

The **POWER** ^{of} TRAVEL PROMOTION

Tweet Sheet

Investment in travel promotion never fails to drive new visitors to destinations and deliver economic benefits to communities across the country. Use these messages and graphics across your social media channels to educate your audience and key stakeholders on the power of travel. Don't forget to use relevant hashtags and link to travel statistics and case studies that can be found in our **Power of Travel Promotion Toolkit**.



Destination marketing does more than attract visitors—it drives economic growth and spurs jobs in local communities.



#Travel promotion represents one of the best investments for a state or city. Here's why: ustravel.org/travelpromotion



Destination promotion can drive broader economic development by:

1. Raising a destination's profile.
2. Increasing tourism and kicking off a virtuous cycle of economic development.
3. Generating local tax revenue.
4. Enabling public investment to improve the quality of life for residents, businesses and visitors.

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The #travel industry powers [insert your state name]'s economy, supporting [annual number of jobs supported by travel in your state] jobs and [annual economic activity supported by travel in your state] in economic activity for the state.



#Travel delivers benefits nationwide, supporting 1 in 9 U.S. jobs and contributing \$2.4T to our economy.



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The travel industry fuels economic growth in the U.S.

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#Travel jobs in the U.S. cannot be outsourced—no more than America's iconic cities and natural treasures themselves.



Two out of five workers who took their first job in the #travel industry are now earning more than \$100K per year.



15.6M American jobs supported by travel.

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Tourism jobs are a gateway to opportunity.

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The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.1 trillion in economic output. It is the voice for the collective interests of the U.S. travel industry and the association's 1,350 member organizations. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. For more information, visit www.ustravel.org

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