



**FOR IMMEDIATE RELEASE**

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**National Travel and Tourism Week  
Travel Rally Day / Parade, May 11<sup>th</sup>**

National Travel and Tourism Week will be from May 8<sup>th</sup> through 16<sup>th</sup> this year. This week is recognized annually across the United States as a tribute to the travel and tourism industry. The purpose of the week is to create awareness both locally and nationally of the importance of tourism to our communities. This year, specifically, we are focusing on “The Faces of Memphis Tourism”.

Kevin Kane, President and CEO of the Memphis Convention and Visitors Bureau, says, “The past couple of years have shown worldwide the importance of jobs to all communities. This year’s Tourism week, our theme is the “Faces of Memphis Tourism” and we want to highlight not only the 52,000 people that are employed by tourism in Memphis & Shelby County, but focus on the travel industry as a great career path. There are many examples of people working in our industry that started at entry level positions, moving quickly to management and ownership positions. There is a global network of tourism job opportunities and we want to bring attention to it in this week’s activities.”

Memphis will be fully taking part in Tourism Week and there are several ways in which the community can participate to make this week a success. Below is a schedule of the week’s events.

**Saturday, May 8:** We will be sponsoring a “Clean and Green” event around the Stax Museum of American Soul Music. Clean Memphis has partnered with Stax Academy and from 9:00 -12:00 am over 200 students from Stax Academy will be participating in a Spring Cleaning project in the Soulsville Neighborhoods around Stax Museum and Academy.

**How can the community get involved?** Volunteers are welcome to join in. Lunch and music will be provided.

**Tuesday, May 11:** This is the main event of the tourism week activities. An hour-long parade will begin at 10am with Kevin Kane as Grand Marshall and it will make its way from the Orpheum Theatre to Government Plaza on Main Street.

- **How can the community get involved?** We are calling all faces of tourism to show up at 9:45 and be in place for the 10 am parade. Blue is the theme color – so it should be worn with pride along with company name tags. Creative costumes are encouraged! Meet in front of the Orpheum.

**Wednesday, May 12:** The Metro Memphis Attractions Association is sponsoring “Tourism Day” at the Redbirds game at AutoZone Park. They will be showcasing all of the great things that the tourism industry has to offer. There will be some great giveaways and special offers!

- **How can the community get involved?** Come enjoy the game which begins at 7:05pm and be sure to wear blue!

**Friday, May 14:** At the 11am march of the Peabody Ducks, Mayor AC Wharton will be the honorary Duck Master for the day. This will be a great honor for Mayor Wharton and a great way to honor all of the hard working members of the tourism community.

- **How can the community get involved?** Be there in support wearing blue. It will be a grand ending to a great week, Memphis-style!

Another fun way to take advantage of the weeks activities is through social media and our **FourSquare: Tourism Week promotion.**

If you are not familiar, FourSquare is a location-based social network that lets users check-in and find friends at real-life locations around them. Our membership will be providing incentives and prizes for tourists and locals alike as they check into their locations. Additionally, Kerry Crawford’s iloveMemphis blog ([www.ilovememphisblog.com](http://www.ilovememphisblog.com)) will have a complete list of participating businesses and constant updates and photos throughout the week. Locals can learn how to be tourists in their own hometown on the Memphis CVB website, [www.memphistravel.com](http://www.memphistravel.com). Our Visitor Centers will also be distributing souvenirs for walk-in visitors during the week.

National Travel and Tourism week was first celebrated in May of 1984 after the U.S. Congress passed a joint resolution in 1983. President Ronald Reagan signed a Presidential Proclamation encouraging Americans to observe the week each year in May with “the appropriate ceremonies and activities”. Each year, cities all over the United States have celebrated in a variety of creative ways from parades to t-shirts to securing proclamations. *Source: USTravel.org <http://www.ustravel.org/>*

We are looking forward to celebrating our great industry with the citizens of Memphis and Shelby County during Tourism Week and showcasing all of the great things that Memphis has to offer.

Tourism Statistics for Memphis & Shelby County:

- More than 10 million visitors annually
- 51.9 thousand jobs in tourism and hospitality in Memphis & Shelby County
- 3.1 billion dollars in visitor expenditures annually
- 2 billion dollars in payroll annually
- 131.3 million dollars in local and state taxes annually
- Tourism is the third largest industry in the U.S., generating 737.8 billion dollars in expenditures and employing 7.7 million people in 2007 *Source: US Travel, Washington DC*

The Memphis Convention & Visitors Bureau, the official marketing and tourism organization for Memphis and Shelby County, is a private, not-for-profit, membership organization dedicated to building the local economy and the community’s positive image through tourism and convention development, major events and destination marketing.

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