

NATIONAL TRAVEL AND TOURISM WEEK 2020: Why You Should Celebrate the **SPirit OF TRAVEL**

The coronavirus public health crisis is having devastating impact on the U.S. travel and tourism industry—and the entire American economy. Travel businesses are having to make tough decisions and our entire workforce is directly affected.

This year, more than ever, the travel and tourism industry must unite together, support each other and remind the country that even through the most difficult times, the spirit of travel cannot be broken.

It is the spirit of travel that makes visitors feel at home, provides lasting memories and inspires millions each and every day. It is the spirit of travel that is the undercurrent of American culture. And now is a time for the spirit of travel to be protected and supported.

GET INVOLVED: While in-person events are not permitted, there are still ways for our industry to rally together. We invite you, your colleagues and networks, your local officials and your communities to join us May 3-9 to honor the **spirit of travel**.

ABOUT NATIONAL TRAVEL AND TOURISM WEEK

Established in 1983 by a congressional resolution, National Travel and Tourism Week (NTTW) is an annual tradition during the first full week of May for the U.S. travel community to celebrate the value travel holds for our economy, businesses and personal wellbeing.

U.S. Travel Association, the national, nonprofit organization representing all components of the travel industry, provides the industry with a unifying theme and toolkit resources that can be customized by each destination, organization, or business to fit their needs.

Tuesday is traditionally recognized as “Travel Rally Day” and many use it as an opportunity to organize in-person celebrations with their community. This year, we’re embracing a ‘digital NTTW’ because even though we cannot gather together, we can use our social media channels and unifying hashtags to connect us and support each other from afar.

Additionally, participants are encouraged to incorporate **RED**, the official color of NTTW, into their planning or collateral.