the hospital are also seen only during the spring transition from standard time to DST.^{v,vi} In addition, a study published in 2021 by Mayo Clinic researchers found an 18.7% increase in adverse medical events related to human error in the week after switching to DST.^{vii} Traffic accidents increase in the first few days after the change from standard time to DST,^{viii} with an increase in fatal crashes of up to 6% in the United States.^{ix}

The one-hour shift in the spring results in less exposure to light in the morning and greater exposure to evening light. In the presence of continuing social or occupational demands in early morning hours, this delay results in sleep loss and resultant sleep debt,^x in addition to circadian misalignment. The result is a variety of cellular derangements, including altered myocyte gene expression,^{xi} altered epigenetic and transcriptional profile of core clock genes,^{xii} increased production of inflammatory markers,^{xiii} lower vagal tone resulting in higher heart rate and blood pressure, and reduced sleep.^{xiv}

The short-term harms caused by the clock changes does not mean that stopping the clock with permanent daylight saving time would be better, because the increased misalignment of the clock with the sun especially during short winter months is more harmful. Instead, changing to permanent standard time would lead to a decrease in the prevalence of stroke and [obesity](#). The more naturally aligned clock time of permanent standard time would also result in lower [heart disease](#), [cancer](#), [seasonal depression](#) and [suicide](#) throughout the year. Brain health would also improve including lower [fatal car crashes](#) and higher [SAT scores](#).

The long, dark mornings caused by permanent daylight saving time would make it difficult to wake and commute to school and work during the winter. The safety of children waiting at the bus stop, walking, or driving to school would be jeopardized by the darkness and by drowsy driving. These concerns caused public support for permanent daylight saving time to plummet after Congress enacted the Emergency Daylight Saving Time Energy Conservation Act of 1973. After experiencing just one winter of permanent daylight saving time, Congress reversed course by reinstating standard time during the winter months, beginning in November 1974.

As the Coalition for Standard Time Co-Chair Karin Johnson, MD, concluded in her [testimony](#) before the Senate Committee on Commerce, Science, and Technology hearing on the clock change:

“Permanent standard time offers a balanced approach that aligns with our natural circadian rhythms, improves health, safety, and productivity, and eliminates the harmful and unpopular effects of seasonal clock changes. While daylight saving time may seem beneficial on the surface, it brings substantial costs to our well-being and inefficiencies to our economy.”

We appreciate the committee's attention to this issue, as we believe the evidence clearly demonstrates the need to eliminate seasonal time changes and the establishment of permanent standard time. By causing the human body clock to be misaligned with the natural environment, DST increases risks to our physical health, mental well-being, and public safety. Accordingly, the Coalition urges Congress to pass legislation eliminating DST and making standard time permanent for the entire year. Please contact Eric Albrecht at (630) 737-9700 or ealbrecht@aasm.org with any questions. Thank you for your time and consideration.

Sincerely,

The Coalition for Permanent Standard Time

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11/19/25

To:

The Honorable Gus Bilirakis, Chairman of the Subcommittee
The Honorable Jan Schakowsky, Ranking Member of the Subcommittee
The Honorable Brett Guthrie, Chairman of the Full Committee
The Honorable Frank Pallone, Ranking Member of the Full Committee

Re:

LETTER FOR THE RECORD
Submitted for the Hearing: "Daylight and Destinations: Examining Time, Travel, and Tourism"
Subcommittee on Commerce, Manufacturing, and Trade
Committee on Energy and Commerce
U.S. House of Representatives

Chairman Bilirakis, Ranking Member Schakowsky, Chairman Guthrie, Ranking Member Pallone and Members of the Subcommittee:

On behalf of the National Religious Broadcasters (NRB), which represents more than 1,100 Christian radio, television, and digital media organizations across all 50 states, thank you for the opportunity to submit this letter for the record.

NRB strongly opposes the *Sunshine Protection Act of 2025* and proposals to make Daylight Saving Time (DST) permanent. While today's hearing will analyze issues impacting travel, tourism, and economic activity, permanent DST carries significant and well-documented consequences for public safety, local broadcasting, and emergency communications.

I. Technical and Regulatory Realities of AM Radio

A majority of AM radio stations operate under Federal Communications Commission (FCC) licenses that require them to reduce power, limit coverage, or alter their directional signal patterns between sunset and sunrise. These requirements are rooted not in outdated regulation but in immutable engineering reality:

- At night, the ionosphere reflects AM signals back to earth, causing skywave propagation that can interfere with distant stations hundreds of miles away.
- Power reductions and directional patterns protect the integrity and safety of the entire AM band.

If DST were made permanent, sunrises would occur one hour later year-round compared to Standard Time (ST). During the months when we normally rely on ST—early November through mid-March—morning daylight would be pushed even later, with some communities seeing sunrises well after 8:00 a.m. This would force AM broadcasters to remain on low power

(or completely off-air for ‘daytimer’ stations) during much of the winter morning drive—the single most important programming and revenue window in radio.

