



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **National Travel & Tourism Week**

Board Meeting Date: **April 9, 2026**

Prepared By: **Sonia Johnson-Finance Director**

Overview: Kelley Brown will be attending the event May 7th and 8th and requested \$300 to be reimbursed for travel expenses.

The National Travel & Tourism Week event will be held May 3-9. This day offers an opportunity to talk with tourists about attractions, events, hotel/motels, restaurants, and other North Carolina Products.

Background Attachment(s): National Travel & Tourism Day Flyer

Recommended Action: Motion to approve funding request for the National Travel & Tourism Day Event

Action: _____



National Travel and Tourism Week (NTTW) is the U.S. travel industry's annual tradition of recognizing the essential role travel plays in powering our economy, strengthening communities and connecting America.

Established by U.S. Travel Association, NTTW brings the industry together each year to spotlight travel's impact—from supporting 15 million jobs to generating critical tax revenue that funds public services and infrastructure in communities nationwide.