



*For Immediate Release  
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**\*\*\*PRESS RELEASE\*\*\***

**National Travel and Tourism Week 2022: The Lincoln Convention and Visitors Bureau Celebrates the ‘Future of Travel’**

**Lincoln, Neb.** – [National Travel and Tourism Week \(NTTW\)](#), the annual celebration of the contributions of the U.S. travel industry, will spotlight the critical role that travel will play in driving economic growth and building the path forward through the theme **Future of Travel**.

This year’s theme elevates how the travel industry can restore the workforce, help communities recover, foster sustainability, usher in new innovations and reconnect travelers in the U.S. and around the world.

Celebrated annually the first full week in May, NTTW was created by Congress in 1983 to elevate the economic power of travel in the U.S. The 39th annual NTTW (May 1-7) arrives as the industry looks ahead to future growth and success following the challenges of the past two years.

“NTTW has special significance this year as the travel industry looks ahead to a bright future,” said, CEO Roger Dow, U.S. Travel Association President. “This NTTW is an opportunity to recognize the collective strength of the U.S. travel industry and how we are rebuilding to be more dynamic, innovative, sustainable and inclusive in the months and years to come.

“Before the pandemic, travel [generated \\$2.6 trillion](#) in economic output, supported 17 million American jobs and delivered a \$51 billion trade surplus to the U.S.—evidence of the outsized role the industry will play in driving America’s recovery and future economic growth,” added Dow.

“The Lincoln CVB continues to plan for a future that will strengthen Lincoln as a destination and as a community,” said Jeff Maul, Executive Director of the Lincoln Convention and Visitors Bureau. “During National Travel and Tourism Week, we are highlighting how travel benefits our workforce, supports our local economy, helps innovate and makes Lincoln a better place to live, work and play.”

***About the Lincoln Convention and Visitors Bureau***

The Lincoln Convention and Visitors Bureau (CVB) is proud to serve as the lead tourism agency representing and promoting Lincoln and Lancaster County. Lincoln continues to build on its world class reputation as one of the Midwest’s most beloved cities with first class facilities and plays host to national and international conferences and sporting events. CVB promotes the city to millions of visitors showcasing Lincoln’s live music scene, culinary treasures and attractions.