

Established in 1983 by a congressional resolution, National Travel and Tourism Week (NTTW) is an annual tradition for the U.S. travel community to celebrate the value travel holds for our economy, businesses and personal well-being.

Each year, during the first full week in May, thousands of travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal well-being.

U.S. Travel Association, the national, non-profit 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 recognized as “Travel Rally Day” and many use it as an opportunity to organize an in-person celebration for their community but those participating are encouraged to have their event on any day during NTTW and to continue involvement throughout the week. Social media makes it easy with unifying hashtags.

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

## NATIONAL TRAVEL AND TOURISM WEEK 2020:

### Why You Should CELEBRATE

In 2020, the theme is “Travel Works.” It is recognition for the many ways travel contributes to Americans and the U.S. as a whole. There is no doubt that travel works for every community across the country and enriches the lives of Americans.

Getting involved is easy: whether you’re planning an in-person event, celebrating a travel employee, writing for or talking to the media, posting on social media or just need ideas, U.S. Travel’s [toolkit](#) provides resources to help with planning.

By joining in the celebration, you will help elevate our industry’s profile in the eyes of lawmakers, media and the public.