

Community-Specific Tweet Sheet

Our work to demonstrate travel's value is never done. With mid-term elections coming up in November 2018, it's as important as ever that destinations educate policymakers on the importance of investing in travel promotion and the essential role a DMO plays in community management. Incorporate stats specific to your destination and tag local officials when using these messages across your social media channels to tout travel's contributions to your community.

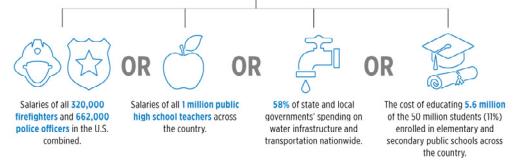


Without the tax revenue generated from travelers' spending, each U.S. household would have to pay \$1,300 more in **#taxes** every year.



Investment in tourism promotion delivers essential economic benefits in the form of **#tax** revenues and improved communities.

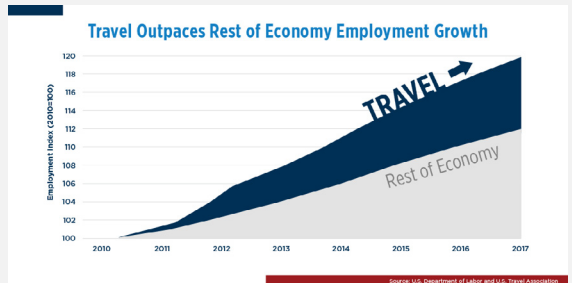
The **\$76 BILLION** generated in state and local tax revenue is enough to pay for a host of resources:



Travel promotion stimulates **#smallbiz** growth by generating visitor demand to destinations.



The travel industry is resilient—creating **#jobs** faster than other sectors of the economy.



When residents take pride in their community, they are valuable advocates marketing the unique assets of their **#hometown**.



The travel industry is an economic driver in communities across America—supporting **#jobs** in all 435 congressional districts.

Within **344** of the **435** congressional districts (79%), the travel industry was among the top seven largest employers among all private industries in 2016.

