

National Travel and Tourism Week / Arizona Travel and Tourism Week  
Talking Points

**What is National Travel and Tourism Week?**

- National Travel and Tourism Week (NTTW), now in its 33rd year, is the annual salute to travel in America. It is traditionally celebrated during the first full week of May.
- Communities nationwide will unite to showcase the impact of travel to policymakers, business leaders and local media with rallies, events and other activities.
- Travel is a job creator, economic engine, educator, pro-family and pro-health ... Travel is a primary industry that works for America.
- [DESTINATION/ORGANIZATION] is supporting travel this election season because [INSERT REASON].

**What is Arizona Travel and Tourism Week?**

- Arizona Travel and Tourism week celebrates our state's travel and tourism industry as one of its leading export-oriented industries generating \$20.9 billion in direct visitor spending.
- Arizona's travel and tourism industry generates revenue in all 15 statewide counties.
- Arizona's travel and tourism industry enriches the lives of our residents by contributing to public services that improve our well-being and quality of life by generating \$2.8 billion in federal, state and local tax revenues.
- Arizona's travel and tourism industry directly supports 171,500 thousand jobs, and indirectly supports more than 300,000 statewide jobs connected to other industry-related businesses.

**Why is destination marketing important for Arizona?**

- Destination marketing has a direct and measureable connection to our state's economic success.
- Destination marketing efforts inspire millions of people to visit our state, which visitation kicks off a positive economic cycle of statewide travel spending, job creation and tax revenues, all of which contribute greatly to Arizona's economy.