II. Real-World Public Safety Consequences

Many members on this committee recognize AM radio’s unique resilience and its indispensable role in America’s emergency communications infrastructure. Permanent DST would not change the critical nature of AM radio; it would simply prevent the system you worked to protect from operating at full strength during the morning hours, reducing its reach and ability to serve local communities. This is not a deficiency of AM radio itself, but a predictable engineering consequence of changing federal time policy.

The consequences are clear:

- Emergency information—weather alerts, school closings, road conditions, evacuation notices—would be harder to deliver during the hours when millions of Americans are on the road.
- Public safety officials, who rely on AM broadcasters for real-time situational coordination, would face reduced coverage precisely when it is needed most.
- Parents and students would encounter darker, riskier morning commutes, one of the major reasons Congress quickly reversed the 1974 permanent DST experiment.

Permanent DST does not make AM radio less essential. It simply undermines the nation’s ability to access it when it matters most.

III. Economic and Local Community Impact

Morning drive is not just a programming block, it is the economic engine that sustains local radio. Morning drive is the “red carpet” for the rest of the programming day, with many radio stations investing significant resources during this critical window.

Permanent DST would:

- Cause serious financial losses for local broadcasters who depend on morning advertising revenue to remain viable.
- Reduce audience reach for faith-based and community programming that serves as a lifeline to many Americans.
- Undermine local businesses, who rely on radio to connect with consumers through advertising during peak commuting hours.
- Decrease community engagement and erode the localism that Congress has repeatedly prioritized in communications policy.

For many small and medium-sized stations, especially those serving rural areas or minority and immigrant communities, this could be an existential threat.

IV. Historical Precedent and Public Sentiment

Congress already attempted permanent DST once. In 1974, after implementing year-round DST for a single winter, the policy was quickly reversed following:

- A documented increase in morning traffic accidents¹,
- Significant public backlash over dark winter mornings².

Those conditions remain unchanged—and in many northern states, population growth has increased commuter volumes and school transportation challenges.

V. Faith-Based Media and Mission Impact

NRB's member stations serve unique roles in their communities, offering news, teaching programs, ministry content, local partnerships, and faith-based resources relied upon by millions of listeners. Morning drive time is a central platform for these ministries. Permanent DST would restrict or eliminate that reach during the hours when families are preparing for their day and when faith-based programming is most impactful.

VI. Conclusion

AM radio remains a vital component of America's media ecosystem, rural communications infrastructure, and faith-based media landscape. Permanent DST would cause widespread disruption to morning AM service, diminish public safety, and impose significant financial harm on local broadcasters who serve their communities faithfully every day.

For these reasons, the National Religious Broadcasters respectfully urges the Subcommittee and full Committee to oppose the *Sunshine Protection Act of 2025* and reject any effort to implement permanent Daylight Saving Time.

Thank you for your leadership and for considering the perspective of America's faith-based media community. We stand ready to provide additional technical information or testimony as the Committee continues its work on this issue.

Respectfully submitted,



Nic Anderson

Vice President of Public Policy
National Religious Broadcasters (NRB)

¹ [The US Tried Permanent Daylight Saving Time in the '70s. People Hated It - Washingtonian](#)

² [Senate Votes Return to Standard Time For Four Months and Sends Bill to Ford - The New York Times](#)



November 19, 2025

The Honorable Gus Bilirakis
Chair
House Subcommittee on Commerce,
Manufacturing and Trade
House Committee on Energy and Commerce
2306 Rayburn House Office Building
Washington, D.C. 20515

The Honorable Jan Schakowsky
Ranking Member
House Subcommittee on Commerce,
Manufacturing and Trade
House Committee on Energy and Commerce
2408 Rayburn House Office Building
Washington, D.C. 20515

Re: Statement for the Record to the House Subcommittee on Commerce, Manufacturing and Trade in advance of the hearing, "Daylight and Destinations: Examining Time, Travel, and Tourism" on November 20, 2025.

Dear Chairman Bilirakis, Ranking Member Schakowsky and Members of the Subcommittee:

On behalf of the American Society of Travel Advisors (ASTA) and the more than 300,000 individuals working in the travel advisor profession, thank you for the opportunity to submit this statement for the record. We could not agree more that "travel and tourism are key drivers of both our local and national economies, and it's essential that Congress explore the best ways to strengthen and capitalize on these opportunities for our country."

Time is one of our most valuable assets. We would be remiss if we did not highlight for the subcommittee the lost time (and revenue) in the travel sector stemming from the recent 43-day government shutdown. In the final days of the longest federal government shutdown in history, ASTA surveyed its members nationwide to assess the operational and economic impacts on both travel advisors and the travelers they serve. Unsurprisingly, the results provide a clear and consistent picture of an industry under significant strain.

