

NATIONAL **TRAVEL & TOURISM** WEEK
MAY 1-7, 2022

INDUSTRY TOOLKIT

#FutureOfTravel

WHY IT MATTERS

The past two years have been the hardest the travel industry has ever faced. Lengthy closures. Record job loss. Difficulty rehiring. Uncertainty and anxiety. A life without travel and in-person connections was hard.

But now, for National Travel and Tourism Week, the industry is setting our eyes on the future—the #FutureOfTravel. A future where friends, family and colleagues can reconnect. Where hopping on a flight is just as easy, and better, than hopping on Zoom. Where traveling from one place to another is faster, more seamless and safer than ever before. Where inclusivity thrives and diversity drives innovation and connection. And a future where travel is once again the heartbeat of American communities and businesses, welcoming travelers from around the globe to dive into what can only be experienced here—and in person.

The **#FutureOfTravel** is driven by all of us—in every corner of our country and every sector of our industry. **A brighter future starts today, in our own backyards.**

[LEARN MORE >](#)

BRANDING AND LOGOS

The NTTW logo identifies National Travel & Tourism Week on all forms of communication. “Powered by U.S. Travel Association” is aligned with the main logo in a subtle grey. The NTTW logo cannot be separated from this text.

The NTTW logo should always appear in the correct form and colors as specified in the brand guidelines document. It should be displayed clearly and in a prominent location, independent of other elements.



[DOWNLOAD LOGO AND BRAND GUIDELINES >](#)

WAYS TO ENGAGE AND GET INVOLVED

National Travel and Tourism Week (NTTW) 2022 recognizes the **#FutureOfTravel** and the industry's important role in bringing back our vibrant communities, serving as a local and global economic driver, rebuilding our workforce and reconnecting America.

- » **Share** the News
- » **Highlight** on Social
- » **Connect** with Local Officials
- » **Celebrate** In-person
- » **Spotlight** Small Business
- » **Display** the Future of Travel in Your Community
- » **Show Gratitude** Toward your Employees and Colleagues



DOWNLOAD HOW TO GET INVOLVED GUIDE >

SOCIAL AND GRAPHICS

Utilize our social guide and sample social copy to communicate the economic, social and community-wide benefits of travel.

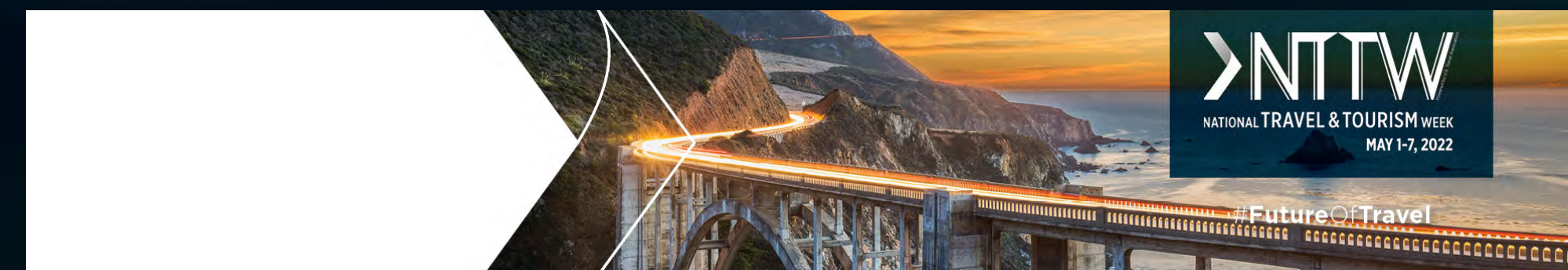
[DOWNLOAD SOCIAL GUIDE >](#)

Use the suite of **#FutureOfTravel** graphics and post on your channels throughout National Travel and Tourism Week.

[DOWNLOAD SOCIAL GRAPHICS >](#)

Bonus: Use the **#FutureOfTravel** social headers on your personal or business social accounts.

