



NATIONAL TRAVEL & TOURISM WEEK
MAY 19-25, 2024



INDUSTRY HIGHLIGHTS



CELEBRATING THE **POWER OF TRAVEL**

OUR IMPACT BY THE NUMBERS

Nearly **10 thousand**
SOCIAL MEDIA POSTS

16+ million
PEOPLE REACHED

2500+
MEDIA MENTIONS

100+
ENGAGED ELECTED OFFICIALS

85+
PROCLAMATIONS ISSUED

THOUSANDS OF *organizations* **ACTIVATED**
FROM ACROSS THE UNITED STATES

INDUSTRY ENGAGEMENT

Explore

Beta

Travel Industry Powers US Economy, Celebrated in 2024

Trending now · Travel

Visit St. Pete-Clearwater @VSPC

Yesterday, we held a travel rally by greeting travelers at @IFlyPIE with our many chamber partners and several area attractions! Travel & tourism are the beating heart of our local economy and is essential to the vibrancy and success of our destination! #NTTW24



St. Pete-Clearwater International Airport and U.S. Travel



Chris Nassetta · Following
President and CEO at Hil...

It's an honor to represent both Hilton and the U.S. Travel Association in sharing travel and tourism's impact in the US and around the world. I hope you'll join me in commemorating National Travel and Tourism Week, recognizing the profound impact travel has on our world. From creating meaningful economic progress, to fostering empathy between individuals to igniting a deeper understanding across cultures, travel enriches lives and breaks down barriers. There's no doubt about it: travel is essential. #NTTW24



CLIA - Cruise Lines International Association
May 20 at 4:43 PM

This week, we're celebrating National Travel and Tourism Week (NTTW) and highlighting the immense value and benefit of cruise activity to the U.S. economy, businesses, and personal well-being!

Did you know...
In total, cruising supports 229,000 jobs across the U.S., paying \$17.2 billion in wages and salaries.

Coast to coast, cruising generates \$50.3 billion in total economic output and \$27.7 billion worth of gross domestic product (GDP). During 2022, cruise lines supported \$21.6 billion of spending in the U.S.

Cruise tourism is resilient—rebounding faster than other forms of travel and tourism. By 2027, cruise is forecast to grow to nearly 40 million passengers.

With nearly 50,000 CLIA Individual Travel Agent Members across the U.S., cruise bookings are a vital source of income, with 73% of cruise travelers saying travel advisors have a meaningful impact on their decision to cruise.

Cruise lines are pursuing net-zero emissions by 2050 — Reducing emissions at berth and at sea, pursuing fuel flexibility, and making substantial and concrete investments in environmental technologies and practices.

#WeARECruise #NTTW24 | U.S. Travel Association



CELEBRATE THE #POWER OF TRAVEL

travelsantaana and santaanadoesbusiness Santa Ana, California

travelsantaana Tourism attractions across the state are being lit for National Travel & Tourism Week

We celebrate TRAVEL every day in Santa Ana!

Travel: an economic powerhouse, job creator, community builder—indispensable and irreplaceable. Last year, travel spending left a \$1 TRILLION economic footprint on the U.S. economy and supported over 15M jobs. That's the power of our industry.

Photo credit: @vidbydrone #NTTW24 #TravelSantaAna

431 likes 4 days ago Log in to like or comment.

INDUSTRY ENGAGEMENT

Visit Milwaukee
@visitmilwaukee

It's National Travel and Tourism Week! Travel is essential for powering the economy and communities across the country.

Stay tuned this week as we continue to celebrate #NTTW24. Learn more about why tourism is important to Milwaukee: bit.ly/44NB6JQ

12:16 PM · May 20, 2024 · 3,275 Views

Visit Bentonville
5,977 followers
4d · 📍

+ Follow ✨

Outdoor rec is a huge powerhouse for the tourism industry in the #MTBCapital. From our 70+ miles of mountain biking and running trails to amazing paved and gravel opportunities, we love how passionate our community and visitors are about these amenities.

Check out how **Jamie L. Cathey, PhD**, our Outdoor Recreation Events Manager impacted our economy in 2023. #NTTW24

Visit Baltimore
9,442 followers
1w · 📍

Visit Baltimore celebrates National Travel and Tourism Week! This annual tradition honors the travel industry's critical role in powering our nation's economy, communities and connections.

