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EXPLORE LAWRENCE CELEBRATES NATIONAL TRAVEL AND TOURISM WEEK

Lawrence, KS, May 5, 2025 – eXplore Lawrence, the organization dedicated to increasing economic development by attracting visitors, conventions, and events to our city, is proud to celebrate **National Travel and Tourism Week (NTTW)**. NTTW shines a spotlight on the U.S. travel industry's essential role in driving economic growth, creating jobs, and enhancing the nation's global competitiveness.

Since 1983, NTTW has celebrated the travel industry's contributions to community vitality and quality of life. In 2024, the travel industry generated \$2.9 trillion in economic output, supported more than 15 million jobs, and produced \$190 billion in tax revenue, equivalent to \$1,490 per household.

In Lawrence, the travel industry annually contributes \$296 million in economic output, supports 3,778 jobs, and produces \$31 million in state and local tax revenues.

eXplore Lawrence recognizes travel's impact by celebrating it all week long. The impact of travel and the work of the eXplore Lawrence team continue to increase visitor spending, as well as the impact that eXplore Lawrence has on the community. 2024 set record-breaking numbers in visitor spending, digital engagement, and more.

Visit ustravel.org/NTTW to learn more about National Travel and Tourism Week.

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About eXplore Lawrence

eXplore Lawrence represents travel and tourism in Lawrence and Douglas County. We are dedicated to creating economic development by attracting visitors, events, and conventions to our city.