Travel advisors play a central and indispensable role in the global travel and tourism industry. ASTA's membership encompasses the full breadth of the marketplace from home-based entrepreneurs and traditional brick-and-mortar agencies to large travel management companies (TMCs) and online travel agencies. These professionals provide critical services to the traveling public, offering informed guidance, real-time problem solving, and dedicated assistance in the event of emergencies, disruptions, or unexpected changes in plans. Corporations rely on TMCs to manage their business travel programs efficiently and effectively, ensuring policy compliance and cost control while maintaining traveler safety and satisfaction.

With more than 300,000 travel advisors nationwide, nearly two-thirds of which are independent contractors, the profession represents a significant segment of the U.S. small business

community. Ninety-five percent of travel agencies are small businesses under the SBA standard, and 80 percent are women-owned. In 2024, travel agencies sold 781,000 air tickets per day, totaling \$99.2 billion in annual airline sales, and were responsible for booking more than 66 percent of all cruises and tour packages. The profession booked \$119.3 billion in travel last year alone, with continued industry growth projected by the U.S. Bureau of Labor Statistics. Given this scale and economic importance, understanding the challenges faced by travel advisors during the government shutdown is essential to fully evaluating its effect on their businesses, U.S. travelers, and the broader travel economy.

Travel advisors overwhelmingly reported increased workloads, heightened client anxiety, disrupted travel operations, and material impacts on their business performance. Two major themes emerged: 1) air travel disruptions had a ripple effect on the entire travel ecosystem; and 2) the sharp decline in new bookings due to traveler hesitation and uncertainty cost agencies significant revenue. While the severity of the impact of the government shutdown varied, overall sentiment across the profession was decidedly negative.

The following summary of the impacts from the 43-day government shutdown on travelers and travel agencies presents a myriad of challenges and concerns to the travel industry. ASTA would welcome sharing the complete results of the research with the Subcommittee if it is of interest.

Financial Impact on Travel Agencies and Advisors

The most common theme expressed by advisors in the survey responses was a loss of income while their clients dealt with flight cancellations, national park restrictions and postponement of future travel. A large portion of survey respondents commented that travelers were postponing trips until the shutdown ended, or even until next year.

Travel advisors overwhelmingly reported that the shutdown created significant financial strain for their agencies, largely due to widespread flight disruptions that required hours of unpaid rebooking work and lost commissions when trips were canceled. Many advisors noted a sharp decline in new bookings, with clients delaying or abandoning travel plans entirely because of uncertainty, fear of being stranded, or financial stress from missed paychecks. For federal government employees and contractors hit directly by loss of pay, even long-planned vacations were canceled in order to free up funds for basic living expenses.

Many travelers expected advisors to have answers that didn't exist given the day-to-day uncertainty around air traffic control staffing, TSA operations, and flight cancellations. This anxiety translated into a sharp decline in inquiries and bookings for many agencies, with sales for some agencies dropping to levels not seen since the pandemic. Advisors spent more time calming clients than creating new business, and many noted that they were doing dramatically more service work while earning less revenue.

In fact, nearly two-thirds reported clients delaying travel decisions. The hesitation spanned both leisure and business travelers and resulted in revenue drops averaging 25% for agencies. Overall,

the shutdown shook consumer confidence, with many advisors reporting their phones had “gone silent” as clients adopted a wait-and-see approach. These dynamics suppressed travel demand and threatened long-term financial risk for small agencies.

Travel Agency Operational Disruption

More than seventy percent of advisors reported moderate or severe impacts on their business operations during the shutdown. Additionally, nearly eighty percent indicated they spent additional hours each week resolving shutdown-related issues, time that was largely uncompensated. While navigating crises for clients is part of the job, many advisors reported serving as a therapist to their clients, who were rightfully distressed about the possibility of missing an important client meeting, long-planned vacation, occupational conference, or a cruise departing from a distant port.

One comment from a travel agency owner summed up the sentiment voiced throughout the survey: “As a travel agency, we’ve definitely felt the ripple effects of the government shutdown. Air travel has become more unpredictable, with increased delays and limited staffing impacting both flight schedules and traveler confidence. Our team has spent much more time assisting clients with rebookings, schedule changes, and [offering] reassurance due to the uncertainty. Customer service has also been affected because many travelers are understandably anxious, and we’re working harder to provide the support and communication they need. Overall, we’ve seen a slowdown in new bookings as clients hesitate to plan future travel until things feel more stable. It’s been a challenging time, but we’re staying proactive and doing everything we can to guide our clients through it.”

