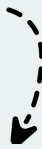




NATIONAL TRAVEL & TOURISM WEEK

May 19-25, 2024

The US Travel National Association, NAF, and many other organizations around the country are celebrating [National Travel and Tourism Week](#). This is the perfect time to learn about the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses, and elevating the quality of life for Americans every day. [FIND OUT HOW YOU CAN CELEBRATE HERE!](#)



EXPLORE our NAF Expedition on [Smart Hotels](#) or share our unit, [Tourism for Puerto Rico: Good for the People and Good for the Planet](#).



MAKE A DIFFERENCE by using your social media to recognize small businesses and their workers, encourage residents and visitors to [#ShopSmall](#), or profile a small business leader in your community who is a positive force in your community.



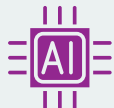
INVITE & INTERVIEW advisory board members or owners of local hospitality businesses to share how they are adapting for a sustainable future in the post-Covid era. Which technologies or practices are they implementing to remain viable? How can your academy and community support their efforts?



LEARN about [Sustainable Tourism](#), and CREATE a social media campaign that promotes sustainable travel. Share with your family, friends, school, and community in time for the summer when travel is at its peak. Check out these [social media graphics](#) to support your campaign.



DEEPEN your awareness of [unconscious biases in travel](#), and strive to be a more empathetic customer service agent and colleague. SHARE your learning in a [digital portfolio](#).



LEARN about [Artificial Intelligence \(AI\) in the travel industry](#); then, DESIGN a digital product that can impact the travel industry, and enter a student [AI Competition](#).



EXPLORE the [Empowering Youth Program](#) from the American Hotel & Lodging Association, which recruits young people for hotel positions and prepares them for permanent careers in hospitality by providing support and training.

