

Use these talking points when discussing why “**Travel Matters**” with your local media. Replace anything in **BLUE** with destination/organization-specific details.

WHAT IS National Travel and Tourism Week?

- Established in 1983 by President Reagan, National Travel and Tourism Week (NTTW) is the annual salute to travel in America.
- During the first full week in May, communities nationwide unite around a common theme to showcase travel’s contributions to the economy and American jobs.
- This year, the travel industry is coming together to celebrate why “Travel Matters,” spotlighting a different way travel matters each day to American jobs, economic growth and personal well-being.

SUNDAY: Travel matters to the economy.

- Travel generated \$2.5 trillion for the U.S. economy in 2018 across all U.S. industries.
- Here in **DESTINATION**, the travel industry generates **INSERT YOUR LOCAL ECONOMIC IMPACT**.

MONDAY: Travel matters to new experiences.

- From our national parks to our diverse cities and our scenic small towns, travel is uniquely made in America.
- Our attractions, restaurants, shops, theme parks, music venues and more—and the people who make them possible—are the best in the world and showcase what makes America great.

TUESDAY: Travel matters to our jobs.

- Travel supported 15.7 million U.S. jobs in 2018—that’s one in 10 American jobs, making travel the seventh largest employer in the private sector.
- Here in **DESTINATION**, the travel industry supports **INSERT YOUR LOCAL JOBS IMPACT**.

WEDNESDAY: Travel matters to keeping America connected.

- Within the next five years, Labor Day-like traffic will plague U.S. highways on a daily basis and within the next six years, our nation’s top 30 airports will experience Thanksgiving-like passenger volumes on a weekly basis.
- Approximately 80 million inbound travelers visited America last year, about half of whom came from overseas. Spending by these visitors supports 1.2 million American jobs.

THURSDAY: Travel matters to health.

- Americans are increasingly realizing the value of their vacation time, taking an average of 17.2 days of vacation each year. Yet less than half of that time is used to travel—despite its clear benefits for health.
- Those who take all or most of their vacation time to travel report higher rates of happiness with physical health and well-being compared to those who don’t travel as much.

MEDIA TALKING POINTS (CONTINUED)

FRIDAY: Travel matters to hometown pride.

- Over half of all leisure travel in the U.S. is to visit family and friends, making residents a community's best tourism ambassador.
- The intersection of sports—a key driver of hometown pride—and travel is unmistakable: in 2017, more than 150 million individuals attended sporting events last year across the five major sports teams.

SATURDAY: Travel matters to families.

- Travel helps families connect, creating everlasting memories and develop a lifelong bond.
- When surveyed, most children (61%) say the best way to spend quality time with parents is on vacation.
- At their core, adults know this: 62 percent of adults say that their earliest, most vivid memories are of family vacations taken between the ages of five and 10.