**NTTW TALKING POINTS**

**How to use:** Use the remarks below to develop your talking points, replacing text in red with destination/organization-specific stats and anecdotes. Feel free to tweak remaining copy as you see fit to show growth in your community.

**Useful resources:** U.S. Travel’s [Economic Impact Map](https://www.ustravel.org/economic-impact) and [Travel Economic Impact](https://www.ustravel.org/research/travel-economic-impact-subscription) tool (coming soon!).

**What is National Travel and Tourism Week?**

* National Travel and Tourism Week (NTTW), now in its 35th year, is the annual salute to travel in America.
* During the first full week in May, communities nationwide unite to showcase the impact of travel to policymakers, business leaders and media with rallies, events and other activities.
* This NTTW, the industry is coming together to recognize the many contributions of travel and tourism over the last several decades.
* We are also recognizing our enduring ethos: welcoming travelers from near and far throughout the years.
* We are highlighting DESTINATION/ORGANIZATION’s contributions, successes and potential because EXAMPLE OF TRAVEL’S LOCAL IMPACT.

**Travel has always been an industry of opportunity and is an indispensable source of American jobs—many of which cannot be outsourced.**

* The travel industry is America’s seventh-largest employer—supporting 15.6 million jobs (8.8 million directly in the travel industry and 6.8 million in other industries). Here in DESTINATION, the travel industry supports INSERT YOUR LOCAL TRAVEL JOBS.
* One in every nine American jobs depends on travel.
* Two in five (40%) American workers whose first job was in the travel industry are now earning more than $100,000 per year.
* Among workers who began their careers in the travel industry, 33 percent earned at least a bachelor’s degree, compared to just 28 percent in healthcare, 19 percent in construction and 18 percent in manufacturing.

**Welcoming visitors from near and far has been the enduring ethos of America’s travel and tourism industry.**

* It’s never been more important to share a welcome message, in light of the recent decline in America’s share of the international travel market.
* Our country’s share of the competitive international travel market is shrinking, and has been since 2015.
* Even with the current strength of the stock market and low unemployment, the U.S. economy *will*suffer unless we turn this trend around.
* Just a 1.7 percent drop in America’s international travel market share has already cost the U.S. economy four million additional visitors, $32.2 billion in additional spending at American businesses and—most importantly—100,000 additional jobs that could have been created if we had simply maintained our 2015 market share level as global travel volume grew.

**The travel industry is an essential economic driver and job creator.**

* Travel generates $2.4 trillion for the U.S. economy, and is America’s second largest industry export.
* Tax revenue from travel spending for federal, state and local governments totaled $164.8 billion in 2017.
* Travel employment has created jobs faster than the rest of the economy across the U.S.—generating 9 percent of all new jobs created following the Great Recession (2010-2016).
* Here in DESTINATION, the travel industry generates INSERT YOUR LOCAL ECONOMIC IMPACT.

**Travel and tourism are key to helping communities grow and thrive nationwide.**

* In the last decade alone, travel’s economic output increased from $697 million to $990 million, supporting a total of 16.2 million jobs overall.
* Since LANDMARK/NOTABLE ATTRACTION was BUILT/OPENED/ESTABLISHED, DESTINATION/ORGANIZATION’s economic output increased from $BEFORE to $AFTER, supporting a total of NUMBER OF JOBS BEFORE + NUMBER OF JOBS AFTER jobs overall.