[DOWNLOAD SOCIAL HEADERS >](#)



IS YOUR ORGANIZATION ON TIKTOK?

Check out the newly-added TikTok How-To Guide for tips and tricks on starting an account, creating and editing videos, plus recommendations for more advanced resources.

[DOWNLOAD TIKTOK GUIDE >](#)

TAP INTO THEMES ON SOCIAL

SUNDAY - 5/1

THE #FUTUREOFTRAVEL IS INNOVATION

New technology at the airport? New modes of transportation around town? Share how travel is changing around you.

MONDAY - 5/2

THE #FUTUREOFTRAVEL IS FACILITATING RECOVERY

Publish an op-ed on the economic impact of travel on your local economy.

BONUS

5/2 | SAVE THE DATE

TURN TWITTER RED

Help us start out with a bang on Monday of National Travel and Tourism Week by posting a special-edition **RED #FutureOfTravel** graphic to your Twitter feed. Be on the lookout for the release of this graphic in the coming weeks.

TUESDAY - 5/3

THE #FUTUREOFTRAVEL IS INCREASING GLOBAL COMPETITIVENESS

Tell Congress how vital international travel is to your organization/destination and why its so important to compete for international tourism dollars.

WEDNESDAY - 5/4

THE #FUTUREOFTRAVEL IS REBUILDING AMERICA'S WORKFORCE

Contact your lawmakers to share how restoring travel creates jobs or highlight the faces of travel in your org/destination to demonstrate the benefits of a travel career.

THURSDAY - 5/5

THE #FUTUREOFTRAVEL IS MORE INCLUSIVE

Write a blog post on how our industry is championing and celebrating diversity—in its people, places and POVs.

FRIDAY - 5/6

THE #FUTUREOFTRAVEL IS IN PERSON

Highlight how your organization celebrated NTTW with an industry event this week.

SATURDAY - 5/7

THE #FUTUREOFTRAVEL IS NOW

Share on social how travel is an essential industry in your community.

5.2.22 | GO BIG. GO RED FOR NTTW.

