

SOCIAL MEDIA GUIDE



SUNDAY - 5/1

THE #FUTUREOFTRAVEL IS INNOVATION

New technology at the airport? New modes of transportation around town? Share how travel is changing around you.

MONDAY - 5/2

THE #FUTUREOFTRAVEL IS FACILITATING RECOVERY

Publish an op-ed on the economic impact of travel on your local economy.

BONUS

5/2 | SAVE THE DATE

TURN TWITTER RED

Help us start out strong Monday of National Travel and Tourism Week by posting [this](#) special-edition **RED** graphic to your Twitter feed.

TUESDAY - 5/3

THE #FUTUREOFTRAVEL IS INCREASING GLOBAL COMPETITIVENESS

Tell Congress how vital international travel is to your organization/destination and why it's so important to compete for international tourism dollars.

WEDNESDAY - 5/4

THE #FUTUREOFTRAVEL IS REBUILDING AMERICA'S WORKFORCE

Contact your lawmakers to share how restoring travel creates jobs or highlight the faces of travel in your org/destination to demonstrate the benefits of a travel career.

THURSDAY - 5/5

THE #FUTUREOFTRAVEL IS MORE INCLUSIVE

Write a blog post on how our industry is championing and celebrating diversity—in its people, places and POVs.

FRIDAY - 5/6

THE #FUTUREOFTRAVEL IS IN PERSON

Highlight how your organization celebrated NTTW with an industry event this week.

SATURDAY - 5/7

THE #FUTUREOFTRAVEL IS NOW

Share on social how travel is an essential industry in your community.

SAMPLE SOCIAL MEDIA LANGUAGE

To find state and congressional district travel economic impact data, visit our [Economic Impact Map](#). Updated data will be available mid-March.

GENERAL:

- Happy National Travel and Tourism Week! The **#FutureOfTravel** is NOW! Join us in recognizing the important role travel plays in creating jobs, helping communities thrive and reconnecting America. **#NTTW22**
- The Travel & Tourism industry is a key economic driver. The **#FutureOfTravel** will help facilitate recovery and rebuild the U.S. economy—join us in celebrating **#NTTW22**.
- Happy National Travel and Tourism Week! This week, join us in celebrating the **#FutureOfTravel** and the exciting innovation we're seeing across all sectors of our industry. **#NTTW22**
- This week, join thousands of travel and tourism professionals in celebrating what makes our industry so special and how together, we are building the **#FutureOfTravel**. **#NTTW22**
- **[COMPANY/DESTINATION]** plays an essential role in rebuilding our industry and the U.S. economy. We are proud to be part of the **#FutureOfTravel** and **#NTTW22**!
- Our industry is moving toward a future that is increasingly more sustainable, diverse, innovative and globally competitive. Join us this week in celebrating the **#FutureOfTravel** for **#NTTW22**.

ECONOMY:

- The travel industry generated \$2.6 trillion in economic impact annually prior to the pandemic. Rebuilding the travel industry will help rebuild America. [#NTTW22](#)
- The [#FutureOfTravel](#) is increasing our global competitiveness—reviving our economy and ensuring a return to growth that's smarter and stronger than ever before. [#NTTW22](#)
- The [#FutureOfTravel](#) will help revive [\[STATE/DESTINATION\]](#) and drive the entire nation forward to a more prosperous future. [#NTTW22](#)
- The [#FutureOfTravel](#) is restoring business travel and reopening international inbound to support American jobs, grow our economy and facilitate our recovery across all communities, including in [\[STATE/DESTINATION\]](#). [#NTTW22](#)

WORKFORCE:

- Over the course of the pandemic, cumulative losses in travel spending totaled over \$750 billion and 9% of L&H jobs remain lost. The [#FutureOfTravel](#) will help rebuild America's workforce. [#NTTW22](#)
- The [#FutureOfTravel](#) is inclusive. Together we are celebrating one of our nation's greatest strengths: the diversity of our people, places and POVs. [#NTTW22](#)
- We live in one of the most diverse countries on Earth and the [#FutureOfTravel](#) ensures that our workforce is representative of that. Join us for [#NTTW22](#) as we collectively strengthen our commitment to [#DEI](#).
- The [#FutureOfTravel](#) is reimagining what it means to work in the travel industry. When we showcase the immense opportunities within our collective industry, we position ourselves to meet a brighter, more innovative future. [#NTTW22](#)
- Happy [#NTTW22!](#) This week, we recognize the millions of Americans who are building the [#FutureOfTravel](#), including [\[XX\]](#) in [\[COMPANY/DESTINATION\]](#).

RECONNECTING:

- The [#FutureOfTravel](#) is in person—until business travel and professional meetings and events are fully restored, the pace of economic recovery will continue to suffer. [#NTTW22](#)
- Domestic business travel in 2021 remained at just 44% of 2019 levels. Business travel, professional meetings and events are critical to our industry's full recovery and the [#FutureOfTravel](#). [#NTTW22](#)
- Spending related to meetings and events fell 75% in 2020—remaining at just 32% of 2019 levels last year. Reopening this critical sector will help rebuild our economy and workforce. The [#FutureOfTravel](#) depends on being in person.
- Meetings and events are safely happening all around the country, and we know the [#FutureOfTravel](#) is in person! We're looking forward to reconnecting with colleagues in [\[STATE/DESTINATION\]](#) at [XX FUTURE EVENT](#).

SOCIAL GRAPHIC SUITE



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