

# National Travel & Tourism Week 2024

## Messaging Guide

**Background:** *National Travel & Tourism Week* (NTTW) is an annual celebration of the essential importance of the travel industry organized by U.S. Travel Association. The theme for 2024 is “Powering the Economy. Connecting America,” which the Wisconsin Department of Tourism is localizing to “Powering the Economy. Connecting Wisconsin.” This theme relays the economic significance of tourism, while exploring the deeper connections and lesser-known stories of the power of tourism.

### Primary Message

Tourism powers <INSERT DESTINATION>'s economy and strengthens the fabric of our community.

### 2022 Wisconsin Tourism Statistics

In 2022, the Wisconsin tourism industry:

- Generated a **record-breaking \$23.7 billion** in economic impact.
- Supported more than **174,000** full- and part-time jobs.
- Welcomed **111.1 million visits** to Wisconsin.
- Contributed **\$1.5 billion** to state and local taxes.

Locally, tourism contributed:

- <INSERT LOCAL 2022 ECONOMIC IMPACT FIGURES>

**NOTE:** County-specific economic impact figures for 2022 can [be found here](#).

### Human-Interest Message

Tourism's impact is measured in more than dollars and cents. It's also measured in:

- Entrepreneurs who pursue their passion.
- Multi-generational businesses sustained by visitors.
- Families paying for childcare and college because of tourism.
- The connections we make with each other and our state.

### Examples of Compelling Stories

**NOTE:** The following examples are inspiration for the sort of stories we plan to tell. Adapt the following language to the individuals and personalities in your destination who have a compelling story to share.

Tourism's personalities collectively add up to something bigger. They provide unmatched hospitality like:

- **Mike at House of Embers** in the Wisconsin Dells who doesn't only cook you the best ribs ever but goes out of his way to strike up a conversation.

Tourism lets folks turn passions into livelihoods like:

- **Ryan and Amy**, who started the Wisconsin Canoe Co. as a small business and now help travelers make memories canoeing the Wisconsin River all summer long.

Visitors uphold family legacies in Wisconsin, such as:

- **Dan and Ashley Wegmueller**, who credit tourism as saving Dan's family farm in Green County. He now prides himself on pairing the perfect horse for visitors.

### **Examples of Indirect/Induced Benefits Stories**

The tourism industry directly supports 174,000 jobs in Wisconsin. But the number doesn't account for the many industries and individuals indirectly impacted by tourism. That includes people like:

- **Jason**, a plumber in Cable, who keeps all the vacation cabins in top-notch condition.
- The folks at **Bev's Floral** in Stevens Point, who ensure the flowers in the lobby of SentryWorld are fresh year-round.

### **Closing**

Tourism connects Wisconsin and its people in seen and unseen ways for the betterment of the entire state.

During National Travel and Tourism Week, we join communities throughout the state to recognize and celebrate the ways tourism benefits all 72 Wisconsin counties and 11 federally recognized Tribal nations.