

SAMPLE PRESS RELEASE



[DESTINATION/ORGANIZATION] Celebrates National Travel and Tourism Week, Champions Travel's Essential Role in a Landmark Year for America

As the U.S. Prepares for Historic Events, Annual Celebration Highlights Travel's Local Impact

[CITY, STATE][DATE] — [DESTINATION/ORGANIZATION] is proud to join a nationwide celebration of National Travel and Tourism Week, (NTTW) May 3-9, 2026, recognizing the travel industry's vital contributions to the U.S. economy. This year's celebration takes on special significance as the country prepares to host historic events that will put local communities on the global stage.

"The World Cup is weeks away. America's 250th birthday is right behind it. Tens of millions of visitors are coming, and the travel industry is what makes that possible. National Travel and Tourism Week is our moment to make sure every policymaker, every community leader and every American understands what is at stake and what this industry delivers," said Geoff Freeman, President and CEO of the U.S. Travel Association. "The numbers speak for themselves: \$3 trillion, fifteen million jobs and a decade of global events about to arrive on our doorstep."

Since its establishment in 1983, NTTW has showcased how travel fosters connection and builds the foundation for the quintessential American experience. This year's theme, "Postmarked: Essential," highlights that in every corner of the country, travel is a foundational pillar of growth, leaving an indelible mark on our local economies and culture. The industry's economic contributions are undeniable.

Travel generates **\$3 trillion** in economic output and supports **15 million jobs**, representing a significant **2.4% of America's GDP**.

Here in [DESTINATION], the travel industry is a vital economic engine, delivering [STATE AND OR LOCAL ECONOMIC IMPACT]. To mark this year's celebration, [DESTINATION/ORGANIZATION] will be [DESCRIPTION OF ACTIVITIES/EVENT].

"The energy and growth in [DESTINATION] are only made possible by our thriving travel industry," said [PRESIDENT/CEO/SPOKESPERSON]. "Participating in National Travel and Tourism Week allows us to celebrate the businesses and individuals who make our community a competitive, world-class destination for domestic and international visitors alike for years to come."

Visit ustravel.org/NTTW to learn more about National Travel and Tourism Week.