



ELECTED OFFICIAL GUIDE TO NTTW

OVERVIEW

The decline in travel due to COVID-19 has devastated our economy and American jobs. The \$500 billion loss in travel spending has cost the U.S. \$1.1 trillion in economic output. Prior to the pandemic, travel-supported jobs accounted for 11% of the workforce but in 2020, they accounted for a staggering 65% of the unemployment. **It will be the Power of Travel that will help us rebuild our economy and rehire America's workforce.**

During the first full week of May—May 2-8, 2021—National Travel and Tourism Week (NTTW) will recognize the POWER OF TRAVEL and the industry's role in bringing back vibrant communities, rebuilding our workforce and reconnecting America.

HOW YOU CAN GET INVOLVED

- **MAKE A STATEMENT** about the **Power of Travel** in your district or state on the floor of the House of Representatives or Senate leading up to National Travel and Tourism Week (May 2-8, 2021). Sample statement below.
- **ISSUE A PROCLAMATION** in your district or state declaring May 2-8, 2021 as National Travel and Tourism Week. Sample proclamation available [here](#).
- **SUPPORT TRAVEL BUSINESSES** in your district and state on social media using the hashtags **#nttw21** and **#PowerOfTravel**. Follow [@USTravel](#) on Twitter for related content. Sample copy below.
- **POST A SHORT VIDEO** thanking the travel businesses and workers for all they do to strengthen the **Power of Travel** in your community.
- **ATTEND AN EVENT** hosted by a travel business, state tourism office, convention and visitors bureau or destination marketing organization to connect with those in the industry. Depending on the location, most NTTW events will be virtual or hybrid this year.
- **SPONSOR THE HOSPITALITY AND COMMERCE JOB RECOVERY ACT** that will help drive travel demand and rehire American workers.

QUESTIONS? Contact [Tori Emerson Barnes](#), EVP of public affairs and policy at U.S. Travel Association.

To find state and congressional district travel economic impact data, visit our [Economic Impact Map](#).

SAMPLE FLOOR STATEMENT

As a proud travel champion, I rise to recognize National Travel and Tourism Week which is May 2-8. Since 1983, this week has celebrated the many contributions by travel to our economy and communities nationwide. Travel has consistently been a top 10 employer in all 50 states—and I am proud to say travel was the **#X** employer in **STATE** in 2019.

Last year, all sectors of the travel industry were devastated as travel came to halt. 5.6 million Americans whose livelihoods were supported by travel found themselves without a job—travel-supported jobs accounted for 65% of all unemployment in 2020.

In **STATE**, travel spending declined by **XX%** and tax revenue that supports public services fell by **XX%**.

This incredible loss only confirms: our country will not recover without the return of all sectors of travel.



So as we honor this industry this week, I want to remind my colleagues that we need to support its regrowth by continuing to provide the relief these businesses so desperately need, and enacting polices that will drive travel demand and rehire workers. **[Consider adding: “much like the stimulus outlined in the Hospitality and Commerce Job Recovery Act.”]**

To close, it is the Power of Travel that will drive America’s recovery and I am proud to support this incredible industry. Thank you, I yield back.

SAMPLE TWEET COPY

This **#nttw21**, we recognize the travel and tourism businesses and workforce in **STATE/DISTRICT** that build the **#PowerOfTravel**. Thank you for all you do to keep our community safe.

For National Travel and Tourism Week, I would like to recognize all of the travel businesses and workers that make up the **#PowerOfTravel** in **STATE/DISTRICT**. **#nttw21**

STATE/DISTRICT’s travel industry has been devastated by the coronavirus pandemic. I am proud to support travel businesses across **STATE** by cosponsoring legislation to rebuild our economy through the **#PowerOfTravel**. **#nttw21**

From **ATTRACTION/RESTAURANT** to **LANDMARK**, there is so much to see in **STATE/DISTRICT**. I am proud to support our local travel businesses and workers who define the **#PowerOfTravel**. **#nttw21**

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DOWNLOAD SAMPLE GRAPHICS



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