



NATIONAL TRAVEL & TOURISM WEEK

MAY 7-13, 2023

# INDUSTRY TOOLKIT





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## Logo & Brand Guidelines

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**





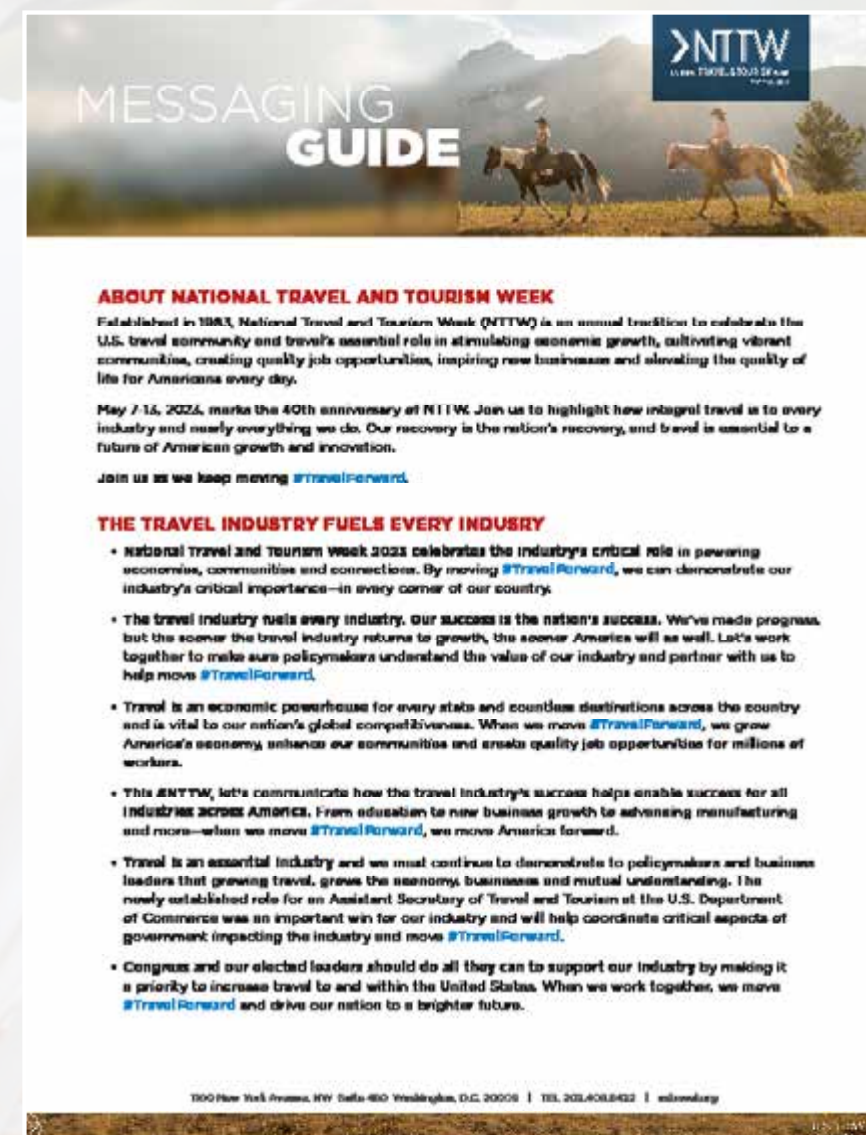
# Theme & Messaging

NTTW 2023 celebrates the industry's critical role in powering economies, communities and connections. By moving **#TravelForward**, we demonstrate our industry's importance.

