

WHY IT MATTERS



Learn more about what the **#FutureOfTravel** holds, how it resonates across all areas and sectors of the industry and ways you can use themes to localize and develop content for your own posts throughout National Travel and Tourism Week.



The past two years have been the hardest the travel industry has ever faced. Lengthy closures. Record job loss. Difficulty rehiring. Uncertainty and anxiety. A life without travel and in-person connections was hard.

But now, for National Travel and Tourism Week, the industry is setting our eyes on the future—the #FutureOfTravel. A future where friends, family and colleagues can reconnect. Where hopping on a flight is just as easy, and better, than hopping on Zoom. Where traveling from one place to another is faster, more seamless and safer than ever before. Where inclusivity thrives and diversity drives innovation and connection. And a future where travel is once again the heartbeat of American communities and businesses, welcoming travelers from around the globe to dive into what can only be experienced here—and in person.

The **#FutureOfTravel** is driven by all of us—in every corner of our country and every sector of our industry. A brighter future starts today, in our own backyards—and **this is why that matters:**

THE FUTURE OF TRAVEL IS **FACILITATING OUR RECOVERY.**

- Travel is an essential economic driver for businesses and communities across our country, providing millions of jobs and spurring growth and demand. Without it, a full recovery cannot be possible.

THE FUTURE OF TRAVEL IS **REBUILDING AMERICA'S WORKFORCE.**

- Travel is an indispensable source of job creation and the faster we can restore travel to and throughout our country, the faster we can create and rebuild American jobs.
- Careers in the travel industry span a variety of interests, power experiences, promote cultural exchange and are critical to the communities we live in. They are not only rewarding for the employee, but vital to reconnecting Americans, welcoming people from all backgrounds and reopening our doors to international travelers from around the world.
- Yesterday's entry level travel workers are today's innovative leaders who are entrepreneurial, rising in the ranks and shaping the future of the industry.

THE FUTURE OF TRAVEL IS **MORE SUSTAINABLE.**

- Beloved destinations attract millions of domestic and international travelers each year. Simultaneously protecting these treasures—by restoring National Parks, National Forests, beach replenishment or protection of natural attractions—ensures a bright future of travel for generations to come.
- Travel and sustainability can complement one another. With the right tools in place, travelers can see and experience our country—and protect it.

THE FUTURE OF TRAVEL IS **GREATER MOBILITY.**

- Infrastructure investments in roads, airports, transit or passenger rail are key to making it easier to access destinations and attractions—near and far.
- New transportation technologies like highspeed rail, autonomous vehicles, electric vehicles, or, for some, the Hyperloop can improve travel times and attract more visitors to destinations nationwide.

THE FUTURE OF TRAVEL IS **SEAMLESS, SECURE AND IN-PERSON.**

- Biometrics, improved baggage checking or ticketing services and other technological advancements are making it just as easy to hop on a flight as it is to hop on Zoom.
- Through best-practice health and safety protocols, convention centers, meeting spaces and event organizers are making it safer and easier for American business travelers to get back on the road and back to business—reconnecting and rebuilding key relationships.

THE FUTURE OF TRAVEL IS **MORE GLOBALLY COMPETITIVE.**

- Promoting America as a premier destination for global travelers is more important than ever as we recover from steep losses. The future of travel is connecting the U.S. with the global community and safely and securely welcoming back international travelers.

THE FUTURE OF TRAVEL IS **MORE INCLUSIVE.**

- An industry that prioritizes diversity, equity and inclusion (DEI) is a stronger, more welcoming and more creative one. Travel is uniquely positioned to uplift DEI initiatives to power a future that values all cultures, embraces new perspectives and reflects the faces and ideas of our global society.
- America is one of the most diverse countries in the world—the future of travel reflects and incorporates the diverse people, places and POVs that make our country, destinations and communities so unique.



For this year's National Travel and Tourism week, use our [social calendar](#) to showcase that the future of travel is bright and how, in many ways, it is already underway.