

MESSAGING GUIDE

NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 3-9, 2026

THE FACTS ABOUT TRAVEL

The U.S. travel industry is essential to the nation's economic strength and global competitiveness. In 2025, travel accounted for:

**\$3
TRILLION**
in Economic
Activity

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

**\$1.4
TRILLION**
in Direct Travel
Spending

**\$197
BILLION**
in Tax
Revenue

2.4%
of Total
U.S. GDP

[See Travel's Impact in Your Community](#)

KEY MESSAGES

- **Travel powers the U.S. economy.** Travel generates \$2.9 trillion in annual economic output, supports 15 million jobs and contributes nearly \$200 billion in tax revenue. It is one of America's most powerful engines of growth and prosperity.
- **Travel strengthens communities.** Visitor spending funds critical public services—like infrastructure, schools and emergency response—and creates opportunities that lift both rural and urban communities.
- **Travel enriches our lives.** Travel inspires lifelong learning, enhances well-being and creates meaningful connections to culture, history and community. It opens doors to experiences that educate, connect and bring Americans—and the world—closer together.
- **Travel is essential to America's past, present and future.** As the United States approaches its 250th anniversary, travel has always, and will continue, to define how people experience our nation.
- **Travel fuels public diplomacy and cultural exchange**—projecting America's values abroad and strengthening global ties. Every visitor becomes an ambassador, carrying home stories about the people, places and cultural experiences that shape their understanding of America.

POST ON SOCIAL MEDIA

Theme: Postmarked: Essential

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SAMPLE SOCIAL COPY

It's National Travel & Tourism Week! This year's theme says it all: Travel Is Essential.

Not a luxury. Not an afterthought. Travel powers local economies, connects communities, supports millions of jobs and enriches lives in ways that can't always be measured on a spreadsheet.

At [Your Organization], we're proud to be part of an industry that moves America forward.
#NTTW26

National Travel & Tourism Week is here! We're using it to say what we believe every day:
Travel Is Essential.

It creates millions of jobs. It drives tax revenue. It builds cultural understanding and connects people in ways no other industry can.

[Your Organization] is grateful for every traveler who makes it all possible and proud to be part of an industry that gives so much back. Happy #NTTW26!

National Travel & Tourism Week is a reminder of why we do what we do.

Travel is the family road trip that becomes a story told for decades. The business trip that changed your career. The reunion that could only happen because someone made the journey.

At [Your Organization], we exist to make those moments possible, and we couldn't be prouder of it. #NTTW26