We're starting the week at the **Baltimore Convention Center** where the **MARYLAND TOURISM COALITION INC** held this morning's National Travel and Tourism Week Kick Off Event. On behalf of Mayor **Brandon M. Scott** and the **City of Baltimore**, **Mac Campbell, CVP** of the Baltimore Convention Center conducted a proclamation reading followed by a panel discussion with **Al Hutchinson** (Visit Baltimore) and **Erik Hansen** (U.S. Travel Association).

Join us this week to help highlight our industry's impact and stay tuned for more coverage of this week's events. #NTTW24

visitvirginia
@VisitVirginia

Happy National Travel and Tourism Week (NTTW)! As we kick-off NTTW, Governor Glenn Youngkin has a special message about the importance of tourism in Virginia.

#NTTW24

0:08 / 1:19

Texas Travel Alliance
May 20 at 10:30 AM · 📍

This #NTTW24, let's celebrate how travel in Texas powers our economy, elevating the quality of life for Texans and creating memorable experiences for all. Here's how and why travel works for Texas

- 👉 \$94.8B spent by travelers in Texas in 2023, resulting in a \$193.8B economic impact for Texas
- 👉 \$94.8B spent by travelers in Texas in 2023, resulting in a \$193.8B economic impact for Texas
- 👉 That's equal to \$180,365 spent per minute
- 👉 1.3M jobs in Texas are supported by travel and tourism
- 👉 1.3M jobs in Texas are supported by travel and tourism
- 👉 \$9B in tax revenue generated last year by travel in Texas

The travel industry plays a pivotal role in the Texas economy. Join us in celebrating National Travel and Tourism Week by supporting our mission to strengthen travel across Texas! #NTTW24 #livesbetterinastateoftravel #texasstravel

View more travel facts on our website: <https://conta.cc/3WFlepM>

Destinations International
16,458 followers
1w · Edited · 📍

It's U.S. National Travel and Tourism Week (#NTTW24)! We've created a Spotify playlist featuring songs about all 50 states that you can listen to while you celebrate our industry's important role in boosting economies and strengthening communities. Happy listening! 🎵

<https://spoti.fi/4bHi8Ha>

Celebrate on social media with **U.S. Travel Association** by using their toolkit here: <https://lnkd.in/esbktY9>

