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DESTINATION Rallies in Support of Travel and Tourism Industry

Community, Business and Political Leaders Gather to Endorse Travel's Economic and Cultural Benefits During National Travel and Tourism Week

CITY, STATE (DATE)—CITY/STATE/OFFICE is leading **DESTINATION's** travel and tourism community during Travel Rally Day in support of the many ways travel contributes to the community. The event is part of the 37th annual National Travel and Tourism Week (NTTW), which unites towns and cities across the country behind a common theme, with this year's theme highlighting how "Travel Works" for American jobs, economic growth and personal well-being.

"This is an industry that works for all Americans," said U.S. Travel Association President and CEO Roger Dow. "In every pocket of the country, we see how travel powers economies, strengthens communities and changes our lives for the better. This National Travel and Tourism Week is a celebration of an industry that delivers for America—and the incredible travel workers who make it all possible."

From **SMALL BUSINESS** to **LARGE ATTRACTION**, travel employs a diverse workforce in **DESTINATION**:

- **INSERT LOCAL NUMBERS OF JOBS SUPPORTED BY TRAVEL AND TOURISM**
- Travel and tourism generates **INSERT FIGURES IN LOCAL TAX REVENUE FOR CITY/STATE**

These local figures are an important part of travel's economic importance nationwide.

- Travel is a \$2 trillion industry in the U.S.
- These visitors support more than 15 million American jobs
- Travel-related spending generates \$170 billion in federal, state and local tax revenue each year

"Every day in **DESTINATION**, we see how travel works for our community," said **LOCAL TRAVEL EMPLOYEE**. "**CITE LOCAL STATS ABOUT GROWTH (VISITOR NUMBERS, NEW CONSTRUCTION)**. I'm proud to be an advocate for **DESTINATION**, and I'm eager to work closely with our community residents to continue to show visitors why **DESTINATION** is so special."

To learn more about National Travel and Tourism Week 2020, please visit our event page online at **LOCAL WEBPAGE**.