Stress on the Air Travel System

Unsurprisingly, uncertainty around air travel represented the most significant disruption. Delays, cancellations, or rebookings for clients affected 83 percent of those responding. Travel advisors absorbed the brunt of traveler frustration as airlines and air traffic control faced capacity and staffing challenges. Government-mandated restrictions of flights across the system had immediate disruptive impacts resulting in fewer options to offer clients. These impacts continue to be sorted out in the days following the shutdown.

While advisors also reported disruptions to sales volume, customer service workloads, group tours and national park availability, air travel disruptions far exceeded the other concerns. The concentration on air travel issues reflects the role of the travel advisor on the front lines of the traveler experience. Advisors are absorbing the burden of airline disruption and uncertainty, which erodes efficiency and client satisfaction.

Limited Federal Communication

Advisors also reported little to no communication from federal agencies during the shutdown, reducing their ability to provide accurate and timely guidance to travelers. In the absence of complete and comprehensive communication, advisors often relied upon anecdotal information and their own experiences to guide travelers.

With limited guidance from federal agencies and constantly changing conditions, many advisors felt they were operating without reliable information, trying to reassure clients in an environment where facts shift daily. The industry spent far more time managing crises than selling travel, leading to concerns about long-term revenue health.

Broader Industry Consequences

More than sixty percent of respondents believed the shutdown produced ripple effects across the travel ecosystem, including concerns about consumer confidence, airline reliability, and the economic health of key travel-dependent destinations.

At the center of the disruption is the instability of the air travel system. When flights are delayed or canceled, travelers miss cruises, tours, hotel stays, meetings, and events, creating a chain reaction of rebookings, refunds, and lost revenue for suppliers across the industry. Advisors described airports as chaotic and unpredictable, with limited information, long hold times, and inconsistent communication from both airlines and government agencies. This instability has eroded traveler confidence, which emerges as one of the most damaging industry-wide consequences.

As one respondent summed it up: “This shutdown is strangling our industry. Airports are chaos. Flights delayed. Passports and visas stalled. Conferences canceled. Small businesses are watching their income vanish overnight. The ripple effect is devastating – hotels, airlines, restaurants, drivers, guides, and local shops across the country are paying the price for Washington's paralysis.”

Policy Considerations

Travel advisors serve every congressional district and provide critical real-time support for millions of travelers. Based on the survey results, ASTA respectfully urges Congress to consider the following:

1. Prioritize stabilization of federal travel infrastructure, particularly aviation systems heavily affected during government shutdowns.
2. Improve communication from federal agencies to travel professionals who disseminate critical information to travelers.
3. Recognize travel advisors as essential partners in maintaining consumer confidence and navigating system-wide disruptions.

4. Include travel advisors in stakeholder discussions related to aviation reliability, shutdown impacts, and traveler-protection initiatives.

Conclusion

While many advisors believe their own role becomes more valuable in moments like these, the consensus is clear: government shutdowns disrupt not just travel plans, but the fundamental functioning of and confidence in the entire travel industry. The government placed substantial operational, economic, and emotional burdens on travel advisors, the travelers they support and the greater travel economy. Advisors are working longer hours under immense pressure, managing elevated traveler concerns, and absorbing the effects of widespread travel disruptions. Despite these challenges, they continue to provide stability and expertise during a period of significant uncertainty.

We appreciate the Subcommittee's time and consideration of our concerns, and stand ready to assist in your ongoing work. To that end, please don't hesitate to contact ASTA Vice President, Advocacy, Jessica Klement at jklement@asta.org.

Sincerely,



Zane Kerby
President and CEO
American Society of Travel Advisors

Written Statement for the Record of Laura Chadwick
President & CEO, Travel Technology Association for the
“Daylight and Destinations: Examining Time, Travel, and Tourism” Hearing
Subcommittee on Commerce, Manufacturing, and Trade
Committee on Energy and Commerce
U.S. House of Representatives

November 20, 2025

Chairman Bilirakis, Ranking Member Schakowsky, and members of the Subcommittee, thank you for the opportunity to submit this written statement for record for the “Daylight & Destinations: Examining Time, Travel, and Tourism” hearing. My name is Laura Chadwick, and I lead the Travel Technology Association, known as Travel Tech, which recently celebrated its twenty-fifth anniversary.

Travel Tech is the voice of the travel technology industry, advocating for public policies that promote transparency, competition, consumer choice, and innovation across the travel marketplace. Our members include Online Travel Agencies, Metasearch Engines, Short-Term Rental Platforms, Global Distribution Systems, Travel Management Companies, and a growing number of early-stage travel technology start-ups.

Travel Tech’s founding members created the infrastructure and Internet-based marketplace from which travelers and travel service suppliers continue to benefit from today. Our members provide suppliers with access to the vast and diverse travel marketplace while offering consumers transparency, a wide range of competitive options, and customized experiences when purchasing and managing their travel. The services Travel Tech members provide generates substantial economic activity across the United States and are instrumental strengthening local tourism economies.

