NATIONAL TRAVEL & TOURISM WEEK  MAY 3-9, 2020
IN WITH A **NEW, DYNAMIC** LOOK

- A modernized logo to capture the continued evolution of our dynamic industry
- Sharp, unique and easy to print for effective messaging

**NATIONAL TRAVEL & TOURISM WEEK**
MAY 3-9, 2020
TOOLKIT MATERIALS

- Get **SOCIAL**
- **BLOG** for impact
- Spread the word with a **PRESS RELEASE**
- **INVOLVE** your officials

ustravel.org/NTTWtoolkit
These sample social media posts and accompanying graphics are designed to inspire your social media content. Replace anything in RED with destination/organization-specific details. Don’t forget to include #NTTW20 to amplify your message—you might even see your posts in our recap video.

*Note: Full social media guide will be released in April to include the travel industry’s 2020 economic impact stats.

ustravel.org/NTTWtoolkit
The sample blog is designed to inspire your editorial content—from blog posts to newsletter articles to op-eds. Replace anything in red with destination/organization-specific details.

To download an editable version, CLICK HERE.

**TRAVEL WORKS for DESTINATION**

We may not always realize it, but popular tourist spots like LOCAL ATTRACTION and others like MORE EXAMPLES, LIKE RESTAURANTS OR HISTORICAL SITES are the backbone of DESTINATION. These places, and our neighbors and friends who work there, not only grow our local economy and support our workforce but also give so many visitors a lifetime of memories.

Travel works for DESTINATION, having a real-life impact on LOCALITY residents. Travel supports NUMBER OF TRAVEL JOBS in DESTINATION/TRAVEL-RELATED ATTRACTION, and it also works in ways that you'll never see on a spreadsheet: travel strengthens family relationships, increases hometown pride and connects us with the diversity of visitors who travel through our community.

At the national level, travel is critical to the U.S. economy and American jobs. Travel is a leader in workforce development and career advancement, with the industry supporting over 15 million Americans—making it the seventh-largest private sector employer. Traveler spending generates more than $170 billion each year in tax revenue, including billions for state and local communities.

And tax revenue for cities can pay for a host of critical resources: it's more than enough to pay all state and local police and firefighters across the country, or all of America's more than one million public high school teachers.

Travel works tirelessly for cities and states across America, and DESTINATION has no exception. ADD CITY/STATE-SPECIFIC ECONOMIC IMPACT NUMBERS, I.E., JOBS SUPPORTED, SMALL BUSINESS STATS.

For so many, a job in travel means a ticket to prosperity and a foot in the door of a thriving industry. In fact, nearly a quarter of all Americans got their start in travel. Americans who started out in this industry have gone on to earn an average career salary of more than $82,000, and two in five of those whose first job was in travel are now earning more than $100,000. You never know—a summer job at LOCAL BUSINESSES OR ATTRACTION THAT HAS BEEN AROUND A WHILE could lead to a long, rewarding career.

Think about how travel works for LOCAL, WELL-LOVED SMALL BUSINESS in DESTINATION: travel-dependent leisure and hospitality is the largest small business employer in the U.S. ADD HOW THIS BELOVED BUSINESS/ATTRACTION HAS GROWN THANKS TO TOURISM.
PRESS RELEASE

Draft your press release using the outline below, replacing text in red with destination/organization-specific details. Feel free to tweak remaining copy as you see fit before sending to local media depending on timing of release.

To download an editable version, CLICK HERE

DESTINATION: Razilies in Support of Travel and Tourism Industry
Community, Business and Political Leaders Gather to Endorse Travel’s Economic and Cultural Benefits During National Travel and Tourism Week

CITY, STATE (DATE) — CITY/STATE/OFFICE is leading DESTINATION’s travel and tourism community during Travel Rally Day in support of the many ways travel contributes to the community. The event is part of the 37th annual National Travel and Tourism Week (NTTW), which unites towns and cities across the country behind a common theme, with this year’s theme highlighting how “Travel Works” for American jobs, economic growth and personal well-being.

