



## FOR IMMEDIATE RELEASE

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## THE GRAPEVINE CONVENTION & VISITORS BUREAU CELEBRATES NATIONAL TRAVEL AND TOURISM WEEK

**Grapevine, Texas (April 29, 2026)** - The Grapevine Convention & Visitors Bureau is proud to join a nationwide celebration of National Travel and Tourism Week, (NTTW) May 3 - 9, 2026, recognizing the travel industry's vital contributions to the U.S. economy. This year's celebration takes on special significance as the country prepares to host historic events that will put local communities on the global stage.

"The World Cup is weeks away. America's 250th birthday is right behind it. Tens of millions of visitors are coming, and the travel industry is what makes that possible. National Travel and Tourism Week is our moment to make sure every policymaker, every community leader and every American understands what is at stake and what this industry delivers," said Geoff Freeman, President and CEO of the U.S. Travel Association.

This year's NTTW theme "Postmarked: Essential" highlights that in every corner of the country, travel is a foundational pillar of growth, leaving an indelible mark on our local economies and culture.

The industry's economic contributions are undeniable. Travel generates \$3 trillion in economic output and supports 15 million jobs, representing a significant 2.4% of America's GDP. In Grapevine, the travel industry delivers more than \$2.3 billion in annual economic impact. The community benefits are exceptional with 84% of all sales tax collected coming from visitors.

"The success and energy we see in Grapevine are fueled by a vibrant travel industry," said Joe Szymaszek, Chairman of the Grapevine Convention & Visitors Bureau Board. "National Travel and Tourism Week gives us a meaningful moment to recognize those who help make this destination a premier choice for domestic and international visitors."

Visit [ustravel.org/NTTW](http://ustravel.org/NTTW) to learn more about National Travel and Tourism Week. Visit [GrapevineTexasUSA.com](http://GrapevineTexasUSA.com) to learn more about Grapevine and to book your hotel today.

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