

# CVB Insights

December 2011

Volume I, Issue 2

## Your Destination Marketing Organization at work for the Fresno region...

Dear Colleagues,



Layla Forstedt  
President/CEO

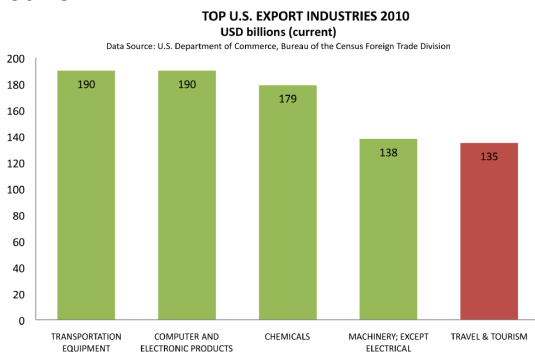
Like domestic travel, international travel and tourism encompasses all travel - business, leisure, educational, medical, sports and visiting friends and family. Many do not understand international travel as an export industry, because no product leaves the United States. However, it is America's most important service export, and in fact, the United States itself is the product. One might think of travel and tourism as somewhat of a reverse export, that is, travelers come to the United States and spend money here, rather than goods leaving the United States for foreign markets. Because international travelers come to America to experience U.S. attractions, heritage, and lifestyle, *it is an industry that cannot be outsourced.*

*I am pleased to present CVB Insights. The goal of this publication is to inform the community that we serve about what we do and why.*

## Economic Development

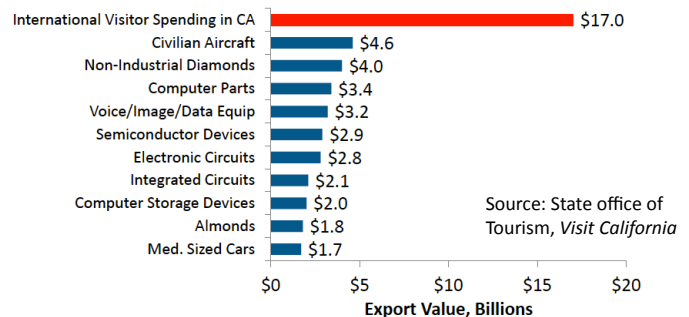
### Tourism: Largest Services Export in the U.S.

According to U.S. Travel Association, Travel and Tourism is one of America's largest industries, the largest services export and one of America's largest employers. The Travel and Tourism industry generates \$135 billion in travel exports and 1 out of every 9 jobs in the U.S. depends on Travel and Tourism.



Source: U.S. Dept. of Commerce, Office of Travel and Tourism Industries

### Top California Exports 2010



Similarly, in California, travel and tourism is the leading services export. So what does that mean to Fresno County? It means that since visitor spending is currently bringing in over a billion dollars to Fresno County, can you imagine the possibilities and opportunities that will present themselves as our market share of California visitor spending increases?

*Next issue...how do we compete for a larger share of California's visitor spending?*

Fresno/Clovis Convention & Visitors Bureau  
1550 E. Shaw Avenue, Suite 101  
Fresno, CA 93710

