

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## **RACVB Hosts Tourism & Travel Week Rally: “Tourism Means Jobs!”**

**FOR IMMEDIATE RELEASE**

May 12, 2009

**ROCKFORD, IL** — As part of National Tourism & Travel Week, the RACVB joined dozens of communities nation-wide hosting rallies to celebrate tourism and highlight the fact that “Tourism Means Jobs!” The rally in Rockford recognized tourism industry employees and the impact of tourism on our local economy. The “Tourism Means Jobs!” rally took place at 11 a.m. on Tuesday, May 12, at the Discovery Center Museum, 711 N. Main Street, Rockford.

Statistically, for each night a visitor stays in a local hotel they will spend between \$130 and \$180 in our community, which has a significant impact on the Rockford Region's economy. The visitor industry generates more than \$300 million a year for area businesses and supports more than 3,000 jobs in our community. These employees are real people working to raise their families, pay their bills and save money for their future.

“With so many critical issues facing the community right now, National Tourism & Travel Week provides the perfect opportunity to reflect on the positive impact tourism has on the region,” says RACVB interim manager Amy Trimble. “Not only does tourism support 3,000 jobs, those workers in turn support other businesses and jobs in our community. That ripple effect makes tourism even more vital to our economy.”

As part of National Tourism & Travel Week, the RACVB is also encouraging local residents to take a staycation and visit sites and attractions right in your own backyard. Many area businesses and attractions are offering discounts this week. Information about these discounts was included in a brochure inserted into local water bills and is also available at the RACVB office at 102 N. Main Street, Rockford and the Community Information Center at the Clock Tower Resort & Conference Center.

The RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB generates positive economic impact for our community through investments in tourism.

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**FOR MORE INFORMATION:**

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