

## PRIMARY MESSAGE

- This National Travel and Tourism Week honors the spirit of travel in recognition of the industry's strength, selflessness and resiliency.

## SECONDARY MESSAGES

- Although we can't meet in person, we can stay connected, unified and supportive of each other from afar, rallying around the **#SpiritOfTravel**.
- When times are uncertain, the only certainty is that the spirit of travel will not be shattered.
- The spirit of travel is what brings joy and memorable experiences to millions, year over year.
- Communities benefit from the spirit of travel, which permeates through small businesses, unique landmarks and all those who welcome residents and visitors alike with a smile and hospitality. It's hard to imagine **CITY** without **SPORTS TEAM, RESTAURANT, HOTEL, VISITOR ATTRACTION, etc.**
- The spirit of travel isn't only found in far-off places. When residents embrace the spirit of travel by supporting local businesses and helping their neighbors, they are also playing a key role in rebuilding their community—and America.
- It is things like **DESTINATION LANDMARK** or **FAMOUS BUSINESS** that make **CITY** truly feel like home to every one of our residents.
- People from all backgrounds and all walks of life connect through the spirit of travel.
- When the time is right, the travel and tourism industry will be integral to our nation's recovery—for the economy and American jobs. But it is the spirit of travel that will heal our country's morale.
- This is why Congress and our elected leaders must do all they can to protect the spirit of travel.

**We hope you will join us in honoring the "SPIRIT OF TRAVEL" 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.