



# The Debrief

U.S. TRAVEL'S MEMBER WEBINAR SERIES



A woman with curly hair is seen from the chest up, leaning out of the open top of a convertible car. She is smiling and looking upwards, with her right arm raised. The background features a large American flag waving. The entire image is overlaid with a semi-transparent dark blue filter.

SHOWCASING WHY **TRAVEL MATTERS**



A woman is shown from the chest up, holding a large American flag high above her head with both arms. She is smiling and looking upwards. The background is bright and slightly hazy.

# **NATIONAL** **TRAVEL &** **TOURISM** **WEEK**

**MAY 5-11, 2019**



# TRAVEL AND TOURISM IS CRITICAL TO THE U.S. ECONOMY

2018 Data



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.



# THEME CALENDAR

**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](https://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](https://ustravel.org/NTTWmap)



# HOW TO REACH *THE COMMUNITY*



[ustravel.org/NTTWtoolkit](https://ustravel.org/NTTWtoolkit)



# HOW TO REACH *ELECTED* OFFICIALS



[ustravel.org/NTTWtoolkit](https://ustravel.org/NTTWtoolkit)



# HOW TO REACH *THE MEDIA*



[ustravel.org/NTTWtoolkit](https://ustravel.org/NTTWtoolkit)



# THEME CALENDAR

**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](https://bit.ly/NTTW19blogs)



# SUNDAY

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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  
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## Travel Matters to HEALTH



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



# FRIDAY

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MAY  
10

## Travel Matters to *HOMETOWN PRIDE*



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# SATURDAY

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MAY  
11

## Travel Matters to *FAMILIES*



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# WHAT TO *EXPECT* FROM U.S. TRAVEL

- LinkedIn *ARTICLE*
- *TRAVEL RALLY DAY* in D.C.
- *ENGAGEMENT* with Members of Congress





SHARE HOW *YOU'RE CELEBRATING*

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SAVE THE DATE

# NATIONAL TRAVEL & TOURISM WEEK



MAY 3-9, 2020



**SAVE THE DATE**

# **EXPLORING TRAVEL JOBS AS THE GATEWAY TO AMERICAN OPPORTUNITY**

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





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