SHOWCASING WHY TRAVEL MATTERS
NATIONAL TRAVEL & TOURISM WEEK MAY 5-11, 2019
TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY

2018 Data

DIRECT IMPACT

$1.1 TRILLION
in travel spending

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

$268 BILLION payroll

$171 BILLION in tax revenue
each household will pay $1,340 additional taxes per year without the tax revenue from travel

INTERNATIONAL

#2 INDUSTRY EXPORT
$256 Billion in travel exports²,
generating a $69 Billion trade surplus

Of travel exports,
$157 BILLION in travel spending by international visitors in the U.S.

TOTAL IMPACT

$2.5 TRILLION
in U.S. economic output

1 in 10 U.S. non-farm jobs
supported by travel

15.7 MILLION American jobs

¹ Out of 20 industries by 2-digit NAICS code
² 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.
**SUNDAY**
**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**
**MAY 8**
**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**
**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.

[bit.ly/NTTWthemes]
HOW TO CELEBRATE
HOW TO CELEBRATE

• Light up **RED**
• **SHARE** how #TravelMatters
• **SPREAD** the word about travel and tourism
• **INVOLVE** your members of Congress
• Continue the celebration **ALL WEEK**

ustravel.org/NTTWmap
HOW TO REACH THE COMMUNITY

ustravel.org/NTTWtoolkit
HOW TO REACH ELECTED OFFICIALS

ustravel.org/NTTWtoolkit
HOW TO REACH THE MEDIA

ustravel.org/NTTWtoolkit
**SUNDAY**  
**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**  
**May 8**  
**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**  
**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.

[bit.ly/NTTW19blogs]
Travel Matters to our Economy

Write an op-ed about how travel contributes to your community.
Travel Matters for NEW EXPERIENCES

Highlight the most Instagram-able spots in your town.
Travel Matters to our Jobs

Share the story of a local travel worker.
Travel Matters to **KEEPING AMERICA CONNECTED**

Spotlight the travel infrastructure that brings visitors to your community.
Travel Matters to Health

Encourage Americans to enjoy the benefits of time off and #planforvacation.
Travel Matters to **HOMETOWN PRIDE**

Host a photo contest of local hangouts and attractions.
Travel Matters to Families

Promote staycations and family-friendly activities in your area.
WHAT TO EXPECT FROM U.S. TRAVEL

- LinkedIn ARTICLE
- TRAVEL RALLY DAY in D.C.
- ENGAGEMENT with Members of Congress
Conclusion: Share how you’re celebrating (slide with contact info for Sarah and Nikki) verbal mention of upcoming recap video

SHARE HOW YOU’RE CELEBRATING

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NIKKI CARPENTER
Manager, Digital Communications
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Save the date slide with 2020 dates (tease that new theme will be announced over the summer)
EXPLORING TRAVEL JOBS AS THE GATEWAY TO AMERICAN OPPORTUNITY

Tuesday, May 21 | 2:00-2:45 p.m. ET