INDUSTRY ENGAGEMENT

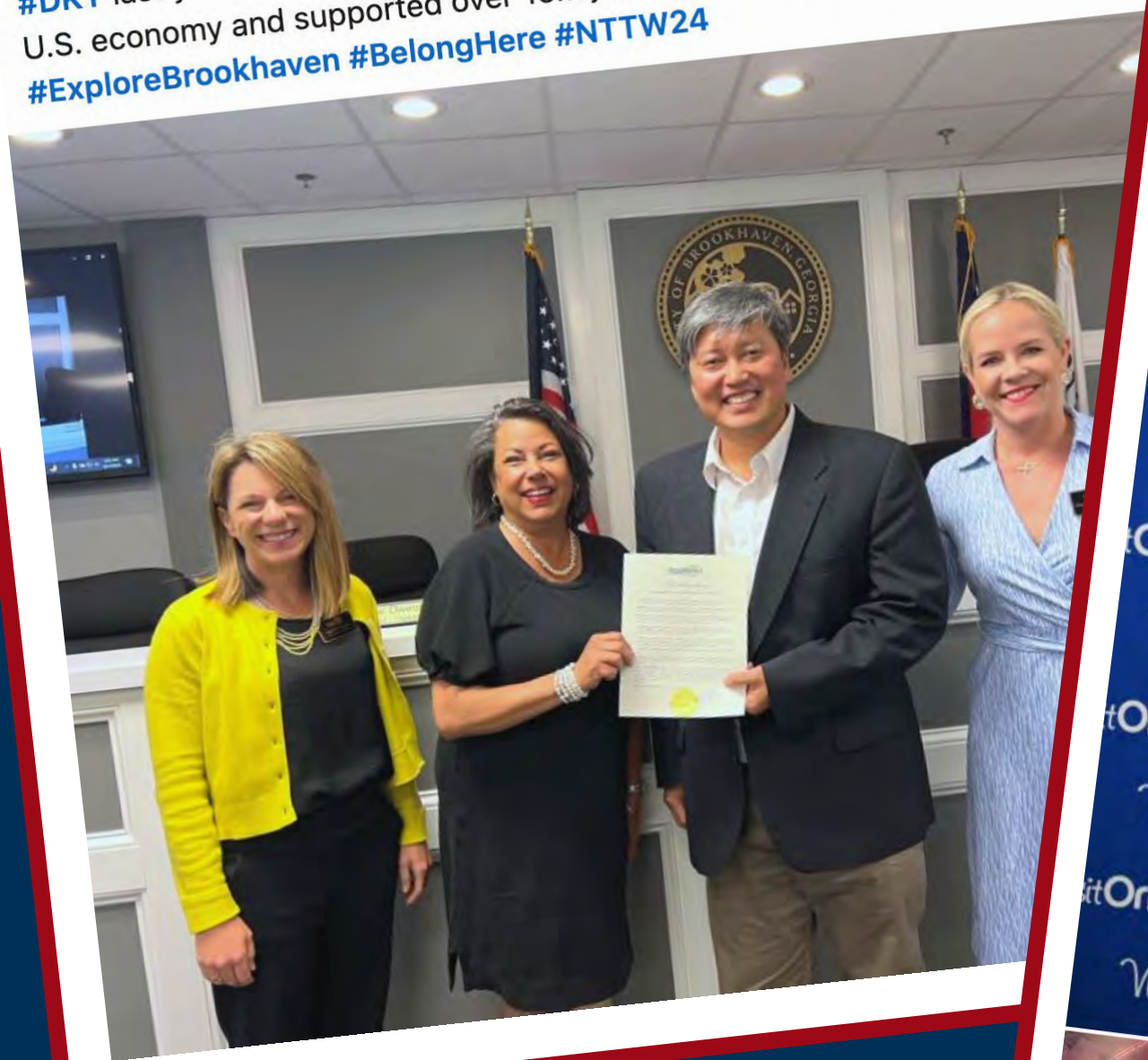
Explore Brookhaven
298 followers
1w · 🌐

+ Follow ✨ ...

We are thrilled to shared that May 19th - May 25th, 2024 has been declared as National Travel and Tourism Week in the City of Brookhaven! 🎉 This proclamation acknowledges the profound impact that the travel industry has on both the local economy of Brookhaven and the United States as a whole.

#DKY last year, travel spending left a \$2.8 TRILLION economic footprint on the U.S. economy and supported over 15M jobs. That's the power of our industry!

#ExploreBrookhaven #BelongHere #NTTW24



Central Florida Hotel & Lodging Association (CFHLA)
10,742 followers
4d · 🌐

+ Follow ✨ ...

As we continue to celebrate National Travel & Tourism Week, **Visit Orlando** announced today the incredible news that our destination welcomed 74 million visitors again in 2023. This includes the 6.13 million international visitors, which is an increase of 25% over 2022 numbers. Canada remains Orlando's top international market, with a record of more than 1.2 million visitors traveling to Orlando in 2023, the highest number from this market in Orlando's history.

This is why the **Central Florida Hotel & Lodging Association (CFHLA)**, along with Visit Orlando was proud to receive a proclamation from **Orange County Government** Mayor Jerry Demings highlighting these successes!

Thank you again to Visit Orlando, for your continued partnership with our organization and for the outstanding results! We are thrilled to see Orlando maintain its leadership position as America's most-visited destination, which continues positively benefit our local community and supports more than 50% of all sales tax revenue collected annually in Orange County. #NTTW24

