National Travel and Tourism Week 2022 Talking Points

PRIMARY MESSAGE

National Travel and Tourism Week (NTTW) 2022 celebrates the **#FutureOfTravel** and the industry’s role in fostering vibrant communities, driving innovation, facilitating recovery and powering the U.S. economy—in every corner of our country.

SECONDARY MESSAGES

2022 is expected to be a huge year for tourism’s recovery and Wisconsin is ready to help travelers enjoy quality time with friends and family while making lasting memories.

**ECONOMIC IMPACT**

* Even in its most challenging years, Tourism has proven to be a powerful driver of the state’s economy.
* Despite the pandemic, Wisconsin tourism was a $17.3 billion industry in 2020, supporting more than 157,000 jobs.
* It will be another month before our final 2021 numbers come in and while many communities, sectors and businesses continue to be hard-hit, I’m optimistic about the recovery our industry is seeing as a whole.
* Travel is critical to powering our community, the U.S. economy and American workforce.
* Travel is an incredibly resilient industry and an essential economic driver, spurring growth for businesses and communities across our country.

**WHAT SHOULD TRAVELERS GET EXCITED ABOUT IN YOUR COMMUNITY**

* We know our travelers are looking to make memories and [insert destination name] has so many opportunities to do just that.

*THOUGHT STARTERS*

* *How does your destination embody Wisconsin’s spirited and celebratory nature (ex. events, festivals, etc.)?*
* *What is something unique in your destination that is ready to be discovered?*
* *What makes your community a perfect road trip destination?*
* *What types of outdoor recreation opportunities are available?*
* *What’s new and exciting in the food, drink and dining scene?*
* *What types of immersive experiences area available for travelers in your community (ex. farm stays, workshops/classes, etc.)*
* *How does your community show that it welcomes all?*

**PIVOTS TO HELP KEEP THE MESSAGE ON THE #FUTUREOFTRAVEL**

**If asked about economic impact loss**

* Together, we are overcoming our industry’s most devastating crisis—and now, the importance of travel is clearer than ever before. As we shift our focus forward, on the **Future of Travel** we are so excited about the many opportunities for travelers to make memories in [insert destination, elaborate on specific opportunities].

**If asked about health/safety measures**

* I encourage visitors to get their health guidance from public health officials and their travel advice from me. Today I’m here to talk about the future of travel and am happy to share some more ideas about where to go and what to do in [insert destination name].

**If asked about sectors hit hardest**

* From the outset – recovery was predicted to look more like a dial than a switch and that is proving out every day. It continues to hit different sectors and geographies differently.
* Today I’m here to talk about the future of travel and how we can continue to drive recovery by encouraging travelers to [details about your destination].