



MESSAGING GUIDE

ABOUT NATIONAL TRAVEL AND TOURISM WEEK

Established in 1983, National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.

TRAVEL. Powering the Economy. Connecting America.

- National Travel and Tourism Week celebrates the industry's critical role in powering our nation's economy, communities and connections. Together, let's demonstrate our industry's critical importance—in every corner of our country.
- Travel is a \$2.8 trillion industry that supports nearly 15 million American jobs while fueling other important industries like manufacturing, health care and agriculture—all which depend on travel to generate business, spur innovation and support education.
- The travel industry is essential to America's success—it is an economic powerhouse that unites people, benefits society and is paramount to the United States' global competitiveness.
- It's important to continue to grow this vital sector of the U.S. economy. We must elevate the perceived value of the industry among policymakers, opinion leaders and business leaders.

USE YOUR VOICE.

Share the message and help us communicate travel's vital role in powering a brighter future. Your social channels are powerful tools for helping celebrate National Travel and Tourism Week (NTTW). Use the copy and graphics below.

HOW TO ENGAGE ON SOCIAL

- **Use Hashtag:** [#NTTW24](#)
- **Tag:** U.S. TRAVEL
 - Twitter/X: [@USTravel](#)
 - LinkedIn: [@U.S. Travel Association](#)
 - Instagram: [@ustravel_association](#)
 - Facebook: [@U.S. Travel Association](#)

GENERAL SOCIAL COPY

- It's National Travel and Tourism Week and we're celebrating the industry's critical role in powering economies, communities and connections. Together, let's demonstrate our industry's critical importance—in every corner of our country. [#NTTW24](#)
- Travel is essential to every state and countless destinations across the nation, just like here in [\[INSERT DESTINATION\]](#). Travel is an industry that powers our economy and connects our country. [#NTTW24](#)
- This [#NTTW24](#), let's celebrate how the travel industry powers the economy, connects our people, creates quality job opportunities and supports our communities. Travel is invaluable to America's success.
- We're celebrating [#NTTW24](#) and what travel means to [\[INSERT DESTINATION\]](#) - from our communities to our jobs to our economy—travel touches and improves it all.
- Happy National Travel and Tourism Week! The travel industry is pivotal to our economy, communities and in connecting America. [#NTTW24](#)
- Join us May 19-25 in celebrating National Travel and Tourism Week and help highlight our industry's undeniable impact! Travel matters to [\[INSERT DESTINATION/ ORGANIZATION\]](#). [#NTTW24](#)



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DATA-FOCUSED NTTW 2024 SOCIAL COPY:

- Travel: an economic powerhouse, job creator, community builder—indispensable and irreplaceable. Last year, travel spending left a \$2.8 TRILLION economic footprint on the U.S. economy and supported over 15M jobs. That's the power of our industry. [#NTTW24](#)
- Travel is ESSENTIAL for powering the economy & connecting America. Representing 2.5% of U.S. GDP and serving as a top export for our nation, the travel industry's success is America's success. 🙌
- 💰 \$89 BILLION: That's how much travel generated in state & local tax revenue to support essential services, like education, emergency response, public safety & more.
- Our message during [#NTTW24](#) is clear: Travel is essential to every community, industry and the U.S. economy.

- It's National Travel and Tourism Week, and we're highlighting travel's essential impact on our economy & countless communities across the country:

📈 \$2.8T Economic Footprint

💰 \$1.3T in Travel Spending

👤 15M Jobs

🇺🇸 2.5% of U.S. GDP

#NTTW24



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CUSTOMIZABLE SOCIAL GIF

Download and customize for your destination or organization.



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