

# SHOWCASING WHY TRAVEL MATTERS

# NATIONAL TRAVEL& TOURISM WEEK MAY 5-11, 2019

2018 Data



#### **DIRECT IMPACT**

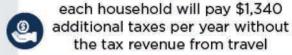
#### 8.9 MILLION jobs

#7 largest employer of all industries in the U.S.¹

## \$268 BILLION payroll

#### \$171 BILLION

#### in tax revenue





#### **#2 INDUSTRY EXPORT**

\$256 Billion in travel exports<sup>2</sup>, generating a \$69 Billion trade surplus



INTERNATIONAL

Of travel exports,
\$157 BILLION

in travel spending by international visitors in the U.S.

#### \$2.5 TRILLION

in U.S. economic output

#### TOTAL IMPACT

1 in 10 U.S. NON-FARM JOBS supported by travel

#### 15.7 MILLION

American jobs

- Out of 20 industries by 2-digit NAICS code
- Includes travel spending (international visitors spending on travel-related goods and services in the U.S.), international passenger fares on U.S. carriers and all spending for educational and health-related purposes (such as tuition, room and board paid for or provided by educational institutions, hospital charges, treatments, physicians' fees, etc.) made by students and medical patients, along with all expenditures by border, seasonal, and other short-term workers.

## THEME CALENDAR



MAY 5

Travel Matters to our **ECONOMY** 



Write an op-ed about how travel contributes to your community.

#### MONDAY

MAY 6

Travel Matters
for NEW EXPERIENCES



Highlight the most Instagram-able spots in your town.

#### TUESDAY

MAY 7

**Travel Matters** 

to our JOBS



Share the story of a local travel worker.

#### WEDNESDAY

Travel Matters to

KEEPING AMERICA CONNECTED



Spotlight the travel infrastructure that brings visitors to your community.

#### THURSDAY

MAY 9

**Travel Matters** 

to HEALTH



Encourage Americans to enjoy the benefits of time off and #planforvacation.

#### FRIDAY

Y

MAY

10

Travel Matters
to HOMETOWN PRIDE



Host a photo contest of local hangouts and attractions.

#### SATURDAY

MAY **11** 

Travel Matters to FAMILIES



Promote staycations and family-friendly activities in your area.





# HOW TO CELEBRATE

- Light up RED
- SHAPE how #TravelMatters
- SPREAD the word about travel and tourism
- (NVOLVE your members of Congress
- Continue the celebration ALL WEEK











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# SHARE HOW YOU'RE CELEBRATING

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