

There's no place like Kansas

National Travel and Tourism Week Talking Points

How to use: Use the remarks below to develop your talking points, replacing text in gold with destination/organization-specific stats and anecdotes. Feel free to tweak remaining copy as you see fit to show growth in your community.

Useful resources: Kansas Tourism's [Economic Impact Study](#).

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What is National Travel and Tourism Week?

- National Travel and Tourism Week (NTTW), now in its 35th year, is the annual salute to travel in Kansas and United States.
- During the first full week in May, communities nationwide unite to showcase the impact of travel to policymakers, business leaders and media with rallies, events and other activities.
- This NTTW, the industry is coming together to recognize the many contributions of travel and tourism over the last several decades.
- We are highlighting **DESTINATION/ORGANIZATION's** contributions, successes and potential because **EXAMPLE OF TRAVEL'S LOCAL IMPACT**.

Travel has always been an industry of opportunity and is an indispensable source of American jobs—many of which cannot be outsourced.

- The Kansas travel industry supports over **94,000 jobs**. Here in **[CITY]**, the travel industry supports **[INSERT YOUR LOCAL TRAVEL JOBS]**.
- Kansas hosted **36 million visitors in 2016**.
- Tourism employment represents **4.9 percent of all employment in the state**. **[INSERT YOUR LOCAL TRAVEL JOBS]**

The travel industry is an essential economic driver and job creator.

- Travel generates \$2.3 trillion for the U.S. economy, and is America's second largest industry export.
- Direct travel spending in the U.S. totaled \$990 billion by domestic and international travelers in 2016.
- Tax revenue from travel spending for federal, state and local governments totaled \$157.8 billion in 2016.
- Travel employment has created jobs faster than the rest of the economy across the U.S.—generating 9 percent of all new jobs created following the Great Recession (2010-2016).
- Here in **DESTINATION**, the travel industry generates **INSERT YOUR LOCAL ECONOMIC IMPACT**.

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Travel and tourism are key to helping communities grow and thrive nationwide.

- In the last decade alone, travel's economic output increased from \$697 million to \$990 million, supporting a total of 16.2 million jobs overall.
- Since **LANDMARK/NOTABLE ATTRACTION** was **BUILT/OPENED/ESTABLISHED, DESTINATION/ORGANIZATION's** economic output increased from **\$BEFORE** to **\$AFTER**, supporting a total of **NUMBER OF JOBS BEFORE + NUMBER OF JOBS AFTER** jobs overall.