



Columbus Convention & Visitors Bureau

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National Tourism Week to be Held May 3-11, 2014

Columbus Convention & Visitors Bureau recognizes occasion with special events

Columbus, GA (April 25, 2014) In conjunction with National Tourism Week, to be held May 3-11, 2014, and the upcoming summer travel season, the Columbus Convention & Visitors Bureau (CVB) will mark the occasion by working with tourism partners to celebrate this weeklong recognition.

National Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to enhance the local, regional and national economy, security and perception, and recognize the cultural and social benefits created by travel and tourism.

National Travel and Tourism Week was established as National Tourism Week in 1983 when the U.S. Congress passed a joint resolution designating the week to be celebrated in May 1984. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with "the appropriate ceremonies and activities." Industry leaders and public relations professionals from the major travel and tourism trade associations were the first volunteers to manage the annual event. By January 1986 industry leaders had formed a permanent full-time office at the U.S. Travel Association to sponsor the event and expand tourism awareness into year-round programs.

Tourism remains one of the largest industries in Georgia generating over \$51.2 billion annually. Conventions and tourism brought an economic impact of \$318 million to Columbus along with 1.7 million visitors, and employing over 4,200 people according to economic studies provided by Columbus State University's Abbott-Turner College of Business. This economic impact results in each household in Columbus saving \$430 per year in taxes.

For more information, contact the Columbus CVB at (706) 322.1613 or go to visitcolumbusga.com.