

April 1, 2026

## PRESS RELEASE

*For Immediate Release*



### **Friends of Tourism - May 12 Celebration Brunch welcomes Madeline Phillips Office of the Governor Economic Development & Tourism**

### **Honoring National Travel & Tourism Week and New State Designation**

VISIT GRANBURY  
City of Granbury  
Convention & Visitors Bureau  
VISITGRANBURY.COM

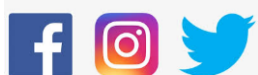
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Small Town in  
America*



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### **Visit Granbury Celebrates Tourism's Impact and Receives Tourism Friendly Texas Community Recognition**

**Granbury, Texas (PRESS RELEASE)** – The City of Granbury Convention & Visitors Bureau – Visit Granbury – will celebrate National Travel and Tourism Week (NTTW), May 3–9, 2026, by hosting its annual **Friends of Tourism Celebration Brunch** on **Tuesday, May 12, 2026**, at the David Southern Lake Granbury Conference Center.

This annual event recognizes the vital role tourism plays in Granbury's economy while celebrating the partners, stakeholders, and community members who contribute to the city's continued success as a premier destination.

The brunch will take place from **9:00 a.m. to 10:30 a.m.** and is free to attend with RSVP. Seating is limited. Tourism partners, local businesses, community leaders, and residents are invited to attend.

This year's program will feature **Madeline Phillips** from the Office of the Governor, Economic Development & Tourism, as the keynote speaker. During the event, Visit Granbury will also be formally recognized as a **Tourism Friendly Texas Community**, a prestigious statewide designation highlighting Visit Granbury's commitment to showcasing Granbury as a premier destination, championing the visitor economy, supporting local businesses and elevating Granbury on a state and national stage.

“This recognition is truly an honor for Granbury,” said Tammy Dooley, Director of Visit Granbury. “It reflects the collective effort of our city, partners, and community who take great pride in welcoming visitors and creating meaningful experiences. We’re grateful to be recognized, and we remain committed to supporting tourism in a way that benefits both our visitors and our local community.”

National Travel and Tourism Week, established in 1983, highlights the U.S. travel industry’s essential role in driving economic growth, creating jobs, and enhancing quality of life. In Granbury, tourism continues to be a major economic driver generating millions in visitor spending and supporting local businesses across multiple sectors.

According to the Travel Texas – Dean Runyan Associates report, tourism generated \$53.3 million in direct travel spending in Granbury and more than \$79.2 million across Hood County in 2024, the most recent reporting year. Direct travel spending reflects purchases made by visitors during their trip, including lodging, dining, retail, and other expenditures, along with applicable local and state taxes collected at the point of sale.

The event will also include a mayoral proclamation recognizing National Travel and Tourism Week and honoring the impact of tourism in Granbury and Hood County. Additionally, Visit Granbury will recognize outstanding tourism partners, volunteers, and community leaders as part of the Friends of Tourism program.

To RSVP, please contact Visit Granbury at **817-573-5548** or email **kgerardi@granbury.org**.

For more information on National Travel and Tourism Week, visit U.S. Travel Association or [visitgranbury.com](http://visitgranbury.com)

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### **OUR MISSION**

To promote and market Granbury as a premier  
leisure and meeting destination.  
for the purpose of positively impacting the Cities economy.

Attachments:



# Friends of Tourism Celebration Brunch 2026

Recognizing Stakeholders, Partners, Volunteers  
& Tourism Economic Impact in Granbury  
Visit Granbury to be recognized for Tourism Friendly Designation

*Special Guest*  
**Madeline Phillips**

- ★ Breakfast from Tropical Smoothie
- ★ Keepsake for all Friends of Tourism
- ★ Guest Speaker & Award Ceremony



Office of the Governor  
Economic Development & Tourism

Presenting on National Travel Tourism Week  
and the Impact of Tourism in Texas



Tuesday, May 12th  
9:00 AM (doors open at 8:45AM)  
Lake Granbury Conference Center

Limited seating  
RSVP requested -  
kgerardi@granbury.org



*Congratulations!*

**GRANBURY**  
A Tourism Friendly  
Texas Certified  
Community



TravelTexas.com #LetsTexas