

The sample blog is designed to inspire your editorial content—from blog posts to newsletter articles to op-eds. Replace anything in **red** with destination/organization-specific details.

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TRAVEL WORKS for DESTINATION

We may not always realize it, but popular tourist spots like **LOCAL ATTRACTION** and others like **MORE EXAMPLES, LIKE RESTAURANTS OR HISTORICAL SITES** are the backbone of **DESTINATION**. These places, and our neighbors and friends who work there, not only grow our local economy and support our workforce but also give so many visitors a lifetime of memories.

Travel works for **DESTINATION**, having a real-life impact on **LOCALITY** residents. Travel supports **NUMBER OF TRAVEL JOBS IN DESTINATION/TRAVEL-RELATED ATTRACTION**, and it also works in ways that you'll never see on a spreadsheet: travel strengthens family relations, increases hometown pride and connects us with the diversity of visitors who travel through our community.

At the national level, travel is critical to the U.S. economy and American jobs. Travel is a leader in workforce development and career advancement, with the industry supporting over 15 million Americans—making it the seventh-largest private sector employer. Traveler spending generates more than \$170 billion each year in tax revenue, including billions for state and local communities.

And tax revenue for cities can pay for a host of critical resources: it's more than enough to pay all state and local police and firefighters across the country, or all of America's more than one million public high school teachers.

Travel works tirelessly for cities and states across America, and **DESTINATION** is no exception. **ADD CITY/STATE-SPECIFIC ECONOMIC IMPACT NUMBERS, I.E. JOBS SUPPORTED, SMALL BUSINESS STATS.**

For so many, a job in travel means a ticket to prosperity and a foot in the door of a thriving industry. In fact, nearly a quarter of all Americans got their start in travel. Americans who started out in this industry have gone on to earn an average career salary of more than \$82,000, and two in five of those whose first job was in travel are now earning more than \$100,000. You never know—a summer job at **LOCAL BUSINESSES OR ATTRACTION THAT HAS BEEN AROUND A WHILE** could lead to a long, rewarding career.

Think about how travel works for **LOCAL, WELL-LOVED SMALL BUSINESS IN DESTINATION**: travel-dependent leisure and hospitality is the largest small business employer in the U.S. **ADD HOW THIS BELOVED BUSINESS/ATTRACTION HAS GROWN THANKS TO TOURISM.**

SAMPLE BLOG POST

Perhaps one of the most important ways travel works for America is that it unites us together. The travel employees nationwide who offer a welcoming smile and sincere hospitality and all our diverse landscapes and cities embody what makes our country the best place to visit. **DESTINATION** is proud to be part of an industry that showcases America to the world—and connects us with each other.

Those are only a few reasons why it's so important to keep welcoming visitors to **DESTINATION**—and why our industry is elevating the message of “Travel Works” during National Travel and Tourism Week (NTTW) May 3-9. We encourage you to join us in observing NTTW this year, and celebrate how travel works for **DESTINATION**, and for our country as a whole.

Here are a few ways to get involved:

- Join our travel rally [**OR EVENT NAME**] on **DATE/TIME** at **LOCATION**.
- [Contact one of our member\(s\) of Congress](#) or local official and tell them why travel is important to **DESTINATION**.
- Get social and engage with **#nttw20** or **#TravelWorks** on Twitter, Facebook, LinkedIn and Instagram. Share how travel works in your life.

Check out how the rest of America is celebrating how “Travel Works” during National Travel and Tourism Week with U.S. Travel Association’s [NTTW Event Map](#).