Our [recent consumer research](#), “*Click, Compare, Book*,” highlights this impact. Seventy-eight percent of travelers say comparison shopping tools save them both time and money, and 80 percent agree that these platforms increase competition among travel providers and help lower prices. The survey also found that 82 percent of consumers use travel technology platforms to research and compare options—even when they ultimately book directly with an airline, hotel, or car rental company.

To support travelers, the broader industry, and our member companies, Travel Tech is engaged on several policy issues relevant to the Commerce, Manufacturing, and Trade Subcommittee.

First, we are grateful for the Subcommittee’s support of H.R. 1479, the Hotel Fees Transparency Act, particularly the leadership of Reps. Young Kim (CA-40), Kathy Castor (FL-14), Russell Fry (SC-07), and Kevin Mullin (CA-15). H.R. 1479 sets one national

standard for what constitutes a “total service price” regarding mandatory hotel fees and how they must be displayed, giving consumers clarity regardless of where or how they book lodging accommodations. [H.R. 1479 was passed by the full U.S. House of Representatives in April of this year.](#) The Senate Commerce Committee passed its companion legislation, S.314, in February, where it awaits consideration by the full Senate.

Second, with the 2026 FIFA World Cup, the 2028 Olympics, and other major events approaching, Travel Tech and its member companies support efforts to help cities benefit from and manage the influx of travelers and fans. [Travel Tech has endorsed the bipartisan S.1218, the Transportation Assistance for Olympic and World Cup Cities Act of 2025](#) because it will provide critical resources to communities facing temporary but extraordinary strain on residents, airports, and public transit. We encourage House members to support this legislation as well. At the local level, Travel Tech is supporting temporary [event waivers to allow short-term rentals to operate with added flexibility during major events.](#) Such waivers will ensure communities can meet increased lodging demand and capture the full economic opportunities associated with large event travel.

At Travel Tech’s Policy & Innovation Showcase event in May, during our [“From Stadium to Stay: Building a Better Travel Experience to Support Mega Sports Events”](#) panel, industry leaders discussed how travel reviews offered by its member companies provide important consumer protections to travelers, including those attending the World Cup. The ability to do so is grounded in Section 230 of the Communications Decency Act of 1996. Travel Tech members helped pioneer the use of user-generated content in the early 2000s, revolutionizing how travelers plan trips and explore the world. The ability to offer trusted, community-driven insights without legal exposure has allowed the industry to grow, innovate, and deliver better experiences to consumers.

Third, Travel Tech and its members strongly support Brand USA and its critical role in promoting the United States as a destination, drawing international visitors whose spending supports jobs and local businesses nationwide. Travel Tech is calling for the restoration of full federal funding for Brand USA. Its federal match was reduced from up to \$100 million annually to just \$20 million as part of broader federal spending cuts.

Beyond the jurisdiction of the Commerce, Manufacturing, and Trade Subcommittee to support travel and travel innovation, [Travel Tech advocated for and applauded the inclusion of key pro-innovation provisions of H.R. 1, the One Big Beautiful Bill Act.](#) The new law makes full expensing for domestic research and development (R&D) permanent, restores 100% bonus depreciation, preserves the 20% Qualified Business Income (QBI) deduction for pass-through businesses, and modernizes Qualified Small Business Stock (QSBS) rules. Travel Tech championed these pro-innovation policies because they provide essential support and unlock capital for startups, while also giving

larger travel technology companies the certainty to invest in new products, grow their workforce, and accelerate innovation across the industry.

Travel Tech is also deeply engaged on Digital Services Taxes (DSTs), which are unilateral gross-receipts taxes imposed by some foreign governments on digital platforms' revenues, typically ranging from two to seven percent. These taxes apply once a company crosses a certain threshold from users in that country. DSTs levy taxes on gross revenues rather than net income, which is especially punitive for high-volume, low-margin businesses like online travel platforms. Travel Tech members typically operate on slim profit margins while facilitating transactions between travelers and hotels, airlines, and other suppliers, and they do not retain most of the revenue that passes through their platforms. The Trump Administration has made ending DSTs a priority and successfully compelled Canada to abandon their tax, yet France has recently increased their DST and other countries are considering introducing their own.

Travel Tech is advocating for the initiation of new Section 301 investigations by the United States Trade Representative and remedies to combat DSTs. We are also calling for equal treatment between travel comparison platforms and travel service suppliers, since direct digital channels of airlines and hotel chains offering equivalent services are exempt from DSTs. This disparity distorts competition in the travel industry, raises consumer costs, and undermines the benefits that transparent, comparison-driven marketplaces provide.

