OUR IMPACT BY THE NUMBERS

140+ million IMPRESSIONS
30+ million PEOPLE REACHED

2K+ MEDIA MENTIONS
130+ ENGAGED ELECTED OFFICIALS
80+ PROCLAMATIONS ISSUED

THOUSANDS OF organizations FROM ALL 50 STATES, PR & USVI ACTIVATED
SOCIAL ENGAGEMENT
SOCIAL ENGAGEMENT

Visitors spend about $3.04B in Irving, Texas annually.

JW Marriott is proud to be a part of an industry that drives forward growth, innovation, education, training and operations. Join us in celebrating National Travel and Tourism Week and helping to highlight our industry’s impact! #ittw23 #It4Aviation

40 reasons why you should visit Chicago
Publication on May 8, 2023 by Chicago Magazine
SOCIAL ENGAGEMENT

The best part about working in the travel and tourism industry is the amazing experiences that you get to share with so many great people, many of whom become lifelong friends.

"Steady George, CEO

In 2023, inbound overseas travel resumed to Philadelphia International Airport (PHL) and global visitors were back in Philadelphia's hotels, attractions, shops, and restaurants. During NTTW, we're making sure the heart impact overseas travel has on the local economy.

#NTTW23 #TravelAndTourism #GlobalTravel

ECONOMIC Impact

$44.3 million visitors came to Philadelphia in 2022, generating $546.5 million in economic impact.

NYC WALKING TOUR SPOTLIGHT

YOUR ENERGY KEEPS OUR LIGHTS ON

Meet the faces of Puerto Rico's tourism industry. These are the Borincas who greet you with a smile. Give you a warm welcome when you arrive at your accommodation, where we think in "pulgares, puces, and out" with our island.

DiscoverPuertoRico
#NTTW23

$1.2 TRILLION
Total direct travel spending

Philadelphia Convention & Visitors Bureau
Global travel. Local boost.

National Travel & Tourism Week

Local Travel & Business

Welcome to Puerto Rico

Social Media Post - Puerto Rico Tourism Department
SOCIAL ENGAGEMENT

Wyoming Office of Tourism
We’re honored to celebrate NATIONAL TRAVEL & TOURISM WEEK with all those that come to Wyoming and know that we’re here every day to provide our travelers with a once-in-a-lifetime experience.

Wyoming Office of Tourism

Happy National Travel and Tourism Week! Our industry is the heart of the American economy and also a cornerstone of the viability and economic strength of our country. When we move forward, we move America forward. #TravelForward

Visit America

Visit America

This week marks the 50th anniversary of National Travel and Tourism Week. The power of the industry is truly en-dearable.

Travel Travel Travel!

What is the success of our industry (by don’t just support it, but move a #Travel

- The power of cultural exchange between us and the entire world
- Endorse our companies, and

- Endorse the idea of local tourism and tourism again.

More than anything, travel and tourism are inseparable to the American Dream.

U.S. Travel Association

$3.2 BILLION

Visit America

Visit America

Happy National Travel and Tourism Week! We’re here every day to provide our travelers with a once-in-a-lifetime experience.

Wyoming Office of Tourism
ELECTED OFFICIAL SOCIAL ENGAGEMENT

Happy National Tourism Week! Tourism in Oklahoma’s third largest industry and supports almost 10,000 jobs. In 2022, we welcomed 10.7 million visitors to our state who spent a record-breaking $31.13 billion. When Oklahoma Tourism Works, Oklahoma Thrives. Get out and visit! #Oktourism #OKtravel

As Chair of the Senate’s tourism subcommittee, I’m excited for National Tourism and Travel Week! Nevada is home to a growing travel and tourism industry, creating good-paying jobs, and remains committed to making sure it’s strong. #NTW2023 #TravelNevada

I don’t ordinarily drive at rest stops along I-80, but today is different because it’s #NationalTravelWeek. So, I’m getting an extra piece of cheese at the festival. It’s a small gesture, but it’s one of many that support our local economy. #NTW2023 #TravelNE

Travel stimulates economic growth, cultivates diverse communities, creates new job opportunities, inspires new businesses and unites people every day. #NTW2023 #TravelAlaska

IAdditional

It’s the 45th anniversary of National Travel & Tourism Week! Tourism is an essential sector of Virginia’s economy, creating jobs and injecting critical dollars into our communities. When Virginia travels, so do we. #NTW2023 #VirginiaTravel

The economy of South Dakota is stronger than ever, and the tourism industry in Black Hills is thriving. In 2023, visitors to the state spent $4.73 billion, an all-time record. Thank you to SD’s tourism partners for welcoming 14.4M visitors to the state last year. #NTW2023
PROCLAMATIONS & ELECTED OFFICIAL ENGAGEMENT
PROCLAMATIONS & ELECTED OFFICIAL ENGAGEMENT
RALLIES, EVENTS & ACTIVATIONS

Visit Fort Wayne - Visit Fort Wayne is the official tourism organization that promotes tourism and events in Fort Wayne, Indiana. They offer a variety of resources and information for tourists, including information on attractions, accommodations, and events.

US Travel - US Travel is a non-profit organization that advocates for the travel industry. They work to promote tourism as a key economic sector and provide resources and support to travel businesses.

Visit Orlando - Visit Orlando is the official tourism organization for Orlando, Florida. They offer information on attractions, accommodations, and events in the area.

Levi Wooten - The Ohio Governor’s Office of Tourism's campaign, Ohio Bicentennial, is celebrating 200 years of Ohio’s statehood. The Ohio Governor’s Office of Tourism is the official tourism organization for the state of Ohio. They offer information on attractions, accommodations, and events in the state.

Visit Illinois - Visit Illinois is the official tourism organization for Illinois. They offer information on attractions, accommodations, and events in the state.

Visit North Texas - Visit North Texas is the official tourism organization for North Texas. They offer information on attractions, accommodations, and events in the area.

Visit St. Louis - Visit St. Louis is the official tourism organization for St. Louis, Missouri. They offer information on attractions, accommodations, and events in the area.

Visit New Orleans - Visit New Orleans is the official tourism organization for New Orleans, Louisiana. They offer information on attractions, accommodations, and events in the area.

Visit Denver - Visit Denver is the official tourism organization for Denver, Colorado. They offer information on attractions, accommodations, and events in the area.
LIGHTING UP RED ACROSS THE U.S. TO spotlight TRAVEL
During NTTW, U.S. Travel relaunched the #TravelWorks Campaign—an opportunity to spotlight travel’s vital impact at the local level—with stops across the DMV.
THANK YOU FOR CELEBRATING

40 years of National Travel & Tourism Week
LOOKING FOR more?

EXPLORE MORE HIGHLIGHTS