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National Travel and Tourism Week 2020 Celebrates “Spirit of Travel”

DESTINATION / ORGANIZATION Will Use 37th NTTW (May 3-9) to Look Ahead to Recovery

CITY, STATE (DATE)—**National Travel and Tourism Week** (NTTW), the annual celebration of the contributions and accomplishments of the U.S. travel industry, will spotlight resilience and hope in the face of the coronavirus pandemic with this year’s theme: **the Spirit of Travel**.

Celebrated annually the first full week in May, NTTW was created by Congress in 1983 to underscore the economic power of travel in the U.S. The 37th NTTW (May 3-9) arrives at an opportune moment to unite the industry, celebrate its indomitable spirit and elevate the role it will play in America’s economic recovery.

“Through every hardship, I find myself in awe of the travel industry’s ability to join together, adapt, and emerge stronger than before,” said U.S. Travel Association President and CEO Roger Dow. “This is our toughest challenge yet, but what I’ve seen is that the spirit of travel has not been shattered.”

Since in-person rallies and events that have been hallmarks of NTTW in years past are not an option this year, **DESTINATION / ORGANIZATION** is engaging by **PROVIDE BRIEF DESCRIPTION**.

Said **PRESIDENT / CEO / SPOKESPERSON**: “There’s no doubt this has been an incredibly challenging time for **DESTINATION / ORGANIZATION**, but we see National Travel and Tourism Week as an opportunity to remind our visitors and our residents of the incredible spirit and resiliency of the travel industry and our workforce. It’s only a matter of time before we all get moving again, and **DESTINATION / ORGANIZATION** will be more ready than ever to welcome travelers with open arms.”

Please [click here](#) to learn more about **DESTINATION / ORGANIZATION**’s NTTW plans and visit ustravel.org/NTTW to learn more about the week.