



For Immediate Release

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National Travel and Tourism Week Rally Shows Why “Travel Matters” to **[NAME OF LOCAL CITY]**

[Insert Name] Promotes Voluntourism at [Insert State Park] this week.

[DATE LINE] – Highlighted by the tagline “Travel Matters,” today the **[LOCAL CVB]** kicked off National Travel and Tourism Week with a rally at **[LOCATION]** to show firsthand how travel benefits **[CITY NAME]**. Facing challenges this year from Mother Nature and the economy, **[LOCAL CVB]**, is uniting volunteers to help get **[LOCATION]** ready for the 2009 travel season.

“Travel and tourism plays a key role in the **[CITY NAME]** economy,” said **[INSERT NAME]**, president and CEO of the **[Insert Name]** CVB. “Our community relies on travel for tax revenue and jobs and the benefits these bring to our economy. With today’s event, we hope to raise awareness and showcase why travel matters to **[CITY NAME]**.”

With business, meetings and event travel facing steep declines across America, nationwide events throughout National Travel and Tourism Week will emphasize the economic benefits travel and tourism brings to local workers and communities and demonstrate the importance of travel. This event is part of a larger effort led by the U.S. Travel Association with rallies in dozens of cities nationwide.

In **[CITY NAME]**, the travel industry employs **[# of people]** and contributes **[dollar amount]** to the economy. Travel industry employees include everyone from hotel employees and restaurant workers to cab drivers and meetings planners who serve visitors to **[CITY NAME]**.

[EMPLOYEE QUOTE: e.g. “I rely heavily on travelers’ spending to make my living and support my family,” said [Insert Name] a [Insert Title] at [Insert Business]. “Travelers and visitors to [CITY NAME] are what give me my job and keep me employed.”]

Travel and tourism is one of America’s largest industries, with \$740 billion in direct travel expenditures by domestic and international travelers. The industry also represents one of America’s largest employers with 7.7 million direct travel-generated jobs and \$189 billion in

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travel-generated payroll. However, according to U.S. Labor Department data, the U.S. Travel Association reported a loss of nearly 200,000 travel related jobs in 2008 and predicts a loss of an additional 247,000 travel-generated jobs in 2009.

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