MEDIA TALKING POINTS

Use these talking points when discussing why “**Travel Matters”** with your local media. Replace anything in BLUE with destination/organization-specific details.

What is National Travel and Tourism Week?

1. Established in 1983 by President Reagan, National Travel and Tourism Week (NTTW) is the annual salute to travel in America.
2. During the first full week in May, communities nationwide unite around a common theme to showcase travel’s contributions to the economy and American jobs.
3. This year, the travel industry is coming together to celebrate why “Travel Matters,” spotlighting a different way travel matters each day to American jobs, economic growth and personal well-being.

SUNDAY: Travel matters to the economy.

1. Travel generated $2.4 trillion for the U.S. economy in 2017 across all U.S. industries.
2. Here in DESTINATION, the travel industry generates INSERT YOUR LOCAL ECONOMIC IMPACT.

MONDAY: Travel matters to new experiences.

1. From our national parks to our diverse cities and our scenic small towns, travel is uniquely made in America.
2. Our attractions, restaurants, shops, theme parks, music venues and more—and the people who make them possible—are the best in the world and showcase what makes America great.

TUESDAY: Travel matters to our jobs.

1. Travel supported 15.6 million U.S. jobs in 2017—that’s one in nine American jobs, making travel the seventh largest employer in the private sector.
2. Here in DESTINATION, the travel industry supports INSERT YOUR LOCAL JOBS IMPACT.

WEDNESDAY: Travel matters to keeping America connected.

1. Within the next five years, Labor Day-like traffic will plague U.S. highways on a daily basis and within the next six years, our nation’s top 30 airports will experience Thanksgiving-like passenger volumes on a weekly basis.
2. Approximately 76.9 million inbound travelers visited America last year, with 38.9 million coming from overseas. Spending by these visitors supports 1.2 million American jobs.

THURSDAY: Travel matters to health.

1. Americans are increasingly realizing the value of their vacation time, taking an average of 17.2 days of vacation each year. Yet less than half of that time is used to travel—despite its clear benefits for health.
2. Those who take all or most of their vacation time to travel report higher rates of happiness with physical health and well-being compared to those who don’t travel as much.

FRIDAY: Travel matters to families.

1. At their core, adults know that travel matters to families: 62 percent of adults say that their earliest, most vivid memories are of family vacations taken between the ages of five and 10.
2. Here in DESTINATION, families can enjoy INSERT ACTIVITES OR ATTRACTION(S) together for an experience they’ll never forget.

* Share e[conomic impact](https://www.ustravel.org/economic-impact) statistics of visitors in your community.
* Organize a [Travel Talks](https://www.travelcoalition.org/campaigns/travel-talks) with members of Congress.
* Encourage your community to plan a staycation—promoting the attractions, events and experiences that make it a vibrant destination.
* Host a behind-the-scenes tour for your community’s policymakers and tourism leaders.
* Consider offering discounts for travel workers in your community during National Travel and Tourism Week.
* Share statistics of your business or attraction. How many visitors come annually? How many jobs do you support?
* Share economic impact statistics like how many jobs your business brings to the community.
* Feature testimonials of why travel matters to your employees in a company newsletter or on your social media channels.
* Highlight organization milestones and their impact on your local community.
* Work with your local destination marketing organizations to align your branding and recruitment tools to ensure a cohesive message.
* Promote economic impact statistics of recruitment, jobs and development in your area.
* Publish an op-ed in a local newspaper detailing why travel matters to your community.