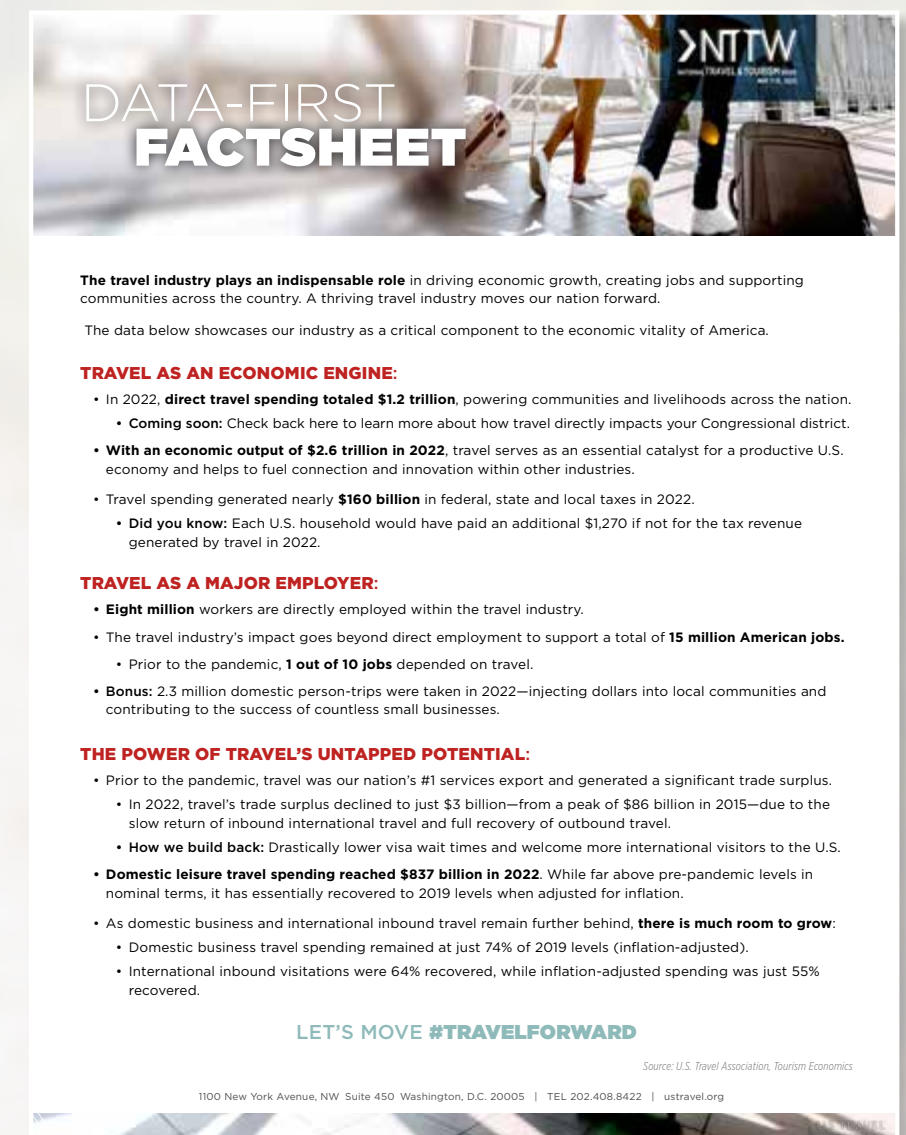
The travel industry fuels every industry, in every community—and our success is the nation's success. From education to new business growth to advancing manufacturing and more—when we move **#TravelForward**, we move America forward.



DOWNLOAD AND SHARE **THE NTTW VIDEO**



MESSAGING GUIDE



DATA FACTSHEET




# Ways to Engage


Your engagement is crucial to magnifying this message and moving **#TravelForward**. Use the [guide](#) to get started.

**MAY 7-13, 2023**

SUN

 **Kick-off**  
by posting the  
NTTW [video](#) on  
social

MON


 Highlight the  
week with a [press  
release](#) or **blog**

*Sample coming soon*

TUES

 Share the  
special **40 years**  
of NTTW [video](#) or  
[GIF](#)

WED

 Issue a  
[proclamation](#)  
alongside a local  
official

*Sample coming soon*


THURS

 Host a **travel  
rally** with local  
partners

FRI

 Throw an  
appreciation event  
for your travel  
**workforce**

SAT

 Recap an  
impactful week on  
social

EXPLORE ALL THE **WAYS TO ENGAGE**





# Social Copy & Graphics

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

DOWNLOAD **SOCIAL GUIDE** »

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

**Bonus:** Apply **#nttw23** social headers to your personal or business social accounts.

DOWNLOAD **SOCIAL GRAPHICS** »





# Spotlighting 40 Years of NTTW

On **TUESDAY, MAY 9**, join the industry by sharing this special edition 40th anniversary graphic which pays tribute to travel's vital role in fueling America.

Use the **copy below** and download the GIF/video.

This year marks the 40<sup>th</sup> anniversary of National Travel and Tourism Week. Let's amplify the essential and integral role travel plays in every industry and nearly everything we do. Our success is the nation's success, and together, we will keep moving **#TravelForward**. **#nttw23**



GIF

DOWNLOAD THE 40<sup>TH</sup> ANNIVERSARY GIF/VIDEO





# Press Release & Proclamation

Utilize the **#nttw23** sample press release and proclamation templates to increase awareness of travel's impact in the public and media—plus, to help educate on the ways we are moving **#TravelForward**.

DOWNLOAD **PRESS RELEASE**



DOWNLOAD **PROCLAMATION**



## KEEP *exploring*

ACCESS THE **FULL TOOLKIT**



**Questions?** Email us at [nttw@ustravel.org](mailto:nttw@ustravel.org).