

GUIDE FOR ELECTED OFFICIALS



OVERVIEW

The past two years have been the hardest the travel industry has ever faced. But it taught us how important travel is—today and to our future. Travel is an essential economic driver for businesses and communities across our country, providing millions of jobs and spurring growth in every corner of our country. Without it, a full recovery cannot be possible.

This National Travel and Tourism Week (May 1-7, 2022), the industry is setting our eyes on the future—the **#FutureOfTravel**. Our industry's role in fostering vibrant communities, driving innovation, facilitating our nation's recovery and powering the U.S. economy is more important now than ever. A brighter future starts NOW.

HOW YOU CAN GET INVOLVED

- **TURN TWITTER RED** on Monday, May 2 by posting the special-edition **RED #FutureOfTravel** graphic to your Twitter feed.
- **MAKE A STATEMENT** about the **#FutureOfTravel** in your district or state on the floor of the House of Representatives or Senate leading up to National Travel and Tourism Week (May 1-7, 2022). Sample statement below.
- **ISSUE A PROCLAMATION** in your district or state declaring May 1-7, 2022 as National Travel and Tourism Week. Sample proclamation available [here](#).
- **SUPPORT TRAVEL BUSINESSES** in your district and state on social media using the hashtags **#NTTW22** and **#FutureOfTravel**. Follow U.S. Travel's social media handles for related content. You can find sample tweet copy below or in our [social media guide](#).
- **POST A SHORT VIDEO** thanking the travel businesses and workers for all they do to strengthen the **#FutureOfTravel** in your community.
- **ATTEND AN EVENT** hosted by a travel business, state tourism office, convention and visitors bureau or destination marketing organization to connect with those in the industry.

QUESTIONS? Contact [Bridgett Hebert, nttw@ustravel.org](mailto:nttw@ustravel.org).

To find state and congressional district travel economic impact data, visit our [Economic Impact Map](#).

SAMPLE FLOOR STATEMENT

As a champion for the millions of Americans and countless small businesses that comprise America's travel industry, I rise to commemorate National Travel and Tourism Week, which is May 1-7, 2022. Established in 1983, this week celebrates the value travel holds for our economy, businesses and communities across the country.

The past two years have been the hardest the travel industry has ever faced. But now, the industry and Congress are focused on the future. A future where travel is once again the heartbeat of American communities and businesses, where traveling from one place to another is faster, more seamless and safer than ever before and a future where the travel industry welcomes visitors from around the world to experience what only America can offer.

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In my district, travelers come to experience [XX] and [XX]. Prior to the pandemic, [XX] in traveler spending supported [XX] jobs in my district, making it the [XX] largest employer. Nationally, the U.S. Travel industry generated \$1.5 trillion in economic output and the industry supported 11 million jobs.

The impact this industry has on our economy is clear and while domestic leisure travel has led the recovery for the industry—the economic rebound is uneven across sectors, with business travel, meetings and events and international inbound travel years away from a full recovery.

As we work collectively to support restoring travel across all sectors, it is clear that the future of this industry is one where travel, technology and transportation intersect to provide our country with the greatest opportunity for enhanced mobility and connection, a revitalized workforce and increased global competitiveness.

I look forward to working with my colleagues to bring back travel and make the industry stronger and more innovative than it has ever been.

It is the Future of Travel that will drive America's recovery and I am proud to support this incredible industry by celebrating National Travel and Tourism Week. Thank you, I yield back.

SAMPLE TWEET COPY

Join me in celebrating National Travel and Tourism Week! America's travel and tourism industry plays a critical role in creating jobs, helping communities thrive and reconnecting America. The [#FutureOfTravel](#) is NOW. [#NTTW22](#)

The [#FutureOfTravel](#) will help revive [STATE/DISTRICT](#) and drive the entire nation forward to a more prosperous future. Rebuilding the travel industry will help rebuild America. [#NTTW22](#)

The travel industry generated \$2.6T in economic impact annually prior to the pandemic. This [#NTTW22](#), we're recognizing the travel and tourism workforce in [STATE/DISTRICT](#). Thanks to you, the [#FutureOfTravel](#) will ensure a smarter and stronger return to growth.

[STATE/DISTRICT's](#) travel industry is a key economic driver. From [ATTRACTION/RESTAURANT](#) to [LANDMARK](#), there is so much to see in [STATE/DISTRICT](#). I am proud to support the [#FutureOfTravel](#)—a future that's more sustainable, diverse, innovative and globally competitive. [#NTTW22](#)

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DOWNLOAD SAMPLE GRAPHICS

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