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National Travel and Tourism Week 2020
Celebrates “Spirit of Travel”

*The High Point Convention & Visitors Bureau Will Use the 37th NTTW (May 3-9)
to Look Ahead to Recovery*

HIGH POINT, NC, May 3, 2020— National Travel and Tourism Week (NTTW), the annual celebration of the contributions and accomplishments of the U.S. travel industry, will spotlight resilience and hope in the face of the coronavirus pandemic with this year’s theme: the Spirit of Travel.

Celebrated annually the first full week in May, NTTW was created by Congress in 1983 to underscore the economic power of travel in the U.S. The 37th NTTW (May 3-9) arrives at an opportune moment to unite the industry, celebrate its indomitable spirit and elevate the role it will play in America’s economic recovery.

“Through every hardship, I find myself in awe of the travel industry’s ability to join together, adapt, and emerge stronger than before,” said U.S. Travel Association President and CEO Roger Dow. “This is our toughest challenge yet, but what I’ve seen is that the spirit of travel has not been shattered.”

The High Point Convention & Visitors Bureau (HPCVB) is currently engaging by recognizing and promoting local businesses through the High Point Biz Mob and High Point Food Mob Facebook pages, and on the Visit High Point social media pages with a #SpendToSave Campaign supporting High Point businesses. In addition, HPCVB has developed a communications plan to rally around our local businesses, not just now, but moving forward as we continue to build back our economy.

“Without a doubt, this has been an incredibly challenging time for High Point industry partners, but we see National Travel and Tourism Week as an opportunity to remind our visitors and our

residents of the incredible spirit of the travel industry and our respected workforce, many who are in the hospitality and service sector. We are reminded of how valued they are to our local community, when we are not able to interact with them prior to COVID-19. High Pointers love our local businesses and we look forward celebrating their return, opening for visitors and local enjoyment,” says Melody Burnett, president of the HPCVB.

Please visit ustravel.org/NTTW to learn more about the National Travel & Tourism Week.

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About the High Point Convention & Visitors Bureau:

The High Point Convention & Visitors Bureau (HPCVB) is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The HPCVB works closely with meeting planners to bring events to High Point and to enhance their experience here, providing white glove assistance with event planning tasks including registration, transportation, and coordination among various venues. These services ensure that every group event will be successful down to the last detail because we want each visitor to make yourself at home. Established by state legislation in 1984, the HPCVB is an independent 501(c) 6 nonprofit organization funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds – city, county or state – are used to fund the HPCVB. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit www.highpoint.org.

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