



[DESTINATION/ORGANIZATION] Recognizes the Power of Travel During National Travel and Tourism Week

Travel Powers the Economy, Builds Opportunity & Connects America

[CITY, STATE] [DATE] — [National Travel and Tourism Week](#) (NTTW) shines a spotlight on the U.S. travel industry’s essential role in driving economic growth, creating jobs and enhancing the nation’s global competitiveness.

"Travel is one of our nation's most powerful economic engines—supporting millions of jobs, fueling businesses and propelling industries forward," said U.S. Travel Association President and CEO Geoff Freeman. "National Travel and Tourism Week reinforces the pivotal role travel plays in building a stronger, more prosperous America."

Since 1983, NTTW has underscored the travel industry’s contribution to U.S. economic strength, community vitality and quality of life. In 2024, the travel industry generated \$2.9 trillion in economic output, supported more than 15 million jobs and produced \$190 billion in tax revenue—equivalent to \$1,490 per household.

In **[DESTINATION]**, the travel industry contributes **[STATE AND OR LOCAL ECONOMIC IMPACT]**, supporting local businesses and fostering long-term growth.

[DESTINATION/ORGANIZATION] is recognizing travel’s impact through **[BRIEF DESCRIPTION OF ACTIVITIES/EVENT]**.

"Travel drives economic opportunity and strengthens our community," said **[PRESIDENT/CEO/SPOKESPERSON]**. "This National Travel and Tourism Week, we celebrate travel’s undeniable impact and reaffirm its importance in shaping our local economy and quality of life."

Visit ustravel.org/NTTW to learn more about National Travel and Tourism Week.