#TravelForward #HospitalityStrong #CFHLA



Visit Tampa Bay
May 21 at 6:08 PM · 🌐

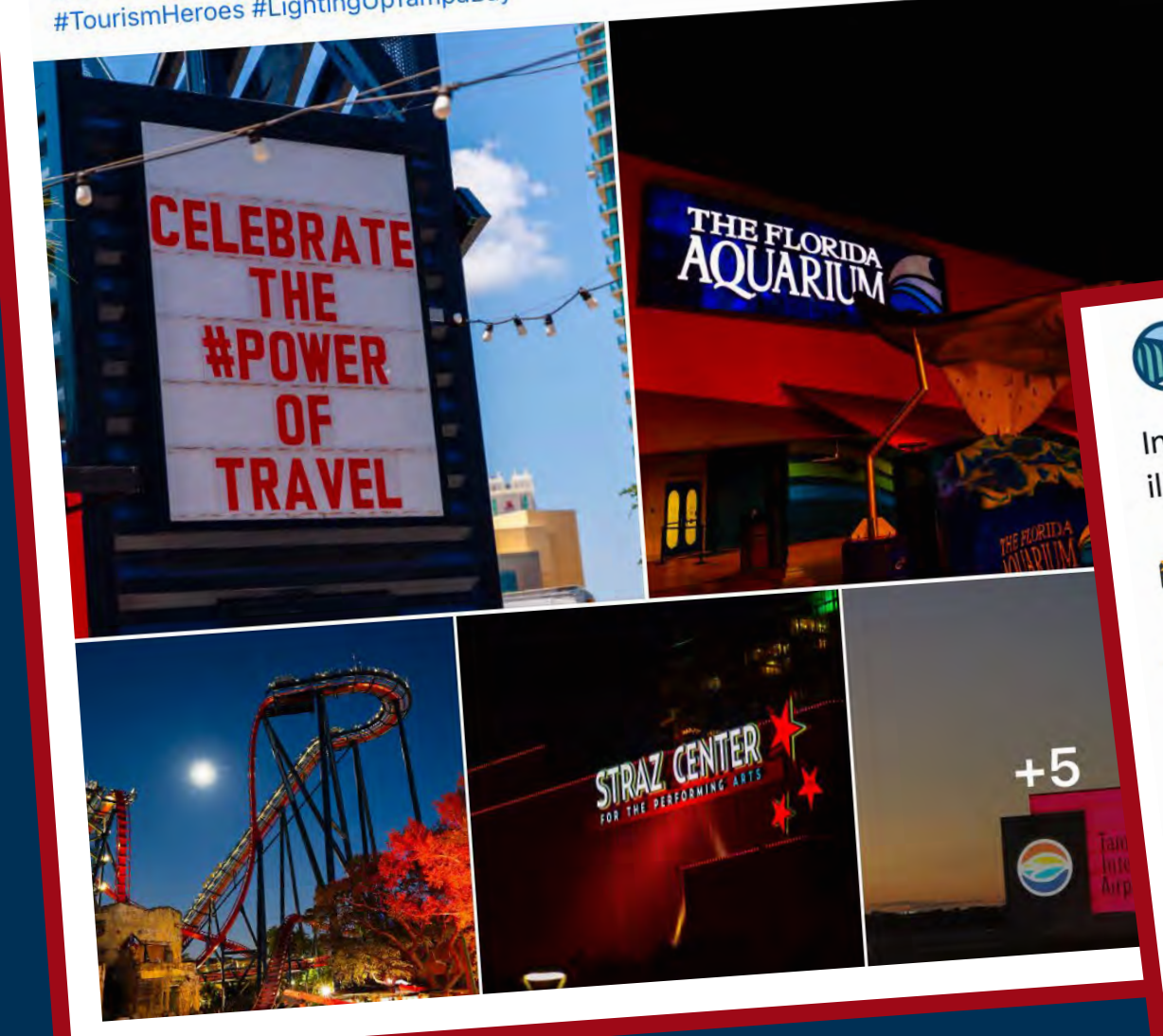
It's National Travel and Tourism Week! ❤️
Tampa Bay's landmarks will shine red, the official color of #NTTW, on select days from May 19-25. This striking display is a tribute to the power and impact of travel and tourism.

Participating Landmarks:

- Sparkman Wharf
- The Florida Aquarium
- Busch Gardens Tampa Bay
- Straz Center for the Performing Arts
- Tampa International Airport
- Old City Hall
- Curtis Hixon Waterfront Park
- Kennedy Blvd. Bridge
- Platt St. Bridge
- Tampa Riverwalk

Join us in honoring our local tourism industry and its remarkable contributions to our community. ❤️👏

#NTTW2024 #PowerOfTravel #VisitTampaBay #EconomicImpact #CommunityGrowth #TourismHeroes #LightingUpTampaBay