Travel Tech remains committed to promoting transparency, competition, and consumer choice across the travel marketplace. As the country prepares for the 2026 World Cup and continues to strengthen its position in the global travel economy, technology platforms will play a central role in supporting consumers, local businesses, and the broader tourism sector. We look forward to working with the Subcommittee as it examines policies that shape the future of travel, tourism, and innovation.



Rabbi A.D. Motzen
National Director of Government Affairs

Rabbi Yossie Charner
Director of Congressional Affairs

Rabbi Avi Schnall
Director of Federal Education Affairs

TO: Honorable Members of the House Subcommittee on Commerce, Manufacturing, and Trade
DATE: November 17, 2025
SUBJECT: Reject Permanent Daylight Saving Time

We submit this memorandum on behalf of Agudath Israel of America, a national Orthodox Jewish organization, in preparation for the Subcommittee hearing entitled, “Daylight and Destinations: Examining Time, Travel, and Tourism. ***Agudath Israel urges members to reject any approach that would permanently extend Daylight Savings Time (DST) throughout the year, such as that put forward by the proposed Sunshine Protection Act (H.R.139).***

Agudath Israel has traditionally lent its strong support to legislation that will enhance energy savings and reduce dependency of foreign sources. But the data has shown that expanding DST has little chance of meaningfully achieving this goal. In the early 1970s, as a result of the Arab oil embargo, and with the goal of conserving energy, the extension of DST was implemented on a year-round basis. However, after only a few months, Congress decided to repeal the measure, partly due to a mere 1% savings in the nation's energy consumption. More importantly, the hasty retreat on all-year DST was the result of the public outcry over the general disruption of day-to-day American life on many fronts. Predictably, subsequent attempts to pass such legislation on the federal level have gone nowhere.

Children's Safety – This disappointing result and the consequent complications on American life were not the only factors that engendered opposition to the measure. It was an assessment of the overall benefits on the one side versus the potentially high costs – including ***the safety of our children*** – involved on the other. And this, today, remains our greatest concern.

As a representative of Orthodox Jewish schools, Agudath Israel shares the views of those in the larger school community that the switch to year-round DST would cause many of America's schoolchildren to head for school - by car, by foot, by bicycle, or by bus - in the pre-sunrise darkness. This is a prescription for disaster, as was demonstrated when the earlier extension was put into effect. At that time, there were numerous reported incidents of children being assaulted, injured, and killed as they traveled to school in the pitch-black streets. It is not unreasonable to assume that the dangers were greatest during those weeks when sunrise is at its latest and the period of darkness is at its longest. This concern was voiced loudly, and the danger was one of the key reasons that the law was repealed so quickly. Extending DST throughout the year will undoubtedly bring back those risks and put American children in jeopardy.

42 Broadway, 14th Floor, New York, NY 10004	www.agudah.org	212.797.9000
admotzen@agudah.org	ycharner@agudah.org	aschnall@agudah.org

This concern has particular relevance to Orthodox Jewish Americans, who have special reason to be apprehensive for the safety of children going to school before the morning light. This is so for two reasons: First, many of our Jewish schools begin as early as 7:30 a.m. Second, because so many of our schoolchildren are not entitled to publicly-financed busing, there will be a disproportionate number of our sons and daughters walking or bicycling to school, or standing at bus or carpool stops. They will be among those at greatest risk.

Whatever benefits that may accrue due to extended DST pales in comparison to the cost in safety of our children.

Jewish Religious Practice – We would also like to bring to your attention, in addition to the above and among the various reactions you will no doubt receive, an unintended, yet compelling, consequence of such legislation - *the effect the change will have on fundamental religious practices of the observant Jewish community and, as a result, American Jewish life.*

In Jewish law, morning prayers, and the rituals associated with them, are regulated in numerous ways. One aspect of this regulation is that certain prayers (i.e., the Shema and the Amida) must be recited no earlier than at specified times. The same is true with the rituals that must be performed (i.e., the donning of the *talis* - prayer shawl - and *tefillin* - phylacteries) in conjunction with prayer. The schedule for synagogue services is typically set to accommodate these set-time requirements.

The generally accepted and observed time for the recitation of the Amida - the central component of the morning prayers - is no earlier than after sunrise. The time for reading the Shema, and for the donning of the *tallis* and *tefillin*, is no earlier than one hour prior to sunrise, and ideally even closer to sunrise. Thus, the earliest time services may begin is shortly before sunrise for recitation of the Shema and preliminary prayers, and for performance of the associated rituals. The services must begin or extend past sunrise for recitation of the Amida and concluding prayers. The consequence of these requirements is self-evident: the later sunrise occurs; the later synagogue services must begin. And an hour change in the clock will produce an hour delay in the services.

In practical terms, in circumstances of late sunrises - when people are rushing to work, school, etc. – the earliest services could begin is after dawn and last in total approximately 40-60 minutes, which would include special occasions when additional prayers are added to the service.

