



NEWS RELEASE

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Visit North Platte Moves Travel Forward This National Travel and Tourism Week

This year marks the 40th anniversary of the annual industry celebration.

(North Platte, Nebraska, May 4, 2023) — May 7th-13th, 2023 marks National Travel and Tourism Week across the United States. Visit North Platte will spend the week celebrating travel and tourism in our area and the people who continue to be an integral part of the success of our industry.

In 2021 visitors in North Platte and the Lincoln County area spent more than \$125 million at local lodging facilities, restaurants, attractions, and others. This generated more than \$10 million in state and local taxes. Local tourism spending supports more than 1,500 jobs with a payroll of just under \$25 million each year. Tourism stimulates economic growth, cultivates vibrant communities, creates quality job opportunities, stimulates business activity, and elevates the quality of life for everyone.

Nationally, the travel industry generated a \$2.6 trillion economic output in 2022 and supported 15 million jobs. Travel spending also generated \$160 billion in federal, state, and local taxes in 2022—revenue that helped fund critical public services while saving each U.S. household an average of \$1,270 in taxes.

Visit North Platte will be recognizing travel's essential contributions all week and is inviting the public to join them and North Platte Mayor, Brandon Kelliher, at the Lincoln County Historical Museum at 1:00pm on Monday, May 8th as Mayor Kelliher proclaims May 7th-13th, 2023 National Travel & Tourism Week in North Platte!

Wednesday, May 10th, Visit North Platte will be hosting their fourth annual Excellence in Service Awards Luncheon to recognize the most important part of tourism, the people. There will be five Excellence in Customer Service Awards presented: within an attraction, hotel, restaurant, retail establishment, and event. There will also be One Volunteer of the Year Award and One Hero of Tourism Award. John Ricks, the Executive Director of the Nebraska Tourism Commission, will also be speaking.

Lisa Burke, Executive Director of Visit North Platte said: "Travel is an essential part of the local economy, creating jobs, and strengthening our community's culture and identity. This National Travel and Tourism Week, we are proud to celebrate all that travel does for our community now, and all that it will contribute to in the future."

Visit North Platte is funded by lodging tax generated when visitors spend the night in a hotel or lodging facility within Lincoln County. The Visitors Bureau continues to fulfill their mission "...to enhance and promote a positive image of the communities in North Platte and Lincoln County, to assist in the development, continuation and promotion of quality events, attractions and amenities for the enjoyment of residents and visitors alike, and to help ensure that the highest standards of customer service are practiced in our establishments" with the continued support of our local tourism ambassadors.

To learn more about National Travel and Tourism Week and tourism within Lincoln County, go to VisitNorthPlatte.com.

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