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May **XX**, 2019

Media Contact: **INSERT CONTACT**

DESTINATION Rallies in Support of Travel and Tourism Industry

Community, Business and Political Leaders Gather to Endorse Travel's Economic and Cultural Benefits During National Travel and Tourism Week

CITY, STATE (DATE)—CITY/STATE/OFFICE today led **DESTINATION's** travel and tourism community during Travel Rally Day in support of the many ways travel contributes to the community.

The event was part of the 36th annual National Travel and Tourism Week (NTTW), which unites communities across the country to celebrate how travel matters to American jobs, economic growth and personal well-being.

The theme of this year's NTTW, "Travel Matters," highlights the innumerable ways in which travel makes up the fabric of **DESTINATION's** culture and economy. Each day of NTTW will celebrate a different facet of travel: the economy, new experiences, jobs, infrastructure, health benefits, hometown pride and how travel strengthens families.

"Just look at the numbers. Travel supports one in nine American jobs, including **LOCAL JOB NUMBERS** right here in **DESTINATION**," said **INSERT NAME, TITLE, ORGANIZATION**. "This week, we are celebrating travel's powerful impact on our community. We're calling on everyone—from elected officials to all of our local friends and neighbors—to join us in saluting this important industry, and to support pro-travel legislation at the local, state and national level."

"In every pocket of America—from the largest cities to the smallest towns—travel matters," said U.S. Travel Association President and CEO Roger Dow. "I, like so many others, got my start in the travel industry, and it shaped my life in ways I could have never imagined. This National Travel and Tourism Week, we're celebrating how travel powers our economies, strengthens our communities, and changes our lives."

From **SMALL BUSINESS** to **LARGE ATTRACTION**, travel employs a diverse workforce in **DESTINATION**:

- **INSERT LOCAL #s** jobs are supported by travel and tourism in **DESTINATION**.
- Travel and tourism generates **INSERT LOCAL #s** in local tax revenue for **CITY/STATE**.

These local figures are an important part of travel's economic importance nationwide.

- Travel is a \$2.5 trillion industry in the U.S.
- These visitors support 15.7 million American jobs—roughly 8.9 million direct travel jobs, and 6.8 million indirect jobs.
- Travel-related spending generated \$171 billion in federal, state and local tax revenue in 2018.

“I have seen firsthand how much travel matters to our community,” said **LOCAL TRAVEL EMPLOYEE**. “**CITE LOCAL STATS ABOUT GROWTH (VISITOR NUMBERS, X MANY MORE HOTELS, ETC)**. I’m proud of **DESTINATION**, and eager to welcome even more visitors here to show them why we love **DESTINATION** so much.”

To learn more about National Travel and Tourism Week 2019, please visit our event page online at **INSERT LOCAL WEB PAGE**.