We have investigated this matter in regard to 35 cities around the country (see appended chart) and have seen the following results:

- Late sunrises will be found in South Bend (9:13 A.M.); Indianapolis (9:07 a.m.); Louisville (9:01 a.m.); Cincinnati (8:58 a.m.); Detroit (9:02 a.m.); Atlanta (8:44 a.m.); Cleveland (8:54 a.m.); Omaha (8:50 a.m.); Seattle (8:58a.m.); Minneapolis (8:52 a.m.); See chart for other locations.
- Of these cities, a considerable number of days will find sunrise occurring after 8:00 a.m.: South Bend (148); Indianapolis (146); Louisville (142); Cincinnati (135); Detroit (131); Atlanta (124); Cleveland (121); Omaha (117); Seattle (112); Minneapolis (110). See chart for other locations.

- Of these cities, a considerable number of days will find sunrise occurring after 9:00 a.m.: South Bend (55); Indianapolis (41); Louisville (17); Detroit (23).
- Of the largest cities in U.S., late sunrises will be found in the following: New York City (8:20 a.m., 55 days after 8:00); Los Angeles (8:00 a.m., 10 days after 8:00); Chicago (8:19 a.m., 67 days after 8:00); Houston (8:19 a.m., 80 days after 8:00); Phoenix (8:34 a.m., 106 days after 8:00); Philadelphia (8:23 a.m., 76 days after 8:00); Dallas (8:31 a.m., 102 days after 8:00)
- Other cities of interest include: Pittsburgh (8:44 a.m., 109 days after 8:00); Washington, D.C. (8:28 a.m., 86 days after 8:00); San Francisco (8:26 a.m., 85 days after 8:00); Baltimore (8:27 a.m., 84 days after 8:00); Milwaukee (8:24, 74 days after 8:00); Denver (8:22, 74 days after 8:00); St. Louis (8:20, 72 days after 8:00); Lakewood, NJ (8:19 a.m., 67 days after 8:00); Miami (8:10 a.m., 61 days after 8:00); Boston (8:14 a.m., 57 days after 8:00)

It is clear from these examples that the extension of DST will create an extreme hardship on observant Jews. Given the length of morning prayer services, together with the length of the average commute to the workplace, it would be extraordinarily difficult - if not impossible - to arrive on the job by 9:00 a.m. For those whose jobs require them to report earlier than 9:00 a.m. - as many do - the change in DST would be even thornier. (We would also point out that Jewish elementary and secondary schools, as well as Jewish higher educational institutions, that incorporate prayers into the school day would find that beginning times and class schedule would be seriously disrupted.)

With a change in DST, and the later sunrise, the times for prayers and their accompanying rituals will be thrown into disarray –which, in turn, will put into jeopardy their proper fulfillment, discourage synagogue attendance, and result in late arrival for work. Jewish religious and professional life will be deeply upended.

We bring these concerns to your attention in the hope that you will consider the implications of adopting year-long DST in legislation such as the Sunshine Protection Act. There are serious consequences here for the safety of America's schoolchildren and for Jewish religious practice. And because of the seriously detrimental effect this will have on our community we urge you not to “lock the clock” in this manner.

We thank you for your consideration.

Implications of permanent DST on sunrise times in select cities

City	State	# of days sunrise is after 8 am	# of days sunrise is after 9 am	Latest sunrise if DST is made permanent
South Bend	Indiana	148	55	9:13
Indianapolis	Indiana	146	41	9:07
Louisville	Kentucky	142	17	9:01
Cincinnati	Ohio	135		8:58
Detroit	Michigan	131	23	9:02
Atlanta	Georgia	124		8:44
Cleveland	Ohio	121		8:54
Omaha	Nebraska	117		8:50
Seattle	Washington	112		8:58
Minneapolis	Minnesota	110		8:52
Portland	Oregon	109		8:52
Buffalo	New York	109		8:47
Pittsburgh	Pennsylvania	109		8:44
Phoenix	Arizona	106		8:34
Kansas City	Missouri	103		8:38
Dallas	Texas	102		8:31
Charlotte	North Carolina	101		8:33
Washington	DC	86		8:28
San Francisco	California	85		8:26
Baltimore	Maryland	84		8:27
Houston	Texas	80		8:19
Philadelphia	Pennsylvania	76		8:23
Milwaukee	Wisconsin	74		8:24
Denver	Colorado	74		8:22
St Louis	Missouri	72		8:20
Chicago	Illinois	67		8:19
Lakewood	New Jersey	67		8:19
Miami	Florida	61		8:10
Boston	Massachusetts	57		8:14
NYC	New York	55		8:20
Bangor	Maine	53		8:13
Memphis	Tennessee	53		8:10
Los Angeles	California	10		8:00
Las Vegas	Nevada			7:53
San Diego	California			7:52

