**SAMPLE BLOG POST**

**How to use:** Draft your blog post using the outline below, replacing text in red with destination/organization-specific stats and anecdotes. Feel free to tweak remaining copy as you see fit.

**Useful resources:** U.S. Travel’s [Economic Impact Map](https://www.ustravel.org/economic-impact) and [Travel Economic Impact Calculator](https://www.ustravel.org/research/travel-economic-impact-calculator-teic).

**Travel Then and Now in CITY/STATE**

Even if we weren’t there at the time, many are likely familiar with LOCAL FACT/HISTORICAL EVENT RELEVANT TO TOURISM OR A POPULAR ATTRACTION, i.e. “*those iconic black-and-white photos of the opening day of Disneyland in 1955*”. It’s amazing how much has changed over the years GIVE EXAMPLES OF GROWTH, CHANGES, NEW CONSTRUCTION, NEW VISITOR NUMBERS, ETC.

One thing that has stayed remarkably the same, though: our industry’s unique emphasis on welcoming visitors from near and far, which has helped position travel and tourism as an economic power in the lives of LOCAL RESIDENTS.

Nationwide, the travel industry is a top-10 employer in 49 states and the District of Columbia. International travel is our country’s [No. 2 export](https://www.ustravel.org/system/files/media_root/document/Research_Fact-Sheet_International-Inbound.pdf). One in nine Americans depend on travel to and within the U.S. for their employment—and it’s not just those directly working in the travel industry, either: overall, travel supports 15.6 million jobs and is a $2.4 trillion U.S. industry.

In 2017, travel generated $75.6 billion in state and local tax revenue, more than enough to pay all state and local police and fire fighters, or 1.25 million public school teachers (preschool and k—12) across the U.S.

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

Think back on how travel to CITY/STATE looked for a visitor in BYGONE YEAR. You’re probably conjuring up images of quaint mom-and-pop businesses, like tour operators, hotels and restaurants, fueled by eager visitors wearing STYLE OF THE DAY, i.e. “*bellbottoms and leisure suits*”. Now re-envision 2018: the clothing styles may have changed, but the strength of small businesses supported by travel has not. LARGE TRAVEL-RELATED CORPORATION/HOTEL/ATTRACTION i.e. “Disney” may be a big name around here, but in fact, 84 percent of travel and travel-related businesses are small businesses. Take, for example, SMALLER LOCAL TRAVEL BUSINESS, MAYBE ONE THAT’S BEEN AROUND FOR A WHILE, STATS ABOUT THEIR JOBS SUPPORTED/IMPACT, ETC.

That’s why it’s so important to keep welcoming visitors to CITY/STATE—and why our industry is highlighting “Travel Then and Now” during National Travel and Tourism Week (NTTW) 2018, May 6-12. We encourage you to join us in observing NTTW this year, and celebrate all that travel does for CITY/STATE, 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 your member of Congress** and tell them about why travel is important to LOCATION/DESTINATION.
* **Get social** and engage with the #NTTW18 hashtag on Twitter, Facebook and Instagram.
* **Share your welcome** with simple gestures such as a video message or picture and put that on your social media feed.

For more great ideas and resources, check out this [toolkit](https://www.ustravel.org/toolkit/national-travel-and-tourism-week) from the 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 an important part of our daily lives in CITY/STATE.