

# SAMPLE Blog POST

The sample blog is designed to inspire your editorial content—from blog posts to newsletter articles to op-eds. Replace anything in red with destination/organization-specific details.

## Why Travel Matters in **DESTINATION**

We pass popular tourist sites like **LOCAL ATTRACTION** every day; we may not even think of how it supports our community. But **SAME LOCAL ATTRACTION** and others like **MORE EXAMPLES, LIKE RESTAURANTS OR HISTORICAL SITES** are the backbone of **DESTINATION**. These places define our community, provide our families with jobs and have given us—and **X THOUSAND/MILLION ANNUAL VISITORS**—a lifetime of memories.

Travel matters, and it improves **DESTINATION** in ways that have a wide-reaching impact on **LOCAL RESIDENTS**. Travel supports **NUMBER OF TRAVEL JOBS IN DESTINATION/TRAVEL-RELATED ATTRACTION**, and it also has an impact that we do not always see: travel can strengthen families, foster hometown pride, and build bridges that connect us with one another.

### Travel Matters to America

At the national level, travel is critical to the U.S. economy and American jobs. As a leader in workforce development and career advancement—travel creates and supports 15.7 million jobs across the U.S.—making it the seventh-largest private sector employer. In 2018, traveler spending generated \$171 billion in total tax revenue, including \$78.6 billion in state and local revenue. That \$78.6 billion can pay for a host of critical resources: it's more than enough to pay all state and local police and firefighters, or the more than one million public high school teachers.

Travel is powerful for cities and states, and **DESTINATION** is no exception. **INSERT CITY/STATE-SPECIFIC ECONOMIC IMPACT NUMBERS, I.E. JOBS SUPPORTED, SMALL BUSINESS STATS**

Think back to your first job. Maybe you worked at **LOCAL BUSINESSES OR ATTRACTION THAT HAS BEEN AROUND A WHILE**, or maybe your kids work there now. For many—one third of Americans to be exact—travel is the front door to a promising career. Americans whose first job in travel have an average career salary of \$81,900, and two in 5 of those whose first job was in travel are now earning more than \$100,000.

Think about how travel matters to **LOCAL, WELL-LOVED SMALL BUSINESS IN DESTINATION**: travel-dependent leisure and hospitality is the largest small business employer in the U.S.

Those are only a few reasons why it's so important to keep welcoming visitors to **DESTINATION**—and why our industry is elevating the message of "Travel Matters" during National Travel and Tourism Week (NTTW) May 5-11. We encourage you to join us in observing NTTW this year, and celebrate all that travel does for **DESTINATION**, and for our country as a whole.

Here are a few ways to get involved:

- **Join our rally** event on **DATE/TIME** at **LOCATION**.
- **Contact our member of Congress** and tell them why travel is important to **DESTINATION**.
- **Get social** and engage with the #nttw19 hashtag on Twitter, Facebook and Instagram. Share how travel matters in your community.

For more great ideas and resources, check out this [toolkit](#) from U.S. Travel Association.

This year's NTTW is more than just another campaign. It's a movement that positions the travel industry as a primary driver in the U.S. economy, and as an important part of our daily lives in **CITY/STATE**.