TURN TWITTER RED
AS A UNITED INDUSTRY
ON MONDAY, MAY 2 BY
POSTING **THIS GIF**



DOWNLOAD THE SPECIAL EDITION RED GIF >

NEW

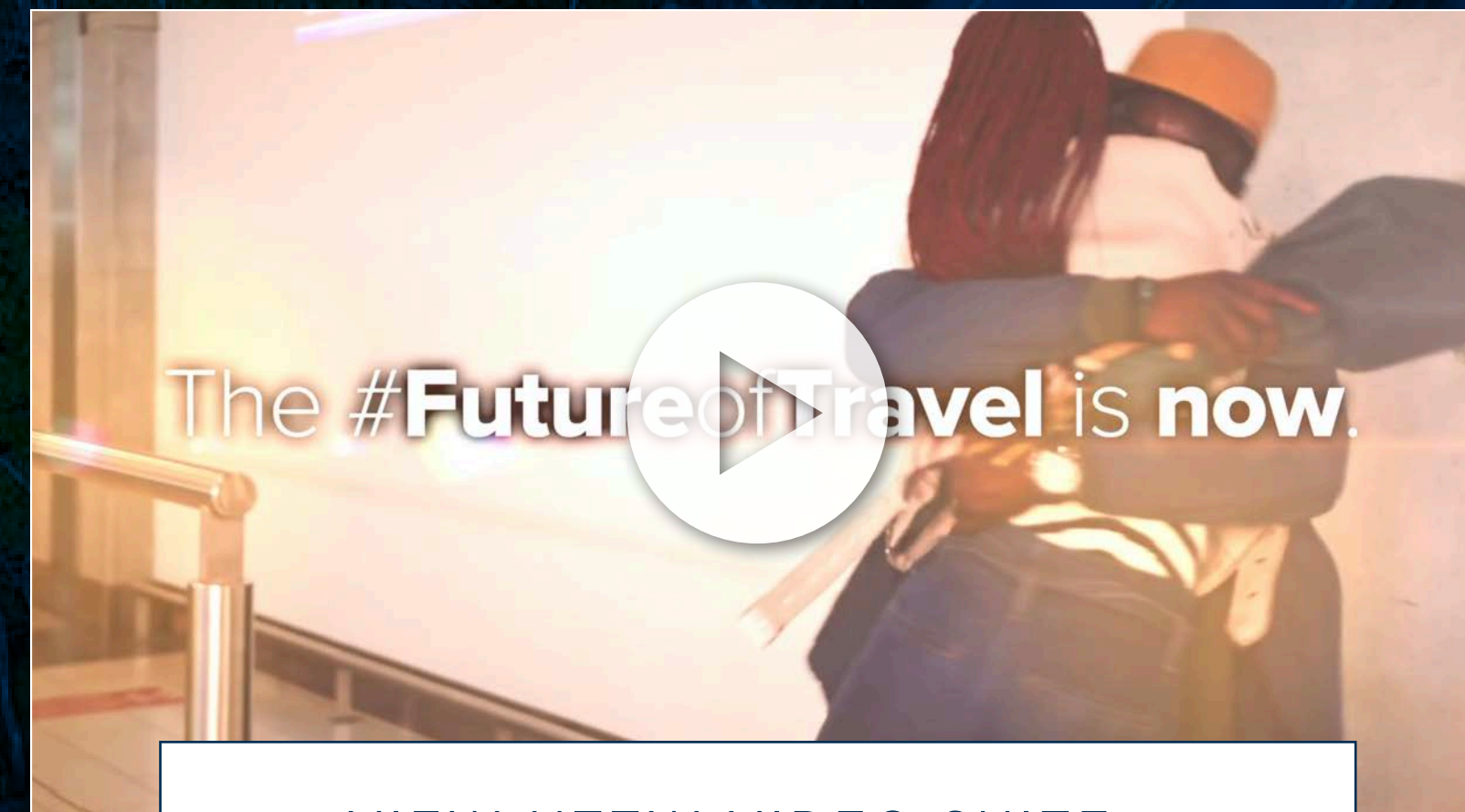
VIDEOS & ZOOM BACKGROUNDS

This year's NTTW theme video is all about the **#FutureOfTravel**—a brief reflection on where we have been, and an emphasis on where, as an industry, we are going.

Share it across all platforms, within blogs and newsletters or wherever best fits with your **#NTTW22** communications.

Use the special edition 0:15 social media videos to punch up your **#NTTW22** social media plan.

BONUS: Not in-person? Use the Zoom backgrounds to weave the **#FutureOfTravel** into your meetings all week long.



[VIEW NTTW VIDEO SUITE >](#)



[DOWNLOAD ZOOM BACKGROUNDS >](#)

INDUSTRY TALKING POINTS

Our voices are stronger together and during National Travel and Tourism Week, we have an opportunity to convey the importance of travel to the U.S. economy and communities—and to educate on what the **#FutureOfTravel** means for us all.

Use the Industry Talking Points to guide key messages on economic impact and the value of travel for **#NTTW22**.

[DOWNLOAD INDUSTRY TALKING POINTS >](#)

INDUSTRY TALKING POINTS

NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 1-7, 2022

PRIMARY MESSAGE
National Travel and Tourism Week (NTTW) 2022 celebrates the **#FutureOfTravel** and the industry's role in fostering vibrant communities, driving innovation, facilitating recovery and powering the U.S. economy—in every corner of our country.

SECONDARY MESSAGES
Together, we have overcome our industry's most devastating crisis—and now, the importance of travel is clearer than ever before. As we shift our focus forward, together, we are defining a more innovative, inclusive and globally competitive **#FutureOfTravel**.

