

Tacoma Regional Convention + Visitor Bureau

[NEWS RELEASE]

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FOR IMMEDIATE RELEASE

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Pierce County Celebrates National Travel and Tourism Week: May 8-16

TACOMA, Wash.—Travel and tourism is a **\$880.4 million** industry for Pierce County, providing **11,140** jobs and generating **\$70.1 million** in tax receipts¹. Travel is a broad and diverse industry employing a vast workforce, from attraction employees to restaurant, hotel and taxi workers.

The Tacoma Regional Convention + Visitor Bureau [TRCVB] joins hundreds of cities, states and travel-related businesses nationwide in recognition of the 27th Annual National Travel and Tourism Week, to be held May 8-16. Designated by Congress and established by presidential proclamation in 1983, the event celebrates the value and scope of the nation's \$704 billion travel and tourism industry, and the economic and social contributions it brings to our country.

"Tourism means jobs and revenue, but it doesn't just happen," said Tammy Blount, President + CEO of the TRCVB. "It takes diligence, leadership and cooperation. The communities and businesses of our region work together to develop tourism not only during times of hardship and adversity, but always."

The TRCVB urges the community to support National Travel and Tourism Week by "**Being a Tourist in Your Own Back Yard.**" Pierce County offers a variety of adventures that creatively blend urban sophistication and outdoor exploration. From natural wonders to first-class museums and theatre performances, there are many activities to keep local residents busy! Being a tourist in your own back yard is more than fun—it supports the local economy and our quality of life. Visit www.traveltacoma.com for Pierce County travel trips, tips and savings.

Travel and Tourism Rally: May 11

Seattle will join many cities across the nation by hosting rallies to proclaim *Tourism Matters*. Lend your voice and attend the Seattle rally at noon on May 11 at Westlake Park.

Tourism Facts

- Total direct visitor spending in Washington State was \$14.2 billion in 2009.
- Visitors to Washington State spent nearly \$1 billion in local/state tax revenue in 2009.
- Washington State supports nearly 150,000 jobs in the tourism industry [\$4.2 billion in earnings].

National Travel and Tourism Week is sponsored annually by the United States Travel Association to strengthen and celebrate the benefits of travel and tourism. For more info visit www.ustravel.org.

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Pierce County, WA

¹ Pierce County Travel Impacts Study by Dean Runyan Associates