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FOR IMMEDIATE RELEASE

Day, Month date, 2026
Name and organization
Phone number
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[Destination] Joins Colorado in Marking National Travel & Tourism Week 2026

Championing Travel's Essential Role During a Landmark Year for Colorado and the U.S.

[City, State] — **[Destination]** is proud to join a nationwide celebration of National Travel and Tourism Week, (NTTW) May 3-9, 2026, recognizing the travel industry's vital contributions to the U.S. economy. This year's celebration takes on special significance as the United States commemorates its 250th anniversary of independence and Colorado commemorates its 150th anniversary of statehood.

"Colorado's tourism economy is powered by the people, places and experiences that make our state extraordinary," said Colorado Tourism Office Director Timothy Wolfe. **"National Travel and Tourism Week is both a celebration of that impact and a reminder of our shared responsibility to support our communities and protect what makes Colorado special, ensuring the state continues to thrive for residents and visitors alike."**

Since 1983, NTTW has showcased how travel fosters connection and builds the foundation for the quintessential American experience. This year's theme highlights how travel is a foundational pillar of growth in every corner of the country.

Travel generates \$3 trillion in economic output and supports 15 million jobs, representing a significant 2.4% of America's GDP. In Colorado, visitors spent \$28.5 billion in 2024 and employed over 457,000 people. Additionally, travel-generated earnings reached \$10.4 billion, demonstrating the industry's substantial contribution to the state's economy.

"The energy and growth in [DESTINATION] are only made possible by our thriving travel industry," said **[DESTINATION PRESIDENT/CEO/SPOKESPERSON]**. **"Participating in National Travel and Tourism Week allows us to celebrate the businesses and individuals who make our community a competitive, world-class destination for domestic and international visitors alike for years to come."**

Here in **[DESTINATION]**, the travel industry is a vital economic engine, delivering **[LOCAL ECONOMIC IMPACT]**. To mark this year's celebration, **[DESTINATION/ORGANIZATION]** will be **[DESCRIPTION OF ACTIVITIES/EVENT]**.

For more information about National Travel and Tourism Week, please visit www.ustravel.org/events/national-travel-and-tourism-week.



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ABOUT [Destination Marketing/Management Organization]
[INSERT TEXT]

About the Colorado Tourism Office:

The Colorado Tourism Office (CTO) is a division of the Governor's Office of Economic Development and International Trade. The mission of the CTO is to empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully. The CTO seeks to advance the strength and resilience of the entire industry through collaboration, inclusivity, innovation and leadership. In 2024, travelers in Colorado spent \$28.5 billion in the state and supported over 457,000 jobs. For more information, please visit www.colorado.com.