NTTW

NATIONAL **TRAVEL & TOURISM** WEEK

MAY 2–8, 2021

NATIONAL TRAVEL AND TOURISM WEEK
SOCIAL MEDIA GUIDE

SUNDAY - 5/2	**MONDAY - 5/3**	**TUESDAY - 5/4**	**WEDNESDAY - 5/5**
UNITE BEHIND THE #POWEROFTRAVEL Schedule posts on your social media channels to kick off the week.	**THE #POWEROFTRAVEL WILL REBUILD OUR ECONOMY** Publish an op-ed on the economic impact of travel on your local economy	**THE #POWEROFTRAVEL WILL REHIRE AMERICA'S WORKFORCE** Contact your lawmakers to share how restoring travel creates jobs	**THE #POWEROFTRAVEL WILL RESCUE SMALL BUSINESSES** Feature a small business in a blog and share on social media

THURSDAY - 5/6	**FRIDAY - 5/7**	**SATURDAY - 5/8**
THE #POWEROFTRAVEL WILL RECONNECT AMERICA Write a LinkedIn article about how meeting in-person helps with professional growth and business development	**THE #POWEROFTRAVEL WILL REVIVE OUR COMMUNITIES** Post a blog about the role of travel in your community	**CELEBRATE THE #POWEROFTRAVEL** Share the NTTW theme video

SAMPLE SOCIAL MEDIA LANGUAGE

To find state and congressional district travel economic impact data, visit our Economic Impact Map.

GENERAL:

- Happy National Travel and Tourism Week! The **#PowerOfTravel** is a key economic driver and job creator, helping communities thrive from coast-to-coast. Join us in recognizing this important industry for **#nttw21**.

- The **#PowerOfTravel** will help the U.S. rebuild our economy and rehire America's workforce. Join us in recognizing the industry during **#nttw21**.

- This week, join us in spotlighting the **#PowerOfTravel** and the industry's role in reinvigorating our communities, revitalizing our workforce and reconnecting Americans during **#nttw21**.

- This National Travel and Tourism Week, we join thousands across the country to recognize the **#PowerOfTravel** and its role in rebuilding our country. **#nttw21**

- We are proud to be a part of the **#PowerOfTravel** and play an essential role in rebuilding our industry and the U.S. economy. **#nttw21**

ECONOMY:

- The **#PowerOfTravel** generated more than $2.6 trillion in economic output in 2019. In 2020, when travel halted due to COVID-19, the U.S. economy lost $1.1 trillion. Rebuilding the travel industry will help rebuild America. **#nttw21**

- Nationwide, the decline in travel last year resulted in nearly $500 million in lost travel spending. The **#PowerOfTravel** will help rebuild *STATE/CITY* and America's economy. **#nttw21**

WORKFORCE:

- In 2019, travel supported nearly 17 million jobs but in 2020, 5.6 million travel-supported jobs were lost. The **#PowerOfTravel** will help rehire America's workforce. **#nttw21**

- This week, we recognize the millions of Americans who make up the **#PowerOfTravel**, including *XX* in *STATE/CITY*. **#nttw21**

SMALL BUSINESS:

- Small businesses like *LOCAL SMALL BUSINESS* and *LOCAL SMALL BUSINESS* are what make *STATE/CITY* unique. They depend on the **#PowerOfTravel** to help them thrive. **#nttw21**

- Travel and tourism businesses—83% of which are small businesses—will depend on the **#PowerOfTravel** to rebuild. **#nttw21**

RECONNECT:

- Business travel, professional meetings and events are critical to creating and strengthening relationships—85% of event attendees and exhibitors believe in-person events are irreplaceable. The **#PowerOfTravel** will reconnect America. Source: Freeman, March 2021 **#nttw21**

- Spending related to meetings, conferences and events fell 77% in 2020. Reopening this critical sector will help rebuild our economy, rehire workers and reconnect Americans. **#PowerOfTravel #nttw21**

COMMUNITY:

- Spending by visitors in *STATE/CITY* generated *$XX* in tax revenue in 2019, directly supporting essential services and programs for our community. **#PowerOfTravel #nttw21**

- The **#PowerOfTravel** will help revive *STATE/CITY* and the U.S. and drive us forward to a more prosperous future. **#nttw21**

SAMPLE SOCIAL GRAPHICS

Sized horizontal, vertical and square

DOWNLOAD ALL GRAPHICS

Photoshop templates are also available for download here. Please replace just the photo layer with your own and pick one pattern and color layer. Do not alter any other layer of the template.