Compiled by Agudath Israel of America using <https://savestandardtime.com/chart>



November 20, 2025

The Honorable Gus Bilirakis
Chairman
Subcommittee on Commerce,
Manufacturing, and Trade
Washington, DC 20515

The Honorable Jan Schakowsky
Ranking Member
Subcommittee on Commerce,
Manufacturing, and Trade
Washington, DC 20515

RE: Letter for the Record: “Daylight and Destinations: Examining Time, Travel, and Tourism”

Dear Chairman Bilirakis, Ranking Member Schakowsky, and Members of the Subcommittee:

On behalf of the United States Tour Operators Association (USTOA), thank you for the opportunity to share our perspective as Congress considers ways to bolster the travel and tourism industry. USTOA is a professional, voluntary trade association created with the primary purpose of promoting integrity within the tour operator industry. Representing a \$24 billion industry, USTOA members provide tours, packages, and custom arrangements that serve 8.5 million travelers annually and employ over 400,000 U.S. citizens.

USTOA is grateful to Members of this Subcommittee for their leadership in advancing policies that aim to increase travel and tourism both domestically and inbound internationally. While we are pleased to see continued strength among American consumers spending on domestic leisure travel, we are seeing worrying signs of softening demand among international inbound travel. We are aware of data that shows travel to the United States is projected to fall to just 85% of 2019 levels in 2025 and that significantly fewer visits from Canada appear to be the primary driver of this decrease.

The travel and tourism industry is the lifeblood that powers local economies and in turn powers the national economy. To reverse downward trends in travel and tourism, USTOA respectfully requests that Congress consider the following:

Restore Brand USA's Full Federal Match

USTOA respectfully requests that Congress restore Brand USA's federal match back to \$100 million annually. Brand USA is charged with promoting the United States abroad as a desired destination, driving many travelers to the United States and creating significant economic impact in the local communities that depend on travel and tourism. Brand USA is always needed to promote inbound travel to the United States but given the downturn in international visitors to the nation, it is needed now more than ever.

Brand USA does not use a penny of taxpayer money. In fact, the primary funding sources for Brand USA are private donations and a federal match using funds raised from the fees that are collected from international travelers from the Visa Waiver Program. Historically, this has resulted in a return of \$24 to the American economy for every \$1 invested to Brand USA. This return on investment is unparalleled and demonstrative of the impact this partnership has on showcasing the wonders that the United States has to offer the world.

Restoring the full federal match would allow more international travelers to see what America's national treasures have to offer and encourage them to plan a trip.

Reduce Travel Barriers for Upcoming Significant Events in America

In 2026 and 2028, the United States will be hosting two global events that will significantly depend on travel and tourism, the 2026 FIFA World Cup and the 2028 Summer Olympics in Los Angeles. America will also be celebrating its 250th birthday. In the lead up to these events, many travelers, both domestic and international, will come to the United States to see soccer matches, watch various Olympic sports, and discover America's national treasures.

It is critical that travelers have unimpeded access to the United States during these times. USTOA supports policies to improve travel such as the Visa Improvement, Streamlined Investment, and Tourism Optimization Reform (VISITOR) Act, which would allow greater flexibility for the Consular Affairs Bureau at the U.S. State Department to use the money collected from passport and visa fees to address the backlog in processing tourist visas at various consular posts overseas. The legislation is due to be reintroduced in the 119th Congress.

USTOA also supports strengthening the Visa Waiver Program, which allows citizens of specific countries to travel to the U.S. for tourism or business purposes for up to 90 days without having to obtain a visa.

Finally, USTOA supports removing barriers to travel including burdensome visa fees that serve to dissuade those from traveling to the United States. We should be encouraging travelers to come visit the United States, not the opposite.

Provide Additional Funding to Upgrade Air Traffic Control Infrastructure and Ensure Proper Staffing

USTOA applauded the \$12.5 billion investment that Congress has provided toward the creation of a brand new air traffic control system. While this investment will go toward long-needed system upgrades and help recruit and retain the best and brightest air traffic controllers, USTOA believes that more funding will be needed to ensure that the new air traffic control system is the world's envy and creates a seamless experience for the flying public.

USTOA urges Congress that funding be provided to upgrade the communications and navigation systems to reduce future travel delays due to aging infrastructure and ensure the highest number of air traffic controllers can be trained to create staffing redundancies.

Conclusion

If Congress were to adopt these policy proposals, the entire travel and tourism industry would benefit, along with the local American communities that are supported by travel and tourism dollars.

Again, thank you for the opportunity to provide USTOA's perspective for this important hearing.

Sincerely,

A handwritten signature in black ink, appearing to read "Terry Dale", written in a cursive style.

Terry Dale
President and CEO