

THEME CALENDAR

During National Travel and Tourism Week, we will highlight a different reason why **Travel Matters** each day. Join in on social media using **#TravelMatters** and **#nttw19**.

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.

**NATIONAL
TRAVEL &
TOURISM
WEEK** MAY 5-11, 2019

DAY

DETAILS

RESOURCES

SUNDAY: Travel Matters to our **ECONOMY**

Travel matters to our economy—nationwide and in cities from coast to coast. The travel industry delivers \$2.5 trillion in economic output annually, creating a \$69 billion trade surplus—impacting industries and jobs throughout the [entire U.S. economy](#).

Discover more travel stats on our [Industry Answer Sheet](#). Find out how destination marketers contribute to the economic development of a community in [Made in America: Travel's Essential Contribution to Economic Development](#).

MONDAY: Travel Matters for **NEW EXPERIENCES**

Traveling remains central to exploring new experiences—from enjoying our national parks to visiting new cities, all of which create lifelong enthusiasts. In fact, 76 percent of employed Americans say a firsthand experience is instrumental in forming impressions of a community.

Learn more about travel's role in creating a place where people want to spend their time in [Made in America: Travel's Essential Contribution to Economic Development](#) (pg. 14). Looking for deals that can create new experiences in any destination? Tell your visitors about [Daily Getaways](#).

TUESDAY: Travel Matters to our **JOBS**

The travel industry plays a critical role in creating millions of American jobs across all 50 states and in every congressional district nationwide. As America's seventh-largest employer, the travel industry directly employs 8.9 million workers.

Find out how many jobs are supported by travel in your state with our [Economic Impact Map](#) or share additional facts from [Travel: America's Unsung Hero of Job Creation](#).

WEDNESDAY: Travel Matters to **KEEPING AMERICA CONNECTED**

Staying connected to the world and each other is the foundation of our communities and necessary for growing travel—both domestic and international. Travel is the definable link that transitions from welcoming inbound travelers to explore our commonalities and differences to the—quite literal—airports, roads and bridges that shape our mobility.

Learn more about individual travel trends in our [Domestic Travel Market Report](#), the contributions of [international inbound travel to America](#), and the [importance](#) of improving our infrastructure.

THURSDAY: Travel Matters to **HEALTH**

After a vacation, employees feel rested and recharged when they return back to the office. Studies show workers who use their time off to travel see a 22 percent jump in happiness with their health compared to those who use their days off at home (61% to 39%). What's more, vacation can reduce stress, improve heart health and create a stronger connection with loved ones—improving your overall wellbeing.

Find more vacation stats in the [State of American Vacation 2018](#) and calculate your [RealAge®](#) to see how taking vacation may help lower it.

FRIDAY: Travel Matters to **HOMETOWN PRIDE**

When residents take pride in where they live, they become ambassadors by promoting their communities to their loved ones. After all, more than half (54%) of leisure travel is to visit friends and family. And whether it's cheering on the home team or celebrating what makes your community unique, these experiences benefit both residents and visitors alike.

Learn how travel contributes to community pride in [Made in America: Travel's Essential Contribution to Economic Development](#) (pg. 11 and 17).

SATURDAY: Travel Matters to **FAMILIES**

Vacations are critical to families, offering quality time together away from the stress of busy lives. The majority of adults (62%) say their earliest memories were of family vacations taken when they were between ages 5 and 10 which goes to show the lasting impact of vacations.

Learn how children perceive time away and the importance of taking a break from work in [The Work Martyr's Children: How Kids Are Harmed by America's Lost Week](#).