



**PRESS RELEASE – April 27, 2017**  
**Convention & Visitors Bureau: 972-624-3104**

## **The Colony rallies in support of Travel & Tourism industry**

THE COLONY, Texas – The Colony City Council and Convention & Visitors Bureau (CVB) will present a proclamation and unveil the CVB’s new Mobile Information Center during the next City Council meeting on May 2 in support of government policies that are friendly to travel.

The agenda items are scheduled in anticipation of the 34th annual [National Travel and Tourism Week \(May 7-13\)](#), which unites communities across the country to celebrate what travel means to American jobs, economic growth and personal well-being.

Diane Baxter, Director of Communications & Tourism for the City of The Colony, said ongoing economic development in the community continues to grow the city’s reputation as a destination location.



“As we welcome more and more wonderful restaurants, hotels, and shopping amenities to The Colony, we welcome more and more visitors in turn,” she said. “The contributions of those visitors to the local economy are felt throughout the community in the form of revenue for local businesses as well as revenue for the city, some of which is reinvested into marketing all the great things to do here in The Colony.”

The CVB’s new Mobile Information Center (MIC) represents the department’s latest marketing effort. Designed to mirror the features of popular food trucks, the MIC is essentially a visitors’ center on wheels which will enable staff to take the show on the road to share what’s great about The Colony at special events, trade conferences, and other functions around the region and the state.

Baxter invites the community to join the City and its CVB in recognizing the benefits of supporting the travel and tourism industry.

“Travel supports one in nine American jobs,” she said. “Both next week at our proclamation and unveiling and during NTTW the week of May 7, we are celebrating what travel means to our community,

and we call on everyone — from elected officials to local residents — to join us in saluting this important industry, and to support travel-friendly legislation that benefits our local, state and national economies.”

The theme of this year’s NTTW, “Faces of Travel,” shines a spotlight on the people that make up America’s travel industry. Across the nation, travel employs a prosperous and diverse workforce, from airline and hotel employees to restaurant, attraction and retail workers, and supports related sectors such as construction, manufacturing and finance. Some of the numbers:

- Travel is a \$2.3 trillion industry in the United States, with \$990.3 billion in direct travel-related spending by domestic and international visitors in 2016.
- These visitors support 15.3 million American jobs — roughly 8.6 million direct travel jobs, and 6.7 million indirect and induced jobs.
- Travel-related spending generated \$157.8 billion in federal, state and local tax revenues in 2016.

In addition to its benefits for the local economy, travel can also have a positive effect on personal well-being for residents and visitors of The Colony. Numerous research studies have confirmed the positive health effects of travel and time off, from reducing the risk of heart disease to decreasing depression. Using time off to travel with family is good for everyone, especially our children — kids who travel with their families are more likely to attend college and earn more as adults.

“Our industry is one that relies on human interaction,” said Roger Dow, president and CEO of the U.S. Travel Association, the umbrella organization representing the U.S. travel industry. “Whether it’s the front desk concierge at a hotel, the tour guide in a city’s historic district, or the CEO of a destination marketing organization, our people are what make America a great place to visit, and keep our economy strong. This National Travel and Tourism Week, we’re saluting the people behind the travel industry, and calling on our nation’s leaders to prioritize travel-friendly legislation, for the sake of millions of American workers.”

To learn more about The Colony Convention & Visitors Bureau, logon to [www.visitthecolonytx.com](http://www.visitthecolonytx.com). For more on National Travel and Tourism Week 2017, visit [www.ustravel.org/events/national-travel-and-tourism-week](http://www.ustravel.org/events/national-travel-and-tourism-week).

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