ECONOMIC IMPACT

- Prior to the COVID-19 pandemic, the travel and tourism industry was a significant contributor to the U.S. economy and exports, generating **\$2.6 TRILLION** in economic impact.
- Travel spending remained at only 78% of 2019 totals in 2021—a **LOSS OF \$600 BILLION** in potential economic impact in 2021 alone—much of which is due to the lagging recovery of the international inbound, business meetings and events sectors.
- The leisure & hospitality industry accounted for 11% of pre-pandemic U.S. employment but represented a staggering **73% OF ALL JOBS STILL LOST** in February 2022.
- Travel is critical to powering our community, the U.S. economy and American workforce.
- Travel is an incredibly resilient industry and an essential economic driver, spurring growth for businesses and communities across our country.
- A robust recovery requires the full return of international inbound and business travel, meetings and events, which can be done in a healthy and safe way.

TRAVEL DRIVES GROWTH AND CONNECTION

- Travel is an indispensable source of job creation. The faster we can restore travel to and throughout our country, the faster we can create and rebuild American jobs.
- Promoting America as a premier destination for global travelers has never been more important. The **FUTURE OF TRAVEL** is connecting the U.S. with the global community and safely welcoming back international travelers.
- Through best-practice protocols, meeting spaces and event organizers are making it safer and easier for U.S. business travelers to get back on the road and back to business—reconnecting and rebuilding key relationships.
- By showcasing the **FUTURE OF TRAVEL**, we can visualize its importance as an investment in infrastructure and innovative technologies that will improve travel facilitation and enhance security.
- America is one of the most diverse countries in the world—the **FUTURE OF TRAVEL** reflects and incorporates the diverse people, places and POVs that make our country, destinations and communities so unique.
- Congress and our elected leaders must do all they can to provide support for our industry so that the **FUTURE OF TRAVEL** can help drive our nation forward and power a full, even economic recovery.

1100 New York Avenue, NW Suite 450 Washington, D.C. 20005 | TEL 202.408.8422 | ustravel.org

U.S. TRAVEL
UNITE TO REBUILD

SAMPLE OP-ED, PRESS RELEASE & BLOG

Get the word out about NTTW 2022 to your networks and local media and share what the **#FutureOfTravel** means for our industry and for America.

Share an op-ed on the **#FutureOfTravel** and policies for a better tomorrow.

[DOWNLOAD SAMPLE OP-ED >](#)

Utilize our sample press release to celebrate and spotlight the **#FutureOfTravel**.

[DOWNLOAD SAMPLE PRESS RELEASE >](#)

Post a blog to share how your destination or organization is participating in **#NTTW22**.

[DOWNLOAD SAMPLE BLOG >](#)





CONGRESSIONAL TALKING POINTS & SAMPLE PROCLAMATION

Our voices are a powerful tool for communicating the critical importance travel holds in America. Use our Congressional Talkin Points to drive home the benefits of the **#FutureOfTravel** to your member of Congress and other local officials.



[DOWNLOAD CONGRESSIONAL TALKING POINTS >](#)

Recognize the importace of NTTW and increase public awareness by issuing a proclamation.



[DOWNLOAD SAMPLE PROCLAMATION >](#)





HOW TO PARTICIPATE: ELECTED OFFICIAL GUIDE



From practical ways to support NTTW, to a sample floor statement and Twitter copy, this guide makes it simple for elected officials to add their voice as we celebrate the **#FutureOfTravel**.

DOWNLOAD ELECTED OFFICIAL GUIDE >

FOLLOW U.S. TRAVEL ON SOCIAL MEDIA:



Twitter:
[@USTravel](https://twitter.com/USTravel)



Instagram:
[@USTravel_Association](https://www.instagram.com/USTravel_Association)



Facebook:
[@U.S.TravelAssociation](https://www.facebook.com/U.S.TravelAssociation)



LinkedIn:
[@USTravelAssociation](https://www.linkedin.com/company/USTravelAssociation)

Contact us at nttw@ustravel.org and a member of our team will be happy to assist.