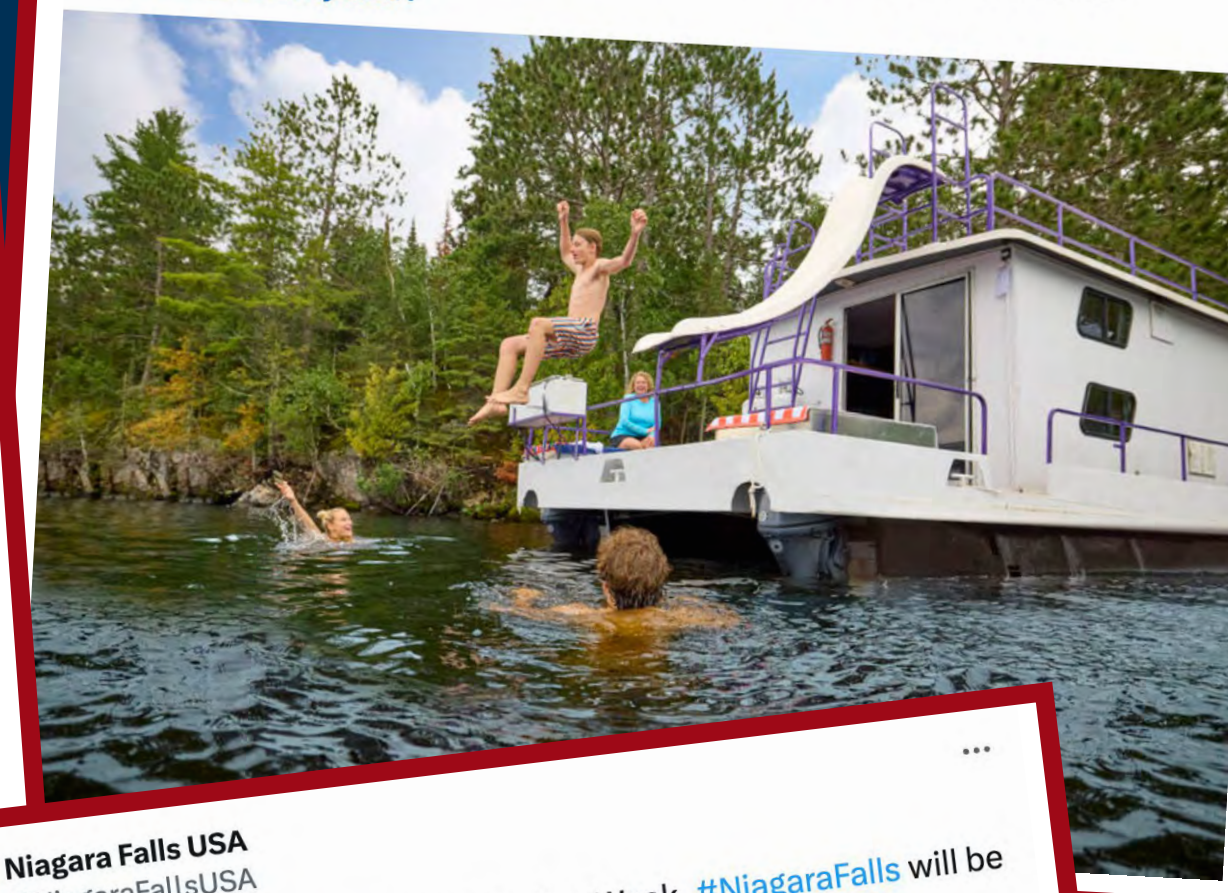


Explore Minnesota
4,988 followers
4d · 🌐

+ Follow ✨ ...

This National Travel and Tourism Week, let's celebrate how the travel industry powers the economy, connects our people, creates quality job opportunities, and supports our communities. Travel is invaluable to America's success.

#NTTW24 #OnlyinMN



Niagara Falls USA
@NiagaraFallsUSA

In celebration of National Travel and Tourism Week, #NiagaraFalls will be illuminated red this evening from 10:15-10:30 p.m.

📷: Instagrammer shirina.yu

@UStavel | #NTTW24



INDUSTRY ENGAGEMENT

lehighvalleypa and flyabe_
d.higgs • Feels Good (Instrumental)

lehighvalleypa To celebrate #NationalTravelAndTourismWeek, we decided to say "hi all" to folks travelling through our friendly neighborhood airport, @flyabe_! →

When we support travel and tourism, we support our local economies. We're so proud to champion visitorship in our beautiful region and, of course, rock it with pride wherever we go!

