

### **Midland, Texas Travel Rally**

*VisitMidland to rally to bring local travel industry together during 34<sup>th</sup> Annual National Travel and Tourism Week May 8-11, 2017 to showcase travel's impact on jobs, economy, and personal lives with four events taking place throughout the week.*

**WHAT:** VisitMidland Travel Rally Week

**WHO:** Travel industry employees representing key businesses in Midland's hospitality community will join VisitMidland for a weeklong celebration of travel and tourism in Midland.

**WHEN:** Monday, May 8, 2017, 10:30am-11:30am

**WHERE:** VisitMidland Information & Travel Center, 1406 W. Interstate 20

VisitMidland will host a travel rally this Monday as part of National Travel and Tourism Week to voice support for the industry and its impact on Midland's economy and the lives of its citizens and visitors. Join us for a press conference and celebration with snacks and games from 10:30am-11:30am on the lawn of the Information & Travel Center.

**WHEN:** Tuesday, May 9, 2017, 11:30am-12:30pm

**WHERE:** Midland International Air & Space Port, 9506 La Force Blvd.

VisitMidland will be at the airport handing out giveaways and snacks to travelers to show thanks for traveling to our great city.

**WHEN:** Wednesday, May 10, 2017, 10:30am-11:30am

**WHERE:** Midland Convention Center, located on the corner of Main & Texas

Join us for the ground breaking of the Midland Convention Center that is set to open during the summer of 2019. A press conference will be held to commence the construction of the state-of-the-art conference center and the impact the center will have on tourism and Midland's economy. Following the ceremony, a celebration will be held with cookies, coffee, and light snacks.

**WHEN:** Thursday, May 11, 2017, 3:30pm-5:00pm

**WHERE:** Cimarex Energy Pavilion, 5514 Champions Dr.

A press conference will be held to discuss the impact of tourism on Midland's economy. Celebrate this important industry with snacks and drinks following the conference.

*The travel and tourism industry ranks in the top 10 employers in 49 states and the District of Columbia. In Midland, 3,730 workers hold travel and tourism-related jobs, which are supported by business and leisure traveler spending that totals \$570.6 million in total direct travel spending.*

For interviews, contact:

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