

# National Travel & Tourism Week 2025

## Industry Messaging

**Background:** [National Travel & Tourism Week](#) (NTTW) is an annual celebration of the essential importance of the travel industry organized by U.S. Travel Association. NTTW is happening May 4-10, 2025. The Wisconsin Department of Tourism is recognizing the economic and societal benefits of tourism throughout the week. This document offers ideas and guidance on messaging for NTTW. Additional messaging and other resources from [the USTA are available here](#).

### Primary Message

Tourism in **INSERT DESTINATION** enriches the lives and wallets of our residents.

### 2023 Wisconsin Tourism Statistics

In 2023, the Wisconsin tourism industry:

- Generated a **record-breaking \$25 billion** in economic impact for back-to-back record years.
- Supported more than **178,000 part- and full-time** jobs.
- Welcomed **113 million visits** to the state, including a **record 45.9 million overnight visits**.
- Contributed **\$1.6 billion** to state and local taxes.

**Source:** *Tourism Economics, 2023 Economic Impact Report*

Locally, tourism contributed:

- **INSERT LOCAL 2023 ECONOMIC IMPACT FIGURES**

**Note:** County-level economic impact data can [be found here](#).

### Destination Accomplishments

**Note:** NTTW is the time to celebrate recent accomplishments for your business, organization or destination. Be clear about how those accomplishments directly improve your community. Accomplishments can include awards/recognitions, attendance records, notable website statistics, a recently opened attraction, the launch of a new project or program, etc. Considering tying accomplishments to categories such as tourism marketing, group travel, outdoor recreation and the arts.

Example messaging could include:

- Local businesses are getting more visibility because of our growing website traffic.
- Servers took home more tips last fall thanks to all-time attendance at XYZ Event.
- The newly built trail system provides residents and visitors with a place to escape to nature.

- Families are making memories — and the local grocery store is selling out of sports drinks and snacks — because of the tournaments the renovated sports complex attracts.
- Recent national recognition of our local museum is bringing attention to and improving perceptions of our community.

## Compelling Personal Stories

**Note:** *Share with your audience why they should care about tourism by telling compelling stories. While data and figures are important, stories form an emotional connection. Focus on the personalities and individuals whose lives have been improved because of tourism. Adapt the following language to the individuals and personalities in your destination who have a compelling story to share.*

*Example messaging could include:*

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

## Closing

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.