



MESSAGING & SOCIAL MEDIA GUIDE

TRAVEL: POWERING THE ECONOMY, BUILDING OPPORTUNITY & CONNECTING AMERICA

THE FACTS ABOUT TRAVEL:

The U.S. travel industry is essential to the nation’s economic strength and global competitiveness. In 2024, travel accounted for:

\$2.9 TRILLION
in Economic
Activity

15 MILLION
American Jobs
(One out of every 11 U.S.
jobs depends on travel)

\$1.3 TRILLION
in Direct Travel
Spending

\$190 BILLION
in Tax Revenue

2.5%
of Total
U.S. GDP

[SEE MORE FACTS ABOUT OUR INDUSTRY](#)

KEY MESSAGES:

- **Travel is a \$2.9 trillion economic engine that supports growth in every state.** Accounting for 2.5% of U.S. GDP, travel fuels growth across nearly every sector — from manufacturing and health care to education and agriculture — and supports small businesses and entrepreneurship nationwide.
- **Travel sustains vibrant, resilient communities.** In towns and cities alike, travel spending generates local revenue, revitalizes main streets and funds essential services like public safety, education and infrastructure.
- **Travel supports 15 million American jobs and pathways to advancement.** From first jobs to executive careers, travel offers meaningful employment opportunities in every community and across diverse skill sets.
- **Travel strengthens America’s position on the global stage.** As one of our top service exports, travel plays a critical role in driving trade and U.S. global competitiveness.
- **Travel is a catalyst for connection and opportunity.** It brings people together — families, businesses, communities — laying the foundation for collaboration, lasting relationships and shared progress.
- **As the most desired destination for global travelers,** America welcomes visitors from around the world to explore its diverse offerings and vibrant destinations — benefiting both our visitors and our economy.

USE YOUR VOICE.

CALL TO ACTION:

Use NTTW to spotlight travel's impact in your community or organization. Let's show policymakers, business leaders and the public that **travel is essential to America's future.**

HOW TO ENGAGE ON SOCIAL

- **Use Hashtag: #NTTW25**
- **Tag: U.S. TRAVEL ASSOCIATION**
 - Twitter/X: [@UStavel](#)
 - LinkedIn: [@U.S. Travel Association](#)
 - Instagram: [@ustravel_association](#)
 - Facebook: [@U.S. Travel Association](#)

SAMPLE SOCIAL COPY

- Happy National Travel and Tourism Week! 🎉 This week, we're celebrating travel's essential role in powering economies, supporting communities and strengthening connections across every corner of the country. **#NTTW25**
- 📈 Travel left a \$2.9 trillion footprint on the U.S. economy last year – supporting 15 million jobs and generating \$190 billion in tax revenue. That's the power of travel. **#NTTW25**
- Travel creates opportunity — in **[INSERT DESTINATION]**, across America and around the world. This week, we're proud to celebrate **#NTTW25** and spotlight the power of this essential industry.
- When travel thrives, communities thrive. Travel spending helps fund the services people rely on — like education, emergency response & public safety — generating \$190 billion in tax revenue each year. 🇺🇸 **#NTTW25**
- \$2.9 trillion in economic impact. 15 million jobs. 2.5% of the U.S. economy. Travel touches every sector and every state. Join us in celebrating its impact during National Travel and Tourism Week. **#NTTW25**
- Travel is an economic powerhouse, a job creator, a community builder — indispensable and irreplaceable. This **#NTTW25**, we're recognizing our industry's impact in every part of the country.
- ✈️ Travel is one of America's most effective investments — generating tax revenue, creating jobs and strengthening our global competitiveness. It's a top U.S. export with local benefits. **#NTTW25**
- With a footprint that spans every district and every state — especially **[INSERT DESTINATION]**, travel is essential to America's economy and identity. It connects, it employs, it delivers. **#NTTW25**



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