#LehighValleyPA #NTTW24

1w

343 likes

Adam Burke • 2nd
President & CEO at Los Angeles Tourism ...
1w

Tourism is Indispensable.

This week, we're joining our friends at [U.S. Travel Association](#) and colleagues across the industry to celebrate National Travel and Tourism Week, and the vital contributions that visitors make to communities around the world!

In 2023 alone, visitors to our City of Angels:

- * Supported more than 530,000 jobs across every LA neighborhood
- * Generated over \$40 billion in revenues for over 1,100 local businesses, including hundreds of small and diverse-owned businesses
- * Contributed over \$290 million to the City's General Fund, providing essential services to all Angelenos
- * Saved every LA County household an average of \$965 on their annual tax bill thanks to the state and local taxes generated by tourism

Visit the [Los Angeles Tourism & Convention Board](#) LinkedIn page all week where we'll share more information about the indispensable role that travel and tourism plays in LA's economy and community.

To get you started, we've produced a short video highlighting just a few of the local businesses who depend on tourism for their livelihoods. Check it out below!

#NTTW24

New Orleans & Company
13,624 followers
1w

Happy National Travel and Tourism Week! ([U.S. Travel Association](#)) We kicked off our week-long celebration this year with our team gathering at the Louis Armstrong New Orleans International Airport to honor our city's rideshare and taxi drivers. Over 400 bagged lunches were distributed in recognition of Transportation Appreciation Day, marking a meaningful start to hashtag #NTTW24. These hardworking individuals are essential in keeping our city moving smoothly. Your dedication is truly appreciated! Thank you for all that you do for NOLA!

Click the link below to RSVP for upcoming #NTTW24 events this week: <https://lnkd.in/g827FPJ2>



thisisCLE • Follow

thisisCLE The Terminal Tower glowed last night to kick off National Travel and Tourism Week.

Every day, Cleveland's travel, tourism and hospitality industry aims to create connections and offer visitors from all over a sneak peek into the vibrant life in The Land.

Have a friend planning to visit The Land? Send them our "Move to Cleveland" page - full of itineraries, resources and ways to live it up while exploring The CLE:

<https://bit.ly/MovetoCLE>

734 likes
May 20

Log in to like or comment.

visitestespark • Follow
Original audio

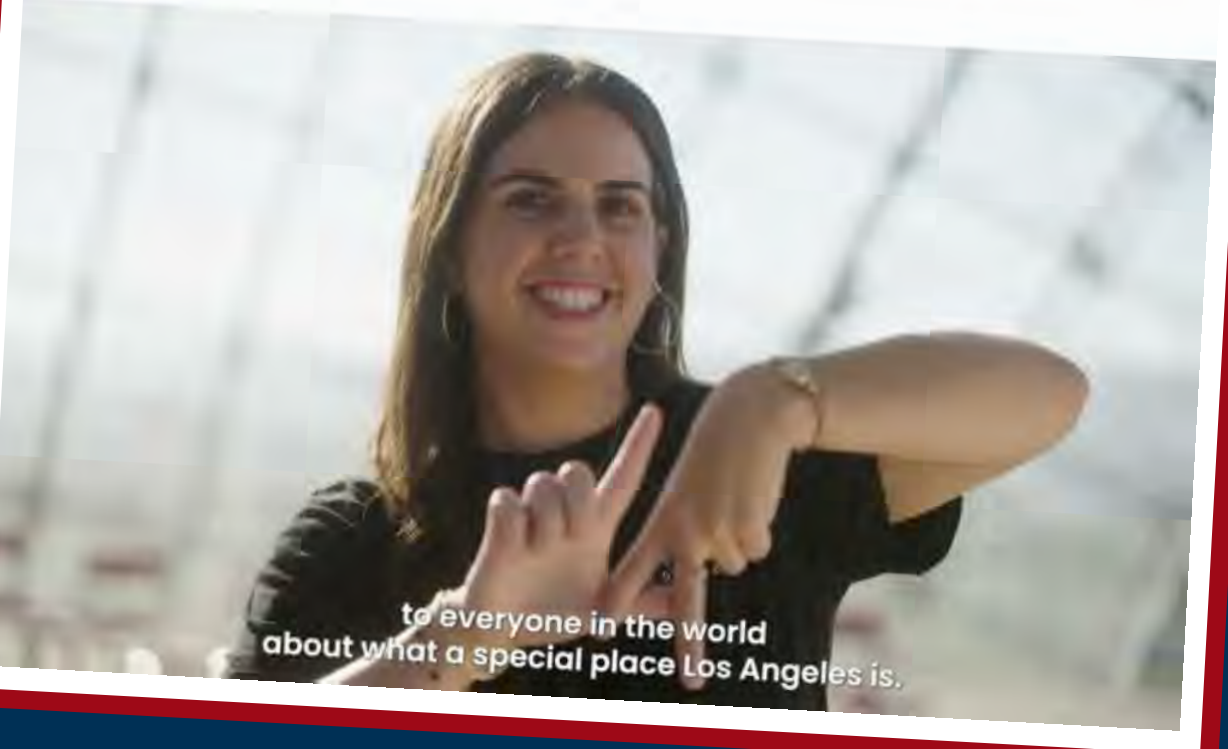
visitestespark 🎉 Happy National Travel and Tourism Week 2024! 🎉

