

SAMPLE BLOG

[Your Destination] Is the Power of Travel

National Travel and Tourism Week 2021 (May 2-8) spotlights the collective strength of the U.S. travel industry.

This [National Travel and Tourism Week \(NTTW\)](#), there is more reason than ever to celebrate the collective strength of the U.S. travel and tourism industry and its dynamic workforce.

The 38th annual NTTW, taking place May 2-8, recognizes the **Power of Travel** and the critical role our industry will play in bringing back our vibrant communities, restoring the economy, rebuilding our workforce and reconnecting America.

Prior to the pandemic, the travel industry was a powerful economic engine, supporting jobs and driving local economies in every pocket of America. The industry had experienced 107 straight months of growth, generated \$2.6 trillion in economic output, supported 17 million American jobs and delivered a \$51 billion trade surplus to the U.S.

Unfortunately, that strong growth trend plummeted last year due to the pandemic. Travel spending in the U.S. declined 42%, costing the economy \$1.1 trillion, while hardworking Americans supported by travel made up a staggering 65% of all U.S. unemployment. Here in **[your destination]**, **[local economic impact and jobs figures, either pre- or post-pandemic]**.

However, **[your destination]**—and the travel industry—is resilient.

While we faced extraordinary challenges in the past year, our industry united like never before, lifted each other up, aided one another, and devoted ourselves fully to the task of supporting and restoring all sectors of travel. This year's NTTW is an opportunity to turn the page to a new chapter in our industry's story and celebrate its collective power by spotlighting the innumerable ways travel will drive recovery, bring Americans together again and help define our country's path forward.

[Your destination] is participating in NTTW by **[highlight safe events, activities or content that your destination is hosting or creating]**.

From **[beloved attraction/site in your destination]** to **[beloved attraction/site in your destination]**, **[your destination's]** travel and tourism industry contributes so much to our local economy and our community's unique character. From all of us at **[your organization]**, we are so excited to share the full power of our industry—and the strength and spirit of **[your destination]**—this NTTW.

Please [click here](#) to learn more about NTTW and to see U.S. Travel Association's [NTTW toolkit](#), which includes a [fact sheet](#), [talking points](#), [suggestions for how to hold safe celebrations](#), social media graphics, templates for a blog, op-ed and press release and so much more.



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