



California's year-round playground

Contact: Cody Dixon
559.445.8310
559.341.6513
cody.dixon@fresnocvb.org

For Immediate Release

**NATIONAL TRAVEL & TOURISM WEEK SPOTLIGHTS IMPACT
OF TRAVEL AND TOURISM IN THE FRESNO REGION.**

Fresno, CA, May 6, 2010 – The Fresno City & County Convention & Visitors Bureau has launched the National Travel and Tourism Week campaign in the Greater Fresno Metropolitan Region. The week will run from May 8-16, 2010. Local attractions, restaurants, and hotels are offering discounts and special offers to promote and direct business to their industry related businesses in hopes to boost the economic impact of travel and tourism in the region. The information on Fresno's National Travel and Tourism Week can be found at www.playfresno.org.

Travel and tourism is a \$1,345,000,000 industry for the Greater Fresno Metropolitan Region, providing 15,680 jobs and generating \$27,600,000 in tax revenue locally (Dean Runyan Report). Travel is a broad and diverse industry employing a vast workforce, from airline and attraction employees to restaurant and hotel workers.

“Today, we stand up for travel,” said Roger Dow, president and CEO of the U.S. Travel Association, the umbrella organization representing the U.S. travel industry. “Travel is one of the country’s biggest employers with more than 10 million Americans depending on this industry for their paychecks. Everyday travel powers our economy in cities and states across the country.”

The U.S. Travel Association reports that travel and tourism is one of America’s largest industries. Direct spending by domestic and international travelers generated \$704 billion

in the nation's economy last year. The industry also represents one of America's largest employers, accounting for more than 10 million direct and indirect jobs. Though the travel workforce has declined as a result of the prolonged recession, the industry expects to add 90,000 new American jobs due to modest gains in travel expected in 2010. U.S. Travel projects 1.95 billion domestic person-trips will take place this year, up 2 percent from last year. International arrivals are expected to total 56.5 million in 2010, an increase of nearly 3 percent over 2009, according to U.S. Travel.

“In these times more than ever, everything we can do to support our travel and tourism industry helps the Greater Fresno Metropolitan Region, said Jeff Eben, CEO of the Fresno CVB. “It is vital that we continue to remember the value of encouraging travel to our great destination and showing visitors all that it has to offer.”

The FCVB will strengthen the local economy by making the Greater Fresno Metropolitan Area a premiere destination in California. Our team of trained, dedicated marketing and sales professionals are united in the effort to promote the Greater Fresno Metropolitan Area on a local, national, and international scale. We are committed to world-class customer service and hospitality that makes every member feel valued and every visitor experience memorable.

###