**SAMPLE PRESS RELEASE**

**How to use:** Draft your press release using the outline below, replacing text in red with Kansas/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](https://res.cloudinary.com/simpleview/image/upload/v1/clients/kansas/Kansas_Economic_Impact_2016_client_e4ebb090_baac_4c23_8e97_3a00c9ea4f59_f61ca191-2197-4b57-8b7f-4813fa5e4703.pdf).

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

**Why Travel Matters in Kansas**

We pass popular tourist sites like LOCAL ATTRACTION every day; we may not even think of how it supports our community. But SAME LOCAL ATTRACTION and others like MORE EXAMPLES, LIKE RESTAURANTS OR HISTORICAL SITES are the backbone of Kansas. These places define our community, provide our families with jobs and have given us—and X THOUSAND/MILLION ANNUAL VISITORS—a lifetime of memories.

Travel matters, and it improves Kansasin ways that have a wide-reaching impact on LOCAL RESIDENTS. Travel supports NUMBER OF TRAVEL JOBS IN Kansas/TRAVEL-RELATED ATTRACTION, and it also has an impact that we do not always see: travel can strengthen families, foster hometown pride, and build bridges that connect us with one another.

**Travel Matters to America**

At the national level, travel is critical to the U.S. economy and American jobs. As a leader in workforce development and career advancement–travel creates and supports 15.6 million jobs across the U.S.–making it the seventh-largest private sector employer. In 2017, traveler spending generated $165 billion in total tax revenue, including $76 billion in state and local revenue. That $76 billion can pay for a host of critical resources: it’s more than enough to pay all state and local police and firefighters, or the more than one million public high school teachers.

Travel is powerful for cities and states, and KANSAS is no exception. INSERT CITY/STATE-SPECIFIC ECONOMIC IMPACT NUMBERS, I.E. JOBS SUPPORTED, SMALL BUSINESS STATS

Think back to your first job. Maybe you worked at LOCAL BUSINESSES OR ATTRACTION THAT HAS BEEN AROUND A WHILE, or maybe your kids work there now. For many–one third of Americans to be exact–travel is the front door to a promising career. Americans whose first job in travel have an average career salary of $81,900, and two in 5 of those whose first job was in travel are now earning more than $100,000.

Think about how travel matters to LOCAL, WELL-LOVED SMALL BUSINESS IN Kansas: travel-dependent leisure and hospitality is the largest small business employer in the U.S.

Those are only a few reasons why it’s so important to keep welcoming visitors to KANSAS—and why our industry is elevating the message of “Travel Matters” during National Travel and Tourism Week (NTTW) May 5-11. We encourage you to join us in observing NTTW this year, and celebrate all that travel does for

KANSAS, and for our country as a whole.

Here are a few ways to get involved:

* **Join our rally** event on DATE/TIME at LOCATION.
* **Contact our member of Congress** and tell them why travel is important to KANSAS.
* **Get social** and engage with the #nttw19 hashtag on Twitter, Facebook and Instagram. Share how travel matters in your community.

For more great ideas and resources, check out this toolkit from U.S. Travel Association. This year’s NTTW is more than just another campaign. It’s a movement that positions the travel industry as a primary driver in the U.S. economy, and as an important part of our daily lives in CITY/STATE.