

# There's no place like Kansas

## SAMPLE PRESS RELEASE

**How to use:** 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.

**Useful resources:** Kansas Tourism's [Economic Impact Study](#).

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May DAY, 2018

Media Contact: INSERT CONTACT

### COUNTY/CITY Rallies in Support of Travel and Tourism Industry

*Community, Business and Political Leaders Gather to Endorse Travel's Economic Benefits During National Travel and Tourism Week*

CITY, STATE (DATE) — COUNTY/CITY /OFFICE today led COUNTY/CITY's travel and tourism community during Travel Rally Day in support of government policies that are friendly to travel.

The event was part of the 35<sup>th</sup> annual National Travel and Tourism Week (May 6-12), which unites communities across the country to celebrate what travel means to American jobs, economic growth and personal well-being.

"Just look at the numbers. Travel supports one in 20 Kansas jobs, including LOCAL JOB NUMBERS right here in COUNTY/CITY," said INSERT NAME, TITLE, ORGANIZATION. "This week, we are celebrating what travel means to our community—since FIRST OPENING OF LOCAL ATTRACTION IN YEAR to the present day. We're calling on everyone—from elected officials to local residents—to join us in saluting this important industry, and to support travel-friendly legislation that our local, state and national economies."

The theme of this year's NTTW, "Travel Then and Now," highlights the travel industry's history of economic impact in every corner of America. Across COUNTY/CITY, travel employs a prosperous and diverse workforce, from airline and hotel employees to restaurant, attraction and retail workers, and supports related sectors such as construction, manufacturing and finance. Some of the numbers:

- INSERT LOCAL #'s jobs are supported by travel and tourism in COUNTY/CITY
- Travel and tourism generates INSERT LOCAL #'s in local tax revenue for COUNTY/CITY



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These local figures are an important part of travel's economic importance nationwide. To wit:

- Travel is a \$2.3 trillion industry in the U.S., with \$990.3 billion in direct travel-related spending in the U.S. by domestic and international visitors in 2016.
- These visitors support 15.3 million American jobs—roughly 8.6 million direct travel jobs, and 6.7 million indirect and induced jobs.
- Travel-related spending generated \$72 billion in federal, state and local tax revenues in 2016.

"I am fortunate to have worked in the travel industry in **COUNTY/CITY**, with **EMPLOYER**, for **NUMBER** of years," said **LOCAL TRAVEL EMPLOYEE**. "I know travel has helped **NAME OF COMMUNITY** immensely for many years, because of the tax revenue it generates, not to mention the countless businesses and jobs that are supported by our visitors. That's why I'm proud to support travel on Rally Day and every day."

In addition to its benefits for the local economy, travel can also have a positive effect on personal well-being for residents and visitors of **COUNTY/CITY**. Numerous [research studies](#) have confirmed the positive health effects of travel and time off, from reducing the risk of heart disease to decreasing depression. Using time off to travel with family is good for everyone, especially our children—kids who travel with their families are more likely to attend college and earn more as adults.

"Many aspects of the U.S. travel experience may have changed over the years, but one thing hasn't: it's impact on the lives of American workers all over the country," said Roger Dow, president and CEO of the U.S. Travel Association, the umbrella organization representing the U.S. travel industry. "Whether we're talking about 1968 or 2018, travel jobs have been a gateway to the middle class for millions—and they're completely non-exportable, no matter how much the global economy changes. This National Travel and Tourism Week, we're saluting travel's long history as an economic engine in our country, and calling on our nation's leaders to prioritize travel-friendly legislation, for the sake of millions of American workers."

To learn more about [National Travel and Tourism Week 2018](#), please visit our event page online at: **[INSERT LOCAL WEB PAGE]**

