



Visit SLO CAL – National Travel & Tourism Week
Press Release

FOR IMMEDIATE RELEASE:

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Visit SLO CAL Will Use 37th NTTW (May 3-9) to Look Ahead to Recovery

San Luis Obispo County, California – May 4, 2020 – Visit SLO CAL is kicking off National Travel & Tourism Week – May 3-9, 2020 by sharing a record-breaking year for travel in 2019. For the first time in our history, our county saw direct travel spending top \$2 Billion which reflects a 5.4% increase YOY as reported by Visit California’s latest economic report.

National Travel & Tourism Week is an annual celebration of the contributions and accomplishments of the Travel & Tourism industry taking place the first full week of May each year. This year’s theme “The Spirit of Travel” is more important than ever and highlights the united front of the Travel & Tourism Industry and the resilience and hope for the road ahead. The Travel & Tourism Industry in SLO CAL and as a whole has been greatly affected by COVID-19. As an organization, we are optimistic about the recovery and resilience of our industry and community. Although at this time travel plans have been put on pause, the #SpiritOfTravel will not be broken.

“Visitor spending in SLO CAL has a direct effect on the quality of life for our residents. Local tax revenue derived from travel hit \$90 Million last year. Those dollars directly support our communities and fund the services we rely on every day,” said Chuck Davison, President & CEO at Visit SLO CAL. “This year as we celebrate National Travel and Tourism Week, our team sees an opportunity to remind our residents and future visitors of the incredible spirit and resiliency of the Travel & Tourism industry and our workforce.”

Clint Pearce, Visit SLO CAL Board Chair & CEO at Madonna Enterprises echoed this sentiment, “In 2019 12% of the countywide workforce was employed in the Travel & Tourism industry. Now more than ever it is important to take time to recognize the powerful impact that travel has on our county and to find ways to support these individuals and businesses in every way we can”.



National Travel & Tourism Week coincides with California Travel & Tourism Month, which occurs every May following a resolution enacted by the Legislature in 2016. Visit California releases their Travel Impact Report each year to coincide with these events and to take a look back at all that has been accomplished. “California’s tourism economy grew for the 10th straight year in 2019 – a decade of excellence,” said Visit California President & CEO Caroline Beteta. Data like this helps to underscore how strong our industry will be in the process of recovery.

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About Visit SLO CAL

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Visit SLO CAL is responsible for promoting SLO CAL as an attractive travel destination and enhancing the public image as a dynamic place to live and work. Through the impact of travel, Visit SLO CAL strengthens the economic position and provides opportunity for all people in the community. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, go to SLOCAL.com.

About National Travel and Tourism Week

Celebrate Why Travel Matters May 3-9 2020. National Travel and Tourism Week is an annual tradition for the U.S. travel community. It's a time when travel and tourism professionals across the country unite to celebrate the value travel holds for our economy, businesses and personal wellbeing.

About Visit California

Visit California is a nonprofit organization with a mission to develop marketing programs – in partnership with the state’s travel industry – that inspire travel to California. Travelers spent \$140.6 billion in 2018 in California, providing 1.2 million California jobs and \$11.8 billion in state and local tax revenue. For more information about Visit California and for a free California Official State Visitor's Guide, go to visitcalifornia.com. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.