

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Visitors Mean Jobs: RACVB Celebrates National Travel & Tourism Week *Local Travel Rally highlights impact of travel*

FOR IMMEDIATE RELEASE

May 7, 2014

ROCKFORD, IL — The Rockford Area Convention & Visitors Bureau (RACVB) celebrates National Travel & Tourism Week (NTTW) May 3 through May 11. The U.S. travel community has named this week National Travel & Tourism Week, collectively marketing events in a number of ways to champion the power of travel.

RACVB encourages hospitality and community partners to celebrate the power of travel by participating in one of the following:

- Post a "Visitors Mean Jobs" decal in your storefront or window. Over 2,600 jobs are generated by tourism in Winnebago County. Decals are available at RACVB, 102 N. Main St., or by calling 815.963.8111.
- Visit us at the Illinois Travel Information Center in South Beloit along Interstate 90 on Friday from 12 p.m. – 2 p.m., to learn more about the economic impact of travel in Winnebago County, and to find out about what to see and do in the region.
- Stop by our Travel Rally on Thursday between 3:30 p.m. – 7 p.m. at Courtyard Marriott, 7676 E. State St., to celebrate the power of travel with RACVB. Pizza and beverages will be provided. Admission is free.
- Share your travel stories on Facebook, Twitter, and Instagram, using the hashtags #GoRockford and #NTTW14.

"We've seen national statistics that show people who take vacations are better employees and employers," stated John Groh, RACVB president/CEO. "Travel drives quality of life and economic impact. We want to thank our hospitality partners and the community who welcome visitors to our region every day. And we also want to raise awareness of the power of travel and tourism. Visitors truly do mean jobs for our region."

The power of travel continues to generate \$2.1 trillion for the U.S. economy and over \$326 million for Winnebago County per year. Visitors directly support over 2,600 local jobs each year and for each night a visitor stays in a local hotel they will spend, on average, between \$130 and \$180 in our community.

The "Travel Effect" emphasizes both the tangible and less tangible benefits in relationships, health, quality-of-life, state and local tax revenue, education, job creation, meetings and more. Complete reports and data related to the "Travel Effect" are available at traveleffect.com.

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 adds wealth to the region's economy by investing in marketing programs that grow tourism. gorockford.com

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FOR MORE INFORMATION:

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