



FARMINGTON TOURISM AND CONVENTION BUREAU
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FOR IMMEDIATE RELEASE:

Discover Farmington Celebrates National Travel and Tourism Week

Farmington, Missouri (May 4, 2026) – The Farmington Tourism and Convention Bureau, also known as Discover Farmington, is proud to join a nationwide celebration of National Travel and Tourism Week, (NTTW) May 3-9, 2026, recognizing the travel industry's vital contributions to the U.S. economy. This year's celebration takes on special significance as the country prepares to host historic events that will put local communities on the global stage.

"The World Cup is weeks away. America's 250th birthday is right behind it. Tens of millions of visitors are coming, and the travel industry is what makes that possible. National Travel and Tourism Week is our moment to make sure every policymaker, every community leader and every American understands what is at stake and what this industry delivers," said Geoff Freeman, President and CEO of the U.S. Travel Association. "The numbers speak for themselves: \$3 trillion, fifteen million jobs and a decade of global events about to arrive on our doorstep."

Since its establishment in 1983, NTTW has showcased how travel fosters connection and builds the foundation for the quintessential American experience. This year's theme, "Postmarked: Essential," highlights that in every corner of the country, travel is a foundational pillar of growth, leaving an indelible mark on our local economies and culture. The industry's economic contributions are undeniable.

Travel generates \$3 trillion in economic output and supports 15 million jobs, representing a significant 2.4% of America's GDP.

Here in Farmington, the travel industry is a vital economic engine. To mark this year's celebration, Discover Farmington will be celebrating the areas scenic trails, exciting experiences, and unforgettable hospitality.

"The energy and growth that's happening in Farmington is happening in part because of our thriving tourism industry. Local hotels, restaurants, and venues work throughout the year to ensure they're providing exceptional experiences for our visitors which keeps them returning again and again," said Tourism Director Kristen White. "National Travel and Tourism Week provides an opportunity to recognize and celebrate the businesses and

individuals who make our community a premier destination for travelers across the Midwest and beyond.”

The Farmington Tourism and Convention Bureau welcomes visitors *to Discover Farmington and Explore the Parkland* year-round. Guests are encouraged to enjoy the region’s natural beauty along its hiking and biking trails or plan a visit around one of the many events on the area’s full calendar. From festivals and live performances to thrilling sporting events and exceptional food and drink, there’s no shortage of fun in Farmington. For the latest information on events, dining, lodging, outdoor activities, entertainment, and more, visit discoverfarmingtonmo.com.

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