

# SOCIAL MEDIA GUIDE



**Get social and get sharing:** Your social channels are powerful tools for helping celebrate National Travel and Tourism Week (NTTW). Use the copy and graphics below to move **#TravelForward**.

## GENERAL SOCIAL COPY

- Happy National Travel and Tourism Week! Our industry is the heart of the American economy and is essential to the vibrancy and success of our nation. When we move **#TravelForward** we move America forward. **#nttw23**
- Join us in celebrating National Travel and Tourism Week and help highlight our industry’s undeniable impact! Make your voice heard for what the travel industry needs to keep moving **#TravelForward**.
- The travel industry fuels every industry. From manufacturing and agriculture to defense and healthcare, industries across America rely on travel to drive growth, innovation, education, training and operations forward. America’s success depends on moving **#TravelForward**.
- The state of the travel industry = the state of the nation’s economy. This **#nttw23**, join thousands of travel and tourism professionals as we move **#TravelForward** and celebrate the value travel holds for our economy, communities and businesses.
- Travel’s success is the nation’s success. For **#nttw23**, let’s harness the power of our industry and drive **#TravelForward**. Together, we can revitalize the American economy, create quality job opportunities and strengthen the undeniable value of travel.

## DESTINATION-SPECIFIC SOCIAL COPY

- The travel industry is irreplaceable. To reach our full potential, **[DESTINATION]** depends on a thriving travel industry. Together, let’s spotlight travel’s essential impact and celebrate the 40th anniversary of National Travel and Tourism Week. **#TravelForward #nttw23**
- During **#nttw23**, we’re making clear the profound impact travel has on communities across our country. Travel is essential and by moving **#TravelForward**, we’re moving **[DESTINATION]**’s local economy forward.

## BY THE NUMBERS SOCIAL COPY

- Travel: an economic driver, job creator, community builder—indispensable and irreplaceable. Last year, travel spending injected TRILLIONS of dollars into the American economy. Our industry doesn’t just support the economy, it moves the economy forward. **#nttw23 #TravelForward**
- **15 MILLION:** That’s the number of American jobs—from hospitality to manufacturing—supported by travel across countless industries. When travel succeeds, America succeeds. That’s the impact of moving **#TravelForward**. **#nttw23**



[DOWNLOAD ALL GRAPHICS >](#)

## 🎉 SPOTLIGHTING 40 years OF NTTW 🎉

**Save the date to celebrate:** On Tuesday, May 9, join the industry in amplifying this special-edition 40<sup>th</sup> anniversary graphic which pays tribute to travel’s vital role in fueling America. Use the copy below and download the GIF/video.

- **This year marks the 40<sup>th</sup> anniversary of National Travel and Tourism Week.** Let’s amplify the essential and integral role travel plays in every industry and nearly everything we do. Our success is the nation’s success, and together, we will keep moving **#TravelForward**. **#nttw23**



[DOWNLOAD SPECIAL 40<sup>TH</sup> GIF >](#)