This week, we're celebrating the heart and soul of Estes Park's tourism: our incredible tourism workforce! Their dedication is what makes our destination so special. To show our appreciation, we launched Estes Experiences Week, currently underway!

Our community came together to offer exclusive free and discounted activities for our workforce all through the week. These activities will allow them to enjoy Estes Park like guests and experience the magic they help create every day. These experiences will also equip them with first-hand knowledge to

Tourism is the heartbeat of Estes Park

404 likes
May 20



Marriott Memphis East
May 21 at 5:00 PM

In celebration of National Travel and Tourism Week, we joined [Memphis Travel](#), Clean Memphis, and many of our fellow hospitality professionals for the Clean Memphis Event. We flooded the streets of Downtown Memphis and picked up trash in an effort to keep the city that we love so much clean. In order to see a change you must first be the change! What a great way to start our morning! [I Love Memphis](#) [U.S. Travel Association](#)

#NTTW24 #MemphisNTTW24 #RemingtonHospitality #room... See more

ELECTED OFFICIALS ENGAGEMENT

Gus Bilirakis
@RepGusBilirakis

As Co-Chair of the Travel and Tourism Caucus, I work to support this critical sector of our economy. The travel industry is essential to America's success-it's an economic powerhouse that unites people, benefits society and is paramount to US global competitiveness.
[#NTTW](#)

THE POWER OF TRAVEL:
\$2.8 TRILLION
ECONOMIC FOOTPRINT
2.5%
OF THE U.S. GDP
15 MILLION
AMERICAN JOBS
NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 19-25, 2024

Congressman John Rose
@RepJohnRose

The Volunteer State is blessed with attractions in every corner of our state, garnering a record number of visitors seemingly every year.

This National Travel and Tourism Week, I hope you'll take a moment to appreciate just how fortunate we are to call Tennessee home. [#NTTW24](#)

