



NATIONAL TRAVEL & TOURISM WEEK

WHY TRAVEL MATTERS • MAY 7-15, 2011

PRESS RELEASE

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U.S. TRAVEL RALLY DAY SPOTLIGHTS IMPACT OF TRAVEL AND TOURISM IN MIDLAND, TEXAS

American workers 'stand up for travel' at nationwide rallies on May 10th

Midland – The Midland Convention & Visitors Bureau (CVB) will lead Midland's travel workers in a Travel Rally at 2 p.m. on Tuesday, May 10 at Centennial Plaza, 105 N. Main St. This is one of dozens of rallies nationwide on the same day marking the 28th annual National Travel and Tourism Week. Travel Rally Day demonstrates in human terms the value of travel to the local community. Employees from major sectors of the travel industry will attend in a show of support for the jobs and economic impact created by visitors.

"We will rally on Tuesday for every person in our community that depends on travelers for their jobs and livelihoods," said Gaylia Olivas, director of the Midland CVB. "Travel and tourism is one of the most reliable generators of jobs at all levels of the American economy, including right here in Midland. We aim to show the powerful role of travel in this community."

The rally will honor Midland's "Faces of Tourism" and celebrate travel's impact on Midland's economy.

According to the Office of the Governor, Economic Development and Tourism department, travel and tourism is a \$295 million industry for Midland, Texas, providing 3,070 jobs and generating \$3.9 million in tax revenue locally. Travel is a broad and diverse industry employing a vast workforce, from airline and attraction employees to restaurant, hotel and taxi workers.

For more information or to RSVP go to www.VisitMidlandTexas.com or call the Midland CVB at (432) 683-3381.

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination

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Midland Visitors Bureau



MidlandCVB

