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For more information contact:

Susan Morton, Waco Convention & Visitors Bureau, 750-8696

U.S. TRAVEL RALLY DAY SPOTLIGHTS IMPACT OF TRAVEL AND
TOURISM IN WACO

American Workers 'stand up for travel' at nationwide rallies on May 11th

WACO, Texas – Waco Mayor Virginia Dupuy, incoming Mayor Jim Bush, and Waco CVB Director, Elizabeth A. Taylor, will lead Waco's travel workers in a Travel Rally on Tuesday, May 11th at 5 PM on the front steps of Waco City Hall. This is one of dozens of rallies nationwide on the same day marking the 27th 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 Taylor, Director of the Waco Convention and Visitors Bureau. "Travel and tourism is one of the most reliable generators of jobs at all levels of the American economy, including right here in Waco. We aim to show the powerful role of travel in this community."

Travel is a broad and diverse industry employing a vast workforce, from airline and attraction employees, to restaurant, hotel and retail 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 the modest gains in travel expected in 2010. Travel projects 1.95 billion domestic 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.