



NEWS RELEASE

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Contact

Lisa Burke, Executive Director

Visit North Platte

101 Halligan Drive, North Platte, NE 69101

(308) 532-4729

lburke@visitnorthplatte.com

Visit North Platte Celebrates National Travel and Tourism Week

(North Platte, Nebraska, May 15, 2024) —May 19th-25th, 2024 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.

Annually, visitors in North Platte and Lincoln County, Nebraska spent more than \$125 million at local lodging facilities, restaurants, attractions, events, and retail establishments. This generated more than \$10 million in state and local taxes. Local tourism spending supports more than 1,500 jobs with a payroll of \$30 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 \$2.8 trillion economic output in 2023 and supported 15 million jobs. Travel spending also generated \$89 billion in federal, state, and local taxes in 2023—revenue that helped fund critical public services.

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 Prairie Arts Center at 12:30pm on Monday, May 20th as Mayor Kelliher proclaims May 19th-25th, 2024 National Travel & Tourism Week in North Platte!

“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.” said Lisa Burke, Executive Director of Visit North Platte.

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 tourism within Lincoln County, go to VisitNorthPlatte.com.

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