



Logo & Brand Guidelines

Ways to Engage

40 Years of NTTW

Theme & Messaging

Social Graphics

O7
Press Release
& Proclamation

# 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 communityand 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.



MESSAGING

#### ABOUT NATIONAL TRAVEL AND TOURISM WEEK

U.S. travel community and travel's assemble role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.

May 7-15, 2025, marks the 40th announcery of NTTW. Join us to highlight how integral travel is to every inclusive and marky everything we do. Our recovery is the nation's recovery, and travel is essential to a future of American growth and innovation.

#### n us as we keep moving stransliferward.

- National Travel and Tourism Week 2022 celebrates the industry's critical role in prevening according, communities and connections. By moving #Travel Purpard, we can demonstrate our industry's critical incordance—in every corner of our country.
- The travel industry fuels every industry. Our success is the nation's success. We've made progress, set the scores the travel industry returns to growth, the scores America will as well. Let's work segether to make sure policymakers understand the value of our industry and pertner with us to selp move \$TravelForward.
- Travel is an economic powerhouse for every state and counties destinations across the country and is vital to our entire's global competitivenes. When we move affirmation, we grow America's economy, unbance our communities and areats quality jets apportunities for millions of sections.
- This SNYTW, let's communicate how the travel industry's success helps enable success for all industries across Americs. From education to new business growth to advenning manufacturin and more—when we move SYTOMS PROPERTY, we move Americs forward.
- Travel is an essential industry and we must continue to demonstrate to policymature and busin leaders that growing travel, grows the economy, businesses and mutual understanding. The mostly established role for an Assistant Secretary of Travel and Tourism at the U.S. Department of Commerce was an important win for our industry and will help coordinate critical aspects of
- Congruss and our elected leaders should do all they can to support our industry by making it
  is priority to increase travel to and within the United Status. When we work together, we move
  attravel Forward and drive our nation to a brighter fature.

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MESSAGING GUIDE



The travel industry plays an indispensable role in driving economic growth, creating jobs and supporting

The data below showcases our industry as a critical component to the economic vitality of America

#### TRAVEL AS AN ECONOMIC ENGINE:

- In 2022, direct travel spending totaled \$1.2 trillion, powering communities and livelihoods across the nation.
   Coming soon: Check back here to learn more about how travel directly impacts your Congressional district.
- With an economic output of \$2.6 trillion in 2022, travel serves as an essential catalyst for a productive U.S
  economy and helps to fuel connection and innovation within other industries.
- Travel spending generated nearly **\$160 billion** in federal, state and local taxes in 2022.
- Did you know: Each U.S. household would have paid an additional \$1,270 if not for the tax revent generated by travel in 2022.

#### TRAVEL AS A MAJOR EMPLOYE

- Eight million workers are directly employed within the travel industry.

  The travel industry's impact goes howard direct employment to support
- The travel industry's impact goes beyond direct employment to support a total of 15 million American job
   Prior to the pandemic, 1 out of 10 jobs depended on travel.
- contributing to the success of countless small businesses.

#### HE POWER OF TRAVEL'S UNTAPPED POTENTIAL:

- Prior to the pandemic, travel was our nation's #1 services export and generated a significant trade surp
   In 2022, travel's trade surplus declined to just \$3 billion—from a peak of \$86 billion in 2015—due to
   slow return of inbound international travel and full recovery of outbound travel.
- How we build back: Drastically lower visa wait times and welcome more international visitors to the U.S.

   Demonstrate below the production when the Control of Control
- nominal terms, it has essentially recovered to 2019 levels when adjusted for inflation.
- As domestic business and international inbound travel remain rurner benind, there is much room to it

   Domestic business travel spending remained at just 74% of 2019 levels (inflation-adjusted).
   International inhound visitations were 64% recovered, while inflation-adjusted spending was just 5

#### LET'S MOVE #TRAVELFORWARD

Source: U.S. Travel Association, Tourism Economic

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

DATA FACTSHEET

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# 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 <u>video</u> on social

### MON

Highlight the week with a press release or blog

Sample coming soon

### TUES

Share the special **40 years** of NTTW <u>video</u> 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