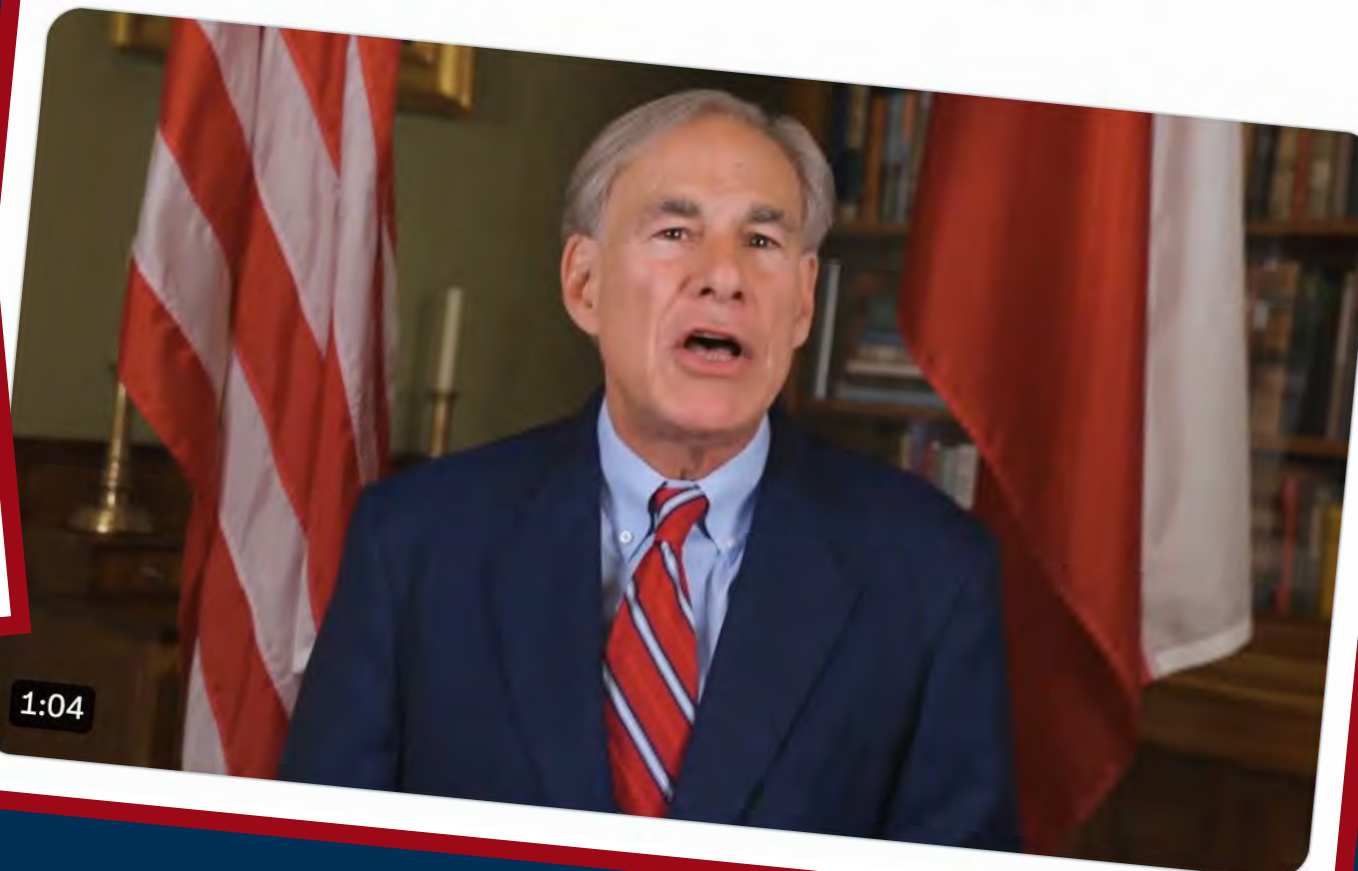
Greg Abbott
@GregAbbott_TX

Proud to recognize May 19-25 as Travel and Tourism Week in Texas.

Texas is the premier travel destination in the U.S.

With more than 250,000 miles of experiences, there are endless opportunities to experience Texas history, natural beauty, and more.

Plan a trip today!



1:04

Gov. Doug Burgum
@GovDougBurgum

Travel plays an integral role in North Dakota, contributing to a strong U.S. economy, creating jobs and strengthening our state's culture and identity.

It's [#NationalTravelandTourismWeek](#), let's celebrate all that travel does for our state now and in the future.

Travel North Dakota @NorthDakota · May 20
Celebrate [#NationalTravelAndTourismWeek](#) by discovering the beauty of our legendary North Dakota. 📍

Uncrowded outdoor adventures, breathtaking views, charming communities, and endless family-friendly experiences await. 📍 ...
[Show more](#)



Senator Jacky Rosen
@SenJackyRosen

[#NationalTourismWeek](#) may be coming to an end... but every week in Nevada is tourism week! 🚗 ✈️

Tourism is our state's largest industry, & as chair of the Senate tourism subcommittee, I remain committed to standing up for this critical sector & the good-paying jobs it creates.

1:07 PM · May 25, 2024 · 1,548 Views

AND THERE WERE **SO MANY MORE** ACTIVATIONS AND POSTS!

Thank you **FOR HELPING TO**
CELEBRATE #NTTW24!



NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 19-25, 2024
Powered by U.S. Travel Association