“This is an industry that works for all Americans,” said U.S. Travel Association President and CEO Roger Dow. “In every pocket of the country, we see how travel powers economies, strengthens communities and changes our lives for the better. This National Travel and Tourism Week is a celebration of an industry that delivers for America—and the incredible travel workers who make it all possible.”

From SMALL BUSINESS to LARGE ATTRACTION, travel employs a diverse workforce in DESTINATION:

- INSERT LOCAL NUMBERS OF JOBS SUPPORTED BY TRAVEL AND TOURISM
- Travel and tourism generates INSERT FIGURES IN LOCAL TAX REVENUE FOR CITY/STATE

These local figures are an important part of travel’s economic importance nationwide.

- Travel is a $2 trillion industry in the U.S.
- These visitors support more than 15 million American jobs.
- Travel-related spending generates $1.7 trillion in federal, state and local tax revenue each year.

“Every day in DESTINATION, we see how travel works for our community,” said LOCAL TRAVEL EMPLOYEE. “CITE LOCAL STATS ABOUT GROWTH (VISITOR NUMBERS, NEW CONSTRUCTION). I’m proud to be an advocate for DESTINATION, and I’m eager to work closely with our community residents to continue to show visitors why DESTINATION is so special.”

To learn more about National Travel and Tourism Week 2020, please visit our event page online at LOCAL WEBPAGE.

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SAMPLE PROCLAMATION

WHEREAS travel has a positive effect on [STATE] and the nation’s economic prosperity and image abroad.

WHEREAS travel impacts business productivity and individual travelers’ well-being.

WHEREAS travel to and within the U.S. provides significant economic benefits for the nation, generating more than $2 trillion in economic output, including $1 trillion spent directly by travelers.

WHEREAS travel is among the largest private-sector employers in the U.S., supporting more than 15 million American jobs.

WHEREAS traveler spending directly generated tax revenues of more than $170 billion for federal, state and local governments, funds used to support essential services and programs.

WHEREAS [INSERT STATE/CITY DATA ON ANNUAL TRAVEL-GENERATED SPENDING, TAX RECEIPTS, EMPLOYMENT AND PAYROLL].

WHEREAS international travel to the U.S. is the nation’s number one services export, and number two overall.

WHEREAS leisure travel, which accounts for more than three-quarters of all trips taken in the U.S., spurs countless benefits for travelers, including creating family memories, connecting communities and improving relationships.

WHEREAS meetings, events and incentive travel is a core business function that generates more than $525 billion in spending annually from domestic and international business travelers.

WHEREAS travel is a pillar of economic growth, creating jobs at a faster rate than other sectors.

WHEREAS welcoming visitors from near and far always has been, and always will be, the enduring ethos of the travel industry and [DESTINATION].

WHEREAS travel works for [DESTINATION].

Therefore, I, [OFFICIAL’S NAME AND TITLE], do hereby proclaim May 3-9, 2020 as National Travel and Tourism Week in [DESTINATION], and urge the citizens of [DESTINATION] to join me in this special observance with appropriate events and commemorations.
CONGRESSIONAL SUPPORT

ustravel.org/NTTWtoolkit
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ustravel.org/NTTWtoolkit
Daily Theme Calendar

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.

- 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
Daily Theme Calendar

Sunday, May 3

Travel Works for America

- 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.
Daily **Theme Calendar**

- 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
Daily THEME CALENDAR

TUESDAY

Travel Works for AMERICAN JOBS

- 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
Daily Theme Calendar

WEDNESDAY May 6

Travel Works for Our Economy

- 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

- 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
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.
Daily \textbf{Theme Calendar}

\begin{itemize}
  \item Promote family-friendly activities or offerings in your destination or business
  \item Encourage visitors AND residents to share pictures of themselves enjoying your destination or attraction
\end{itemize}

\underline{Saturday, May 9}

\textbf{Travel Works for Creating Family Memories}
Daily **Theme Calendar**

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[ACCESS THE TOOLKIT]
SPREAD the WORD

ustravel.org/NTTWmap
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