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Chickasaw Country Moves To Travel Forward This National Travel and Tourism Week

This year marks the 40th anniversary of the annual industry celebration

Chickasaw Country, OK— [National Travel and Tourism Week](#), the annual celebration of the contributions of the U.S. travel industry, will spotlight the essential role that travel plays in driving economic growth and innovation through the theme **#TravelForward**.

“The travel industry fuels every industry—our industry’s success is the nation’s success,” said U.S. Travel Association President and CEO Geoff Freeman. “This week is a prime opportunity to elevate the message that travel is essential to moving America’s economy forward.”

Established in 1983, NTTW is an annual tradition to mark the U.S. travel industry’s role in driving economic growth, cultivating vibrant communities, creating quality job opportunities, stimulating business activity and elevating the quality of life for everyday Americans.

Travel serves as a catalyst for a productive U.S. economy and helps power the success of other industries. The U.S. travel industry generated a \$2.6 trillion economic output in 2022 and supported 14.5 million jobs, fueling communities, small businesses and working families across the country.

Travel spending nationally also generated nearly \$160 billion in federal, state and local taxes in 2022—revenue that helped fund critical public services while saving each U.S. household an average of \$1,270 in taxes.¹

According to the [Oklahoma Tourism & Recreation Department 2021 Economic Impact Report](#), the travel industry generated \$81.1 million dollars in state tax revenue in 2021, supporting more than 11,000 jobs in south-central Oklahoma.²

In honor of National Travel and Tourism Week, Chickasaw Country is honoring the indispensable contributions of travel through a series of videos that spotlight the unsung heroes of the industry. From park rangers and casino staff to travel stop workers and masterful brewers in the region, each employee featured in this project is a crucial cog in the wheel of

progress, working tirelessly to ensure that the region keeps moving forward while delivering first-class customer service along the way. And to add to the celebration, Chickasaw Country will be providing snacks at three south-central tourism centers located in Sulphur, Davis and Tishomingo, while visitors will also have the opportunity to showcase their passion for travel through photo displays at each of these centers. The aim of this initiative is to inspire both avid travelers and industry staff alike to come together and share why they believe vacationing is such an integral part of their lives.

“Traveling in Chickasaw Country drives economic growth, creates jobs and strengthens our community’s culture and identity. This National Travel and Tourism Week, we are proud to celebrate all that travel does for our communities now, and all that it will contribute to in the future,” said Paige Williams Shepherd, director of tourism for the Chickasaw Nation.

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About Chickasaw Country

Nestled in the south-central region of Oklahoma, Chickasaw Country is a regional tourism organization representing 13 of Oklahoma's 77 counties. A division of the Chickasaw Nation, Chickasaw Country is a tourism resource for visitors and communities in the region, promoting local attractions, experiences and events. South-central Oklahoma is an easy, versatile, friendly and beautiful escape packed with First American and Western culture, outdoor recreation, local dining, breathtaking landscapes and one-of-a-kind festivals. For adventure-seekers, cultural lovers and everything in between, Chickasaw Country is uniquely positioned as a go-to, spur-of-the-moment, easy-to-get-to, ever-changing vacation, for a day, a weekend, a week or longer.

Source: U.S. Travel Association, Tourism Economics | ¹ Ipsos

Source: Oklahoma Tourism & Recreation Department | ² Dean Runyan Associates 2021 Economic Impact Report

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