

Contact: Lindsay Barker
Telephone: 940-716-5553
Email: Lindsay.Barker@wichitafallstx.gov
Website: www.wichitafalls.org

FOR IMMEDIATE RELEASE
May 6, 2019



WICHITA FALLS CELEBRATES NATIONAL TRAVEL AND TOURISM WEEK

Wichita Falls, TX, May 6, 2019 – The 36th annual National Travel and Tourism Week celebrates and showcases the contributions and accomplishments of the U.S. travel industry. The theme for this year is “Travel Matters”, highlighting the many ways travel positively impacts local economies, jobs, families and overall well-being in communities across the nation.

This week the Wichita Falls Convention and Visitors Bureau (CVB), along with our tourism partners, are celebrating what travel means to Wichita Falls. We’re calling on everyone, from elected officials to local residents, to join us in saluting this important industry. According to Dean Runyan Associates, Inc. Economic Impact Reports, prepared for *The Office of the Governor, Economic Development & Tourism Division*, both Wichita County and the Wichita Falls Metropolitan Statistical Area (MSA) total direct travel spending amounts substantially increased from 2017 to 2018. Wichita County direct travel spending increased by 6.2% or approximately \$14 million. Wichita Falls MSA direct travel spending increased by 6.6% or a little over \$16 million.

To encourage locals to explore and learn more about Wichita Falls and our attractions, the CVB is hosting a city-wide scavenger hunt where clues will be revealed every day this week on the CVB’s Facebook page. In addition, the CVB and tourism partners will welcome visitors to Wichita Falls at the Texas Travel Information Center on Friday, May 10th. There will also be a week-long Instagram takeover by two special guests. Please visit wichitafalls.org for more information and contest details.

###

If you would like more information about this topic, please contact Lindsay Barker by phone at 940-716-5553 or email at Lindsay.Barker@wichitafallstx.gov.