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*****PRESS RELEASE*****

National Travel and Tourism Week 2024: Travel is Essential to Lincoln, Other U.S. Communities

Lincoln, Neb. — [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 “**Travel is Essential**” May 19-25, 2024.

“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.”

This year marks the 41st anniversary of the annual industry celebration. 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 \$2.8 trillion economic output in 2023 and supported 15 million jobs, fueling communities, small businesses and working families across the country.

Travel spending also generated nearly \$89 billion in state and local tax revenue to support essential services like education, emergency response, public safety and more. Travel is essential to every community, industry and the U.S. economy as a whole.

“Visit Lincoln is committed to our destination by promoting and growing our community assets for people all over the world,” said Jeff Maul, Executive Director of Visit Lincoln. “National Travel and Tourism Week highlights how the travel industry has an enormously profound impact on not just our community, but others as well. Moving forward, travel will help Lincoln continue to grow in its opportunities and make it an even better place to live, work and play.”

About Visit Lincoln

Visit Lincoln is a division of the Lincoln Chamber of Commerce and proudly serves as the lead tourism agency representing and promoting Lincoln and Lancaster County. Funded by a

partnership of the Lincoln Chamber and Lancaster County, Visit Lincoln promotes Lincoln to millions of visitors showcasing Lincoln's live music scene, culinary treasures and attractions. Through the work of Visit Lincoln, Lincoln continues to build on its world-class reputation as one of the Midwest's most believed cities with first-class facilities and plays host to national and international conferences and sporting events. Together, Visit Lincoln, Lincoln Chamber of Commerce and Lincoln Partnership for Economic Development promote continued economic vitality, positioning Lincoln to be the best place to live, work and play.

