During National Travel and Tourism Week, the industry will rally behind a different example of how Travel Works each day of the week. Join in on social media with #TravelWorks and #nttw20.

**Theme Calendar**

**Sunday** [May 3]
Travel Works for **America**

**Monday** [May 4]
Travel Works for **New Adventures**

**Tuesday** [May 5]
Travel Works for **American Jobs**

**Wednesday** [May 6]
Travel Works for **Our Economy**

**Thursday** [May 7]
Travel Works for **Career Development**

**Friday** [May 8]
Travel Works for **Connecting Communities**

**Saturday** [May 9]
Travel Works for **Creating Family Memories**

**Access the Toolkit**

**NTTW**
National Travel & Tourism Week
May 3-9, 2020
**IDEAS TO ENGAGE**

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**SUNDAY:**  
*Travel Works for America*  
Whether you're arriving from out of town, rediscovering your own community, looking for a new adventure or showing visitors from all over the world what makes your destination or business unique, travel touches so many parts of our lives—while packing a serious economic punch.  
> Publish an op-ed spotlighting NTTW using Travel Works for America as your overarching theme supported by specific examples unique to your job, business, community or personal experience  
> Pen a blog about the many ways travel improves your life, business or community and share on your social media channels

**MONDAY:**  
*Travel Works for New Adventures*  
Traveling remains central to adventure—from exploring our national parks to living like a local in a new town or following your hometown team to their rival’s city. Firsthand experiences can create lifelong destination enthusiasts. **Two-thirds of Americans** (67%) believe experiencing something new is a key benefit of traveling.  
> Instagram several key hotspots in your destination that both visitors and residents should see  
> Write a blog outlining the history and cultural experiences unique to your business or destination or tease new and future developments and offerings

**TUESDAY:**  
*Travel Works for American Jobs*  
The travel industry plays a critical role in creating millions of American jobs across all 50 states and in every congressional district nationwide. As America’s **seventh-largest employer**, the travel industry directly employs nearly **nine million workers**.  
> Hold a Travel Rally specifically for your local travel employees to celebrate all their contributions to your local tourism industry  
> Create signs spotlighting the number of travel jobs in your destination or business

**WEDNESDAY:**  
*Travel Works for Our Economy*  
Travel works for our economy, nationwide and in cities from coast to coast, delivering more than **$2 trillion in economic impact** and generating a **$60 billion trade surplus**. But the impact can be felt directly by communities, too. Travel spending delivers **$170 billion in federal, state and local taxes**, supporting essential public services that benefit communities, including the salaries of firefighters and public high school teachers.  
> Hold a Travel Talks event or invite an elected official to tour a local travel business to remind them why travel matters  
> Develop social media graphics or place ads around town reminding residents how travel spending lowers taxes (use a specific number if available)

**THURSDAY:**  
*Travel Works for Career Development*  
Nearly **4 in 10 Americans start their careers** in a travel-related job. While they may not know it at the time, the skills they gain working in travel are directly linked to a future path of financial security. Travel jobs are accessible, often providing the first step on the career ladder, the flexibility to pursue education or raise a family and opportunities to reenter the workforce.  
> Hold a job fair to inform residents of open positions in the hospitality industry  
> Speak at a community college or university to students about the opportunities, flexibility and skills travel jobs offer

**FRIDAY:**  
*Travel Works for Connecting Communities*  
Travel helps our communities stay connected to the world and each other—Americans take **more than two billion trips** across the U.S. each year. But travel also strengthens our communities, spurring new economic development and creating a place residents can enjoy as well. Additionally, our landscapes and cities offer unique experiences across every corner of the U.S. while our welcoming smiles and endless hospitality unite us together.  
> Light up a local building, monument or attraction—or the whole town—in red, the official color of NTTW  
> Hold an event with organizations from other industries for residents to better understand how a thriving tourism industry benefits so much of your community, as well as remind them of local attractions, restaurants and offerings they can also take advantage of

**SATURDAY:**  
*Travel Works for Creating Family Memories*  
Travel helps families unplug and connect, creating priceless memories and helping to develop a lifelong bond. **Nearly 80% of working Americans** say it’s extremely important to travel so they can give their child a new experience—and kids agree: when surveyed, most children say the best way to spend quality time with parents is on vacation.  
> Promote family-friendly activities or offerings in your destination or business  
> Encourage visitors AND residents to share pictures of themselves enjoying your destination or attraction