CELEBRATING THE POWER OF TRAVEL

INDUSTRY HIGHLIGHTS

NATIONAL TRAVEL & TOURISM WEEK
MAY 19-25, 2024
OUR IMPACT BY THE NUMBERS

Nearly 10 thousand social media posts
16+ million people reached

2500+ media mentions
100+ engaged elected officials
85+ proclamations issued

Thousands of organizations activated from across the United States
Travel Industry Powers US Economy, Celebrated in 2024

It's an honor to represent both Hilton and the U.S. Travel Association in sharing travel and tourism's impact in the US and around the world. I hope you'll join me in commemorating National Travel and Tourism Week, recognizing the profound impact travel has on our world. From creating meaningful economic progress, to fostering empathy between individuals to igniting a deeper understanding across cultures, travel enriches lives and breaks down barriers. There's no doubt about it: travel is essential.

#NITW24

One Industry, A $2.8 Trillion Economic Footprint
INDUSTRY ENGAGEMENT

Explore Brookhaven

We are thrilled to share that May 19th - May 25th, 2023 has been named as National Travel and Tourism Week in the City of Brookhaven. This proclamation acknowledges the profound impact that the travel industry has on both the local economy of Brookhaven and the United States as a whole.

NATW last year, travel spending left a $1.3 TRILLION economic impact on the U.S. economy and supported over 15 million jobs. That's the power of our industry!

Photo of Mayor Benita and Members of the Brookhaven Tourism Commission.

Celebrate the Power of Travel

It's National Travel and Tourism Week! Let's celebrate the power of travel and its impact on our communities, businesses, and the economy.

Explore Tampa Bay

This week, we are honoring the contributions of the travel industry to the economy of Tampa Bay and encouraging everyone to support local tourism businesses.

Photo of the St. Petersburg Pier illuminated by fireworks.

ITP 2023 - Celebrating Innovation in Travel and Tourism

In celebration of National Travel and Tourism Week, we will be highlighting the work of our industry leaders and their contributions to the travel and tourism sector.

Photo of the Times Square skyline illuminated in red, white, and blue.

Visit Chattanooga

Chattanooga is a city rich with history and culture. This week, we celebrate the power of travel and its impact on our community.

Photo of the Tennessee Aquarium.

Celebrate the Power of Travel

Join us for the official launch of the Chattanooga Travel and Tourism Week celebration, featuring live music, local cuisine, and an outdoor festival.

Photo of Mercer University students participating in the celebration.

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Industry Engagement

New Orleans & Company

Happy National Travel and Tourism Week! The Travel Association kicked off their week-long celebration this year with two rain greeting the two Los Angeles & New Orleans International Airport's in honor of city's tourism and travel. A major milestone towards TRANSITATION (as #NOML) is essential in leading our city moving smoothly. Our dedication to your support is essential! Thank you for all that you do for NOLA!

Click the link below to RSVP for upcoming NOLAt events this week: https://www.3/32797978

Adam Burke, CEO of Los Angeles Tourism... It's Important!

Tourism is Indispensable.

This week, we're joining our friends at U.S. Travel Association colleagues across the industry to celebrate National Travel and Tourism Week. We're to important relationships that sustain our businesses and help create a positive impact on our community.

In 2023 alone, visitors in our City of Angeles:

- Spent over $35.5 billion in state and local tourism-related spending.
- Generated over $2 billion in new revenue for over 1,000 local businesses, including businesses that are small and owner-operated businesses.
- Contributed over $250 million to the local economy, providing essential services to all Angelenos.
- Saved every Liverpool household an average of $885 in their annual tax bill thanks to city and local taxes paid by tourism.

Visit the Los Angeles Tourism & Convention Board website for more information about how the industry plays a vital role in our city's economy and community.

To let you know, we've produced a short video highlighting the beauty of our local attractions and destinations for their livability. Check them out!

#TNTW24

TRAVEL 2021

Tourism

In the tradition of Travel 2021, we invite Memphis Tnns, a Memphis, and many of our local hospitality professionals for the Big Musclev Week. In celebration of National Travel and Tourism Week, we created Memphis Travel, a Big Musclev, and picked up fresh in an effort to depict the city that we love so much. In order to see a change, you must be the change. What a great way to start our month! Love Memphis, U.S. Travel Association...
**Elected Officials Engagement**

**Governor Bill Lee**

As Co-Chair of the Travel and Tourism Caucus, I work to support this critical sector of our economy. The travel industry is essential to America’s success; it’s an economic powerhouse that unites people, benefits society, and is paramount to our global competitiveness.

**Congressman John Rose**

The Volunteer State is blessed with attractions in every corner of our state, garnering a record number of visitors seemingly every year.

This National Travel and Tourism Week, I hope you’ll take a moment to appreciate just how fortunate we are to call Tennessee home. #NTTW24

**Governor Doug Burgum**

Travel plays an integral role in North Dakota, contributing to a strong U.S. economy, creating jobs and strengthening our state’s culture and identity. It’s National Travel and Tourism Week, let’s celebrate all that travel does for our state now and in the future.

**Gov. Doug Burgum**

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**Governor Greg Abbott**

Proud to recognize May 19-25 as Travel and Tourism Week in Texas. Texas is the premier travel destination in the U.S. With more than 250,000 miles of experiences, there are endless opportunities to experience Texas history, natural beauty, and more.

Plan a trip today!

**Senator Jacky Rosen**

#NationalTourismWeek may be coming to an end… but every week in Nevada is tourism week! 🏖️

Tourism is our state’s largest industry, & as chair of the Senate tourism subcommittee, I remain committed to standing up for this critical sector & the good-paying jobs it creates.
Thank you for helping to celebrate #NTTW24!