

Use these talking points when discussing National Travel and Tourism Week and sharing how “**Travel Works**” with 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 the many reasons how “**Travel Works**” for America.
- **Travel has ENORMOUS IMPACT here in DESTINATION and across the United States.**
- **Travel Works for AMERICAN JOBS:**
  - Nearly 16 million jobs are supported by travel.
  - Travel is a top 10 employer in almost every state, supporting one in every 10 American jobs nationwide.
  - Here in **DESTINATION**, the travel industry supports **INSERT YOUR LOCAL JOBS IMPACT**.
- **Travel Works for CREATING FAMILY MEMORIES:**
  - Travel helps families connect, create everlasting memories and develop a lifelong bond. When surveyed, most children say the best way to spend quality time with parents is on vacation.
  - Nearly 80% of working Americans say it’s extremely important to travel so they can give their child a new experience.
  - Here in **DESTINATION**, families can enjoy **INSERT ACTIVITIES OR ATTRACTION(S)** together for an experience they’ll never forget.
- **Travel Works for CAREER DEVELOPMENT:**
  - Travel is the No. 1 industry for first jobs. According to a [report](#) from U.S. Travel Association, nearly four in every 10 workers got their start in travel and tourism.
  - The travel industry offers a quality first job that gives workers skills, confidence

and experience that are essential to successful careers no matter the industry.

- Individuals who began their career in travel have gone on to earn a peak average salary of \$82,400 by the time they were 50 years old—higher than those who started in manufacturing, health care and other industries.

- **Travel Works for *CONNECTING COMMUNITIES*:**

- No matter where you're from, travel helps unite us together with a welcoming smile and endless hospitality, embodying the best America has to offer.
- Over half of all leisure travel in the U.S. is to visit family and friends, making residents a community's best tourism ambassador.
- Our nation's infrastructure, including our airports, highways and rail systems, remain critical for travel to and within the United States. However, over the past decade the state of travel infrastructure has made it [more difficult to travel](#), causing Americans to avoid 47.5 million auto trips.

- **Travel Works for *OUR ECONOMY*:**

- Travel generates over \$2 trillion for the U.S. economy annually across all industries.
- International inbound travel is America's No. 1 services export and number two export overall, fueling an annual trade surplus in the billions.
- In **COMMUNITY**, travel spending generates **XX** in tax revenue, helping pay for many public services, such as the salaries for police officers, firefighters or public school teachers.
- Here in **DESTINATION**, the travel industry generated **INSERT YOUR LOCAL ECONOMIC IMPACT**.

- **"TRAVEL WORKS" for DESTINATION. "TRAVEL WORKS" for STATE. "TRAVEL WORKS" for America.**

- **We hope you will join us in celebrating the many ways "TRAVEL WORKS" during National Travel and Tourism Week.**

Having trouble filling in the parts in blue?  
Contact Nikki Carpenter ([ncarpenter@ustravel.org](mailto:ncarpenter@ustravel.org)) for ideas.