



FACT SHEET

NATIONAL TRAVEL AND TOURISM WEEK 2021



WHY YOU SHOULD CELEBRATE THE POWER OF TRAVEL

The coronavirus public health crisis has had a devastating impact on the U.S. travel and tourism industry—and the entire American economy. It is clear, our country cannot fully recover without a robust return of travel.

The travel industry will rebuild our economy, rehire America’s workforce, rescue small businesses, reconnect America and revive our communities.

That is the **POWER OF TRAVEL**.

GET INVOLVED: Even if you are unable to hold an in-person rally or event, there are still ways for our industry to unite behind our common message and raise awareness of the importance of tourism. We invite you, your colleagues and networks, your local officials and your communities to join us May 2-8 to spotlight the **POWER OF TRAVEL**.

ABOUT NATIONAL TRAVEL AND TOURISM WEEK

Established in 1983 by a congressional resolution, National Travel and Tourism Week (NTTW) is an annual tradition during the first full week of May for the U.S. travel community to celebrate the value travel holds for our economy, businesses and personal wellbeing.

U.S. Travel Association, the national, nonprofit organization representing all components of the travel industry, provides the industry with a unifying theme and toolkit resources that can be customized by each destination, organization, or business to fit their needs.

Tuesday is traditionally recognized as “Travel Rally Day” and many use it as an opportunity to organize in-person celebrations with their community. This year, we’re embracing a ‘digital NTTW’ because even though we all may not be able to gather together, we can use our social media channels and unifying hashtags (**#nttw21** and **#PowerOfTravel**) to connect us and support each other from afar.

Additionally, participants are encouraged to incorporate **RED**, the official color of NTTW, into their planning or collateral.