



**FOR IMMEDIATE RELEASE**

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## **GRAPEVINE, TEXAS RECOGNIZES THE POWER OF TRAVEL DURING NATIONAL TRAVEL & TOURISM WEEK 2025**

*Travel powers the economy, builds opportunity and connects America*

**GRAPEVINE, TEXAS** (May 5, 2025) – National Travel and Tourism Week (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.

"Travel is one of our nation's most powerful economic engines - supporting millions of jobs, fueling businesses and propelling industries forward," said U.S. Travel Association President and CEO Geoff Freeman. "National Travel and Tourism Week reinforces the pivotal role travel plays in building a stronger, more prosperous America."

Since 1983, NTTW has underscored the travel industry's contribution to U.S. economic strength, 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 Grapevine, the travel industry contributes \$2.5 billion in annual tourism-related spend, supporting local businesses and fostering long-term growth. Grapevine recognizes its 12,580 hospitality employees and the impact they make during National Travel & Tourism Week.

Visit [ustravel.org/NTTW](https://ustravel.org/NTTW) to learn more about National Travel and Tourism Week.

**ABOUT GRAPEVINE, TEXAS:**

Grapevine is a beloved Vintage Texas destination on the shores of Lake Grapevine, home to a Historic Main Street and unique attractions like the Urban Wine Trail and Grapevine Vintage Railroad. It is also the official Christmas Capital of Texas®. Learn more and plan your visit at [GrapevineTexasUSA.com](https://GrapevineTexasUSA.com).

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