

General Tweet Sheet

Investing in travel promotion is investing in economic development. Use these messages and graphics across your social media channels to educate your audience and key stakeholders on the power of travel.



1 in 9 U.S. **#jobs** are supported by the tourism industry. When travel thrives, so does America.



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



Travel jobs are unique:

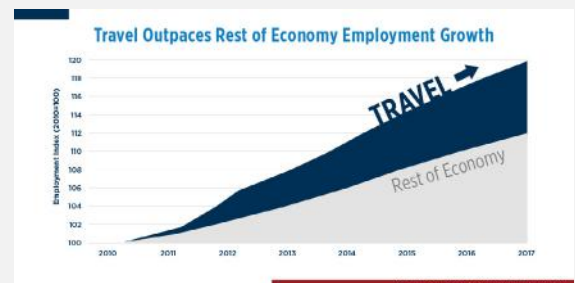
the industry is highly dependent on human capital and generally immune to outsourcing abroad.



The power of travel to create **#jobs** is much greater than other industries.



The travel industry generates \$2.4 trillion for the U.S. economy, supporting 15.6 million American **#jobs**.



Travel impacts commerce and **#jobs** throughout the whole economy, well beyond the industry itself.



As a job creator, tax revenue generator and destination storyteller, **#travel** has ripple effects that touch the lives of millions of Americans.