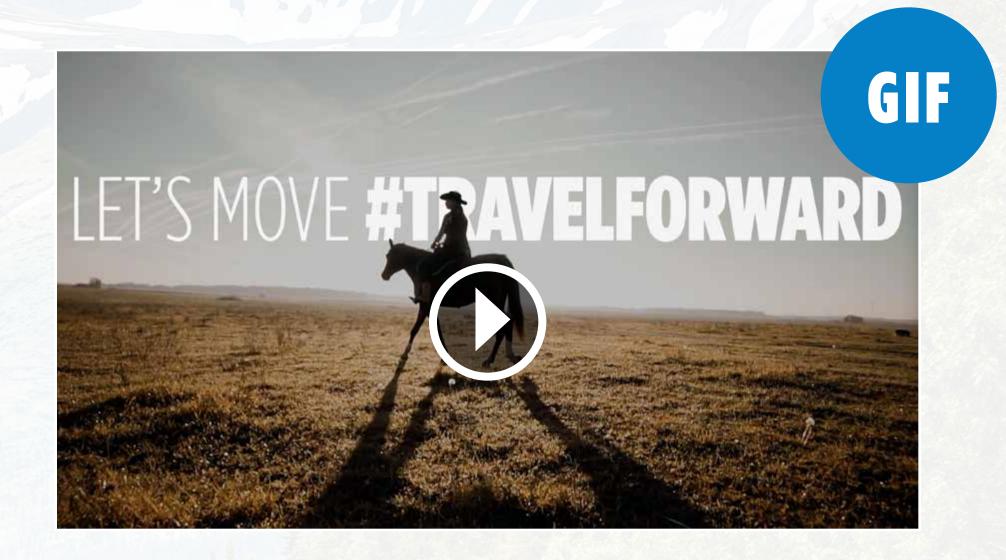


# Spotlighting 40 Years of NTTW

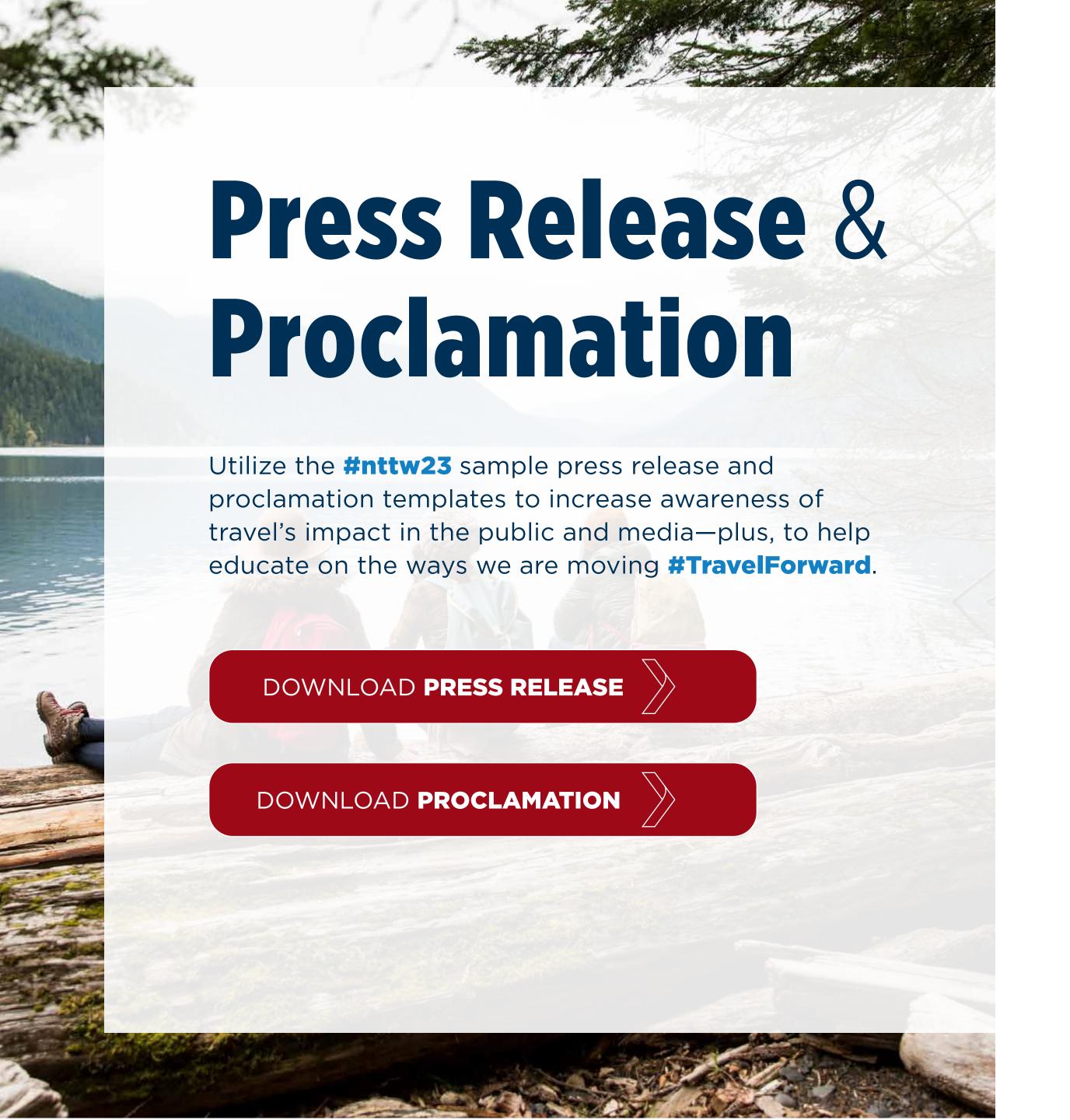
On TUESDAY, MAY 9, join the industry by sharing this special edition 40th anniversary graphic which pays tribute to travel's vital role in fueling America.

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** 



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





ACCESS THE FULL TOOLKIT

Questions? Email us at nttw@ustravel.org.