



*This year marks the 40<sup>th</sup> anniversary of the annual industry celebration.*

LAFAYETTE, IN MAY 1, 2023— [National Travel and Tourism Week](#), (NTTW) the annual celebration of the contributions of the U.S. travel industry, will spotlight the essential role that travel will play in driving economic growth and innovation through the theme **#TravelForward**.

“The travel industry fuels every industry—our industry’s success is the nation’s success,” said U.S. Travel Association President and CEO Geoff Freeman. “This week is a prime opportunity to elevate the message that travel is essential to moving America’s economy forward.”

Established in 1983, NTTW is an annual tradition to mark the U.S. travel industry’s role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, stimulating business activity and elevating the quality of life for everyday Americans.

Travel serves as a catalyst for a productive U.S. economy and helps power the success of other industries. The U.S. travel industry generated a \$2.6 trillion economic output in 2022 and supported 15 million jobs, fueling communities, small businesses and working families across the country.

Travel spending also generated nearly \$160 billion in federal, state and local taxes in 2022— revenue that helped fund critical public services while saving each U.S. household an average of \$1,270 in taxes.

In Lafayette – West Lafayette the travel industry drives \$446 million in spending and \$253 million in Economic Impact to Tippecanoe County.

Travel to Lafayette – West Lafayette supports 6,207 travel related jobs with \$149 million in wages and generates \$48.7 million in state and local taxes.

Jo Wade, President/CEO of Visit Lafayette – West Lafayette shared, “Travel is at the heart of Greater Lafayette powering a strong economy, creating jobs and strengthening our community’s culture and identity. Visitors support restaurants, attractions and events that help us build business and a place people not only want to visit but a community people want to live in. This National Travel and Tourism Week, we are proud to celebrate all that travel does for our community now, and all that it will contribute to the future.”

Please visit [homeofpurdue.com](http://homeofpurdue.com) & [ustravel.org/NTTW](http://ustravel.org/NTTW) to learn more about National Travel and Tourism Week.