**Why Travel Matters in Kansas**

***National Travel and Tourism Week May 5-11***

We pass by popular tourist sites every day; we may not even think of how it supports our state. But those attractions, restaurants, hotels and historical sites are the backbone of Kansas. These places define our state, provide our families with jobs and have given us and 35.5 million visitors a lifetime of memories.

Travel matters, and it improves Kansasin ways that have a wide-reaching impact on local residents. Travel supports over 96,000 jobs in Kansas and it has an impact that we do not always see: travel can strengthen families, foster hometown pride, and build bridges that connect us with one another.

**Travel Matters to America**

At the national level, travel is critical to the U.S. economy and American jobs. As a leader in workforce development and career advancement–travel creates and supports 15.6 million jobs across the U.S.–making it the seventh-largest private sector employer. In 2017, traveler spending generated $165 billion in total tax revenue, including $76 billion in state and local revenue. That $76 billion can pay for a host of critical resources: it’s more than enough to pay all state and local police and firefighters, or the more than one million public high school teachers.

Travel is powerful for cities and states, and Kansas is no exception. In 2017, the total economic impact travel had on our state was $11 billion. Traveler spending generated $616 million in state and local government revenues. Without these travel-generated tax revenues, each household in Kansas would pay an additional $545 every year to maintain the same level of services.

Those are only a few reasons why it’s so important to keep welcoming visitors to Kansas—and why our industry is elevating the message of “Travel Matters” during National Travel and Tourism Week (NTTW) May 5-11. We encourage you to join us in observing NTTW this year, and celebrate all that travel does for Kansasro, and for our country as a whole.

Here are a few ways to get involved:

* Get social and engage with the #NTTW19 and #NoPlaceLikeKS hashtags on Twitter, Facebook, and Instagram.
* Share with friends and family how travel matters in your community.
* Contact your legislator and member of Congress and tell them why travel is important to Kansas.

This year’s NTTW is more than just another campaign. It’s a movement that positions the travel industry as a primary driver in the U.S. economy, and as an important part of our daily lives in Kansas.

**Editors:** Information about the impact of travel in Kansas can be found at: <https://www.travelks.com/